

Plant Protein Drinks - China - January 2016

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“Compared with beverages in other categories, plant protein drinks in China are usually positioned as traditional and nourishing. However, as usage occasions have expanded beyond breakfast, manufacturers should add new elements into the products to make PPDs more suitable for broader, casual usage occasions.”
— Ching Yang, Research Analyst

This report looks at the following areas:

- Prove the goodness of the ingredients to differentiate from the majority
- Positioning PPDs towards the rising unconventional usage occasions
- Strategies for classic PPD brands to respond to new entrants

China's rapidly growing plant protein drinks (PPDs) market has attracted a number of large-scale food and drink manufacturers since 2014, which has injected new blood into this conventional category but has also intensified competition.

Walnut-based and coconut-based PPDs have grabbed the attention of consumers, and walnut is likely to take over soy to become the leading sub-category in the coming years. Compared to 2013, PPD is no longer just a part of breakfast for consumers: data shows that the most common PPD consumption occasions are when relaxing at home and when socialising with family and friends.

For future innovation, consumers are interested in products specially designed for different seasons or demographics. Also, products featuring clean labels and all natural ingredients are not commonly seen in the PPD category.

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DID YOU KNOW?

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

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