

July 2017

预调酒精饮料 - China

“经历了2016年的大幅下滑后，中国预调酒精饮料市场的销量和销售额预计在2017年将缓慢回温。导致市场大起大落的原因主要是公司和品牌太依赖市场营销，却忽略了产品本身。口味和原料应是预调酒精饮料未来创新的主要方向。女性消费者仍是主要的目标消费群体，但除了常见的果味产品外，更多的面向女性的预调酒精饮料（如采用具有健康和美容功效的独特原料制成）可能会为新品研发带来灵感。”

餐饮娱乐渠道软饮料饮用趋势 - China

“餐饮娱乐渠道软饮料的核心购买动因是含有多种营养成分。水果和牛奶是受欢迎的饮料成分，所以用水果和牛奶调制的奶昔或将大有市场潜力。与此同时，餐厅和饮料生产商可以运用天然成分调制吸引消费者眼球的饮料。”

— 陈杨之，研究分析师

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RTD Alcoholic Drinks - China

“China's RTD alcoholic drinks market is estimated to be slowly recovering in 2017 in both volume and value sales from its significant fall in 2016. Companies and brands were relying too much on marketing and ignoring the products per se, which contributed to the market's sudden rise as well as ...

牛奶和调味奶 - China

“中国牛奶市场虽增长平缓，但远未达到饱和。巴氏奶和高端超高温灭菌奶均有地域上的扩张空间。品牌还应探索更佳方式与40-49岁中老年消费者沟通，因为目前该群体对牛奶的兴趣较低。生产商应在各种口味、成分和营养之间找到平衡，吸引年轻女性消费者，扭转调味奶的下跌趋势。”

现泡茶和即饮茶 - China

“中国消费者的健康意识不断增强，带动了现泡茶和即饮茶饮料市场销售量的增长。然而，现泡茶面临着如何吸引女性和年轻的消费者的挑战，而茶饮料的挑战来自消费者对正宗性的要求、较低的饮用频率和瓶装水和果汁等类似健康品类带来的竞争。当今市场中，消费者在居家场合饮用更多现泡茶，而在户外场合饮用更多即饮茶饮料。探索更多消费场合，突出茶或茶饮料的新鲜度和正宗性，瞄准对具体的产品功能有需求的消费者——或将助力市场未来的发展。”

— 李蕾，研究分析师

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Milk and Flavoured Milk - China

“In spite of the flat growth, China's milk market is far from saturation. There is scope for further geographic expansion of pasteurised milk as well as premium UHT milk. Brands should also discover appropriate ways to talk to middle-aged consumers aged 40-49 who are currently less engaged with the category ...

对功能性饮料的态度 - China

“并非所有的消费者都需要高浓度和效果明显的能量补充饮料。相反，有些人可能只是需要补充轻微的能量来提升情绪。因此，单一强效型的能量饮料可能会限制品牌的消费渗透。提供较轻型的能量饮料很有机会能提高消费者的饮用频度，特别是针对目前较少饮用能量饮料的女性和年轻消费者族群。”

On-trade Soft Drinks - China

“Multiple healthy ingredients are the essential purchase driver of on-trade soft drinks. Fruit- and milk-based blended smoothie can harness an opportunity as they are the most preferred ingredients. At the same time, restaurants and beverage manufacturers may also want to utilise natural ingredients to create strong sensorial appeal to attract ...

Tea Infusions and Tea Drinks - China

“The rising health awareness of consumers in China has driven consumption increase in tea infusions and RTD tea drinks markets. However, tea infusions face the challenges of attracting women and younger consumers; tea drinks face the challenges of demand for authenticity, relatively lower consumption frequency, and threat from similar healthy ...

Consumer Attitudes towards Functional Drinks - China

“Not all consumers need an intense and immediate energy shot. Instead, some may just need a slight energy kick to enhance their mood. Therefore, a one-size-fit all approach in energy drinks could limit a brand’s consumer penetration. Lighter versions of energy drinks have good potential to increase usage, especially among ...