

# Beverage Blurring – China – February 2021

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## This report looks at the following areas:

The non-alcoholic drink sector experienced stable but moderate growth in 2020. The robust product innovation from freshly made drinks sets up a high standard for consumption experience and challenges packaged products. Blurring will be an important innovation direction to please consumers' spoiled taste and drive the non-alcoholic drink market's growth. Diversified consumption purposes also mean brands could leap out from traditional categories and develop blurred solutions to serve consumers' diversified demand.



“Facing with consumers’ spoiled taste as a result of continuous innovation from tea and coffee houses, enhancing overall consumption experience beyond flavour with the assistance of blurring will be important in driving the growth in non-alcoholic drinks sector.”

– Roolee Lu, Research Analyst

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