



Beverage Blurring - China - February 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **Covered in this Report**
- **Definition**

EXECUTIVE SUMMARY

- **Market and competition**
- **The consumer**
- **Dairy drinks hold essential roles while carbonated soft drinks witness loss of frequent drinkers**

Figure 1: Consumption frequency, November 2020

- **Diversified purposes reveal the changing role of non-alcoholic drinks**

Figure 2: Consumption purpose, November 2020

- **Reduced negative ingredients are as desired as fortified nutrients**

Figure 3: Desired attributes, November 2020

- **Probiotics, cereal/grains and flowers can drive healthiness without sacrificing taste**

Figure 4: Ingredient perception, November 2020

- **Visualise nutritional information to expand consumer reach beyond novel flavour seekers**

Figure 5: Purchase triggers for blurred beverage, November 2020

- **Juice and dairy drinks are ideal platforms for beverage blurring**

Figure 6: Blurring preference, November 2020

- **What we think**

ISSUES AND INSIGHTS

- **Enhance the sensational experience beyond flavour**
- **The facts**
- **The implications**

Figure 7: Product examples of non-alcoholic drinks with enhanced texture, China, 2020

Figure 8: HeyTea 2020 colour code, China

- **Don't leave the choice of 'plus' or 'minus' to consumers**
- **The facts**
- **The implications**

Figure 9: Product examples of non-alcoholic drinks with both plus and minus claims, China, 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Redefine the indulgence demand under rising health awareness**
- **The facts**
- **The implications**

Figure 10: Product examples of blurred alcoholic drinks, Australia, Japan and Taiwan, China, 2020-21

Figure 11: Suntory Horoyoi Alcoholic Drink

MARKET FACTORS

- **Consumption will be more driven by health under stable spending**

Figure 12: Change in spending on non-alcoholic drinks and in-home food, February 2020 to January 2021

Figure 13: Change of life priorities – higher priority, April-September 2020

- **High penetration of tea houses sets up sensational expectation and brings challenges to packaged products**

Figure 14: Food purchase and consumption behaviour, November 2020

- **Updates on ingredients drive product premiumisation**

INNOVATION HIGHLIGHTS

- **Drinking yogurt replaced juice as the most active category with NPD launches**

Figure 15: New products launched in non-alcoholic drinks, by subcategory, China, 2016-20

- **Sugar, fat and calorie reduction claims are mainstreaming**

Figure 16: Top growing claims on new products, by category, China, 2016-20

- **Build new sensation around bubbly taste**

Figure 17: Product examples of Yuan Qi Sen Lin Man Fen! series, China, 2020

Figure 18: Nitro Pepsi, 2019

- **Enhance consumption experience with serving temperature**

Figure 19: Product examples of Coca-Cola's hot beverages, China, 2020-21

Figure 20: Youth Look Brown Sugar Ginger Red Jujube Plant Drink, China

- **Introduce liquor flavour to soft drinks**

Figure 21: Product examples of carbonated soft drinks with liquor flavour, China, 2019-20

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Consumption shift to nutritious and healthy categories**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Blurring is a meaningful way to respond to multi-roles of non-alcoholic drinks in consumers' life**
- **Visualisation of 'minus' information is as important as fortifying nutrition**

CONSUMPTION FREQUENCY

- **Dairy drinks have an essential role in consumers' daily diet**

Figure 22: Consumption frequency, November 2020

- **Role in vitamin supplement helps juice receive more frequent drinkers**

Figure 23: Consumption frequency – more than once a week, 2018–20

- **Sports and energy drinks benefit from association with physical activities**
- **Healthy options help sparkling water catch up with carbonated soft drinks**

CONSUMPTION PURPOSE

- **Diversified purpose unveils blurring opportunity**

Figure 24: Repertoire analysis of consumption purpose, November 2020

- **Nutritional supplement comes as a close second to thirst quenching**

Figure 25: Consumption purpose, November 2020

Figure 26: Consumption purpose – Select items, by monthly personal income and family structure, November 2020

- **Opportunities for drinks to satisfy a craving**

Figure 27: Consumption purpose – select items, 2018–20

DESIRED ATTRIBUTES

- **Fortified vitamins would attract most attention**

Figure 28: Desired attributes, November 2020

- **Visualise 'minus' information to reach a wider audience**

Figure 29: Desired attributes – TURF analysis, November 2020

Figure 30: HeyTea Bottle Sea Salt Grapefruit Flavour Sugar-Free Sparkling Water, China, 2021

- **Females care more about removal of negatives while males pay attention to minerals**

Figure 31: Desired attributes, by gender, November 2020

INGREDIENT PERCEPTION

- **Probiotics, cereal/grains and flowers provide solutions to the health-taste dilemma**

Figure 32: Ingredient perception, November 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Figure 33: Ingredient perception – Healthy x tasty ranking, November 2020

Figure 34: Youth Look Flower Extract Series, China

- **Ingredients from foodservice can enrich taste**

PURCHASE TRIGGER

- **Product plays a bigger role than marketing**

Figure 35: Purchase triggers for blurred beverage, November 2020

- **Focus on the touchpoint of nutrition can further encourage purchase**

Figure 36: Purchase triggers for blurred beverage – TURF analysis, November 2020

- **Use seasonal ingredients to attract females and high earners**

Figure 37: Purchase triggers for blurred beverage, by monthly personal income, November 2020

BLURRING PREFERENCE

- **Juice and dairy drinks are good entry points**

Figure 38: Blurring preference, November 2020

Figure 39: Blurring preference – Top 10 combinations, November 2020

Figure 40: Blurring preference – Top three choices for each option, November 2020

- **Pay attention to the self-indulgence demand from consumers who live alone**

Figure 41: Blurring preference, by living situation, November 2020

APPENDIX – MARKET SIZE AND SEGMENTATION

Figure 42: Consumer expenditure on non-alcoholic drinks*, by segmentation, China, 2016-20

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster.

Our purpose is to help businesses and people grow. To find out how we do that, visit mintel.com.