

January 2014

葡萄酒 - China

尽管葡萄酒在中国的历史尚短，但是近年来葡萄酒市场的增长迅速。然而，该市场正面临结构性调整，且2013年的总销量预计将有所下滑。尽管零售渠道的销量预计将增长6.2%；但是受宴会和高档礼品需求下降影响，非零售渠道的销量预计将下滑10%。

原味奶与调味奶 - China

自2008年爆发婴儿配方奶粉三聚氰胺危机后，中国牛奶市场受到了越来越多的国际关注。产业生产链的分散性及不完善使得国内牛奶厂商难以满足消费者对于牛奶的量和质方面日渐苛刻的需求。进口超高温瞬时灭菌（UHT）奶不断涌入中国牛奶市场不仅表明中国牛奶市场正吸引着越来越多的国际牛奶厂商进入中国，同时还表明中国牛奶市场，无论是在产品、价格方面还是在购买渠道方面，竞争日趋激烈。

December 2013

Wine - China

“The increasing importance of individual consumption in the retail market fuels growth in wine in China, yet, per capita volume is still low compared to top wine consuming nations, signalling the need to boost consumption frequency and foster wine drinking habits among mass consumers.”

November 2013

烈酒 - China

由于2012/13财年高端白酒需求疲软，烈酒市场面临着很大的压力，，使得部分高端产品的售价在2012年高位的基础上出现50%以上的下调，导致许多领军品牌的利润受到挤压。领军白酒品牌纷纷将目光转向大众市场，拓展中端系列产品。而洋酒品牌依托正面的品牌形象，获近半数烈酒饮用者对其高品质和时尚的形象持积极评价。

October 2013

运动和能量饮料 - China

自2011年以来中国软饮料市场逐步放缓至较低的双位数增长，而2008至2013年间，运动和能量饮料销售额却增长稳健，年均复合增长率达到16%；这表明以功能性益处及富含维他命的健康形象而著称的运动和能量饮料在市场上的重要性日渐凸显，且越来越受到欢迎

September 2013

Spirits - China

"High earners' tendency to drink spirits during wider occasions, reflects the necessity for the high-end spirits brands to explore other occasions instead of concentrating on the gifting market. High-end baijiu brands could benefit from exploring a positioning as an indulgence by highlighting the pleasure of enjoying the products. Meanwhile, further ...

August 2013

Sports and Energy Drinks - China

"Sports and energy drinks, with their functional benefits and healthy image by association with vitamins, are gaining importance and popularity in the market. However, remain significantly smaller categories by comparison to other soft drink markets, and currently face critical challenges to growing consumption. Therefore, brands need to unlock the growth ...

July 2013

Milk and Flavoured Milk - China

"China's milk market is attracting more international players. With increasing competition, manufacturers should look at opportunities beyond traditional demographic-specific targeting, to educate consumers about which milk is right for them and drive consumption out-of-home to drive sales."

May 2013

瓶装水 - China

包装水在中国仅有三十多年的历史。由于发展时间短，中国包装水市场的增速在世界上显得独领风骚。中国包装水市场的消费量过去五年来保持了24.4%的年复合增长率。从2007年的181.19亿升增长到2011年的将近478.9亿升，2012年预计将会达到540.48亿升。预计今后五年内，中国包装水市场的年复合增长率虽然呈现微弱放缓的态势，但仍将保持13.5%的双位数增长。

April 2013

Bottled Water - China

植物蛋白饮料 - China

“In the future, bottled water companies that are able to do so need to look at entering the high-end market and finding their own water sources or acquiring small businesses with their own high-quality water source. Activity in this segment has been low-key and quiet to date, but as can ...

自从改革开放三十年以来，中国历经了数十年的非凡发展，其城市化进程的速度超过亚洲的大部分发展中经济体。随着收入水平和消费能力继续提高，中国的饮料（包括通过现场消费和非现场消费渠道出售给消费者的所有形式的液态饮料）市场也同时增长。在过去十年间，中国的饮料业保持了20%以上的年增长率。据预测，未来五年中国的饮料业将以12-15%的速度稳步增长。

成分趋势 - China

中医主要依靠食用天然食物来调理人体；在中医理论传承数千年的历史中，人们普遍认为食物不仅可以提供营养，而且也是健康生活方式的关键所在。这种为食物赋予功能的传统为现代功能食品提供了强劲的发展平台，但同时也给功能食品的发展带来了激烈的竞争压力。

March 2013

Ingredient Trends - China

“Due to the vast geographical area of China, food and beverage products have regional differences in raw ingredients, flavours and cooking methods, resulting in noticeably different local food cultures. With local flavours remaining popular among consumers, awareness of and the ability to adapt to local tastes remain important for food ...

Plant Protein Drinks - China

“Since its economic reform 30 years ago, China has enjoyed decades of extraordinary growth with urbanisation growing at a pace faster than most of the other developing economies in Asia. As income levels and spending power continue to improve, China's beverage market, which includes any forms of liquid drinks ...