

Chilled Drinks - China - March 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Use nutrient and health benefits to persuade consumption
- Embrace online and new retail channels to solve concern about preservation
- Expand audience beyond young generation

Brands need to use attractive selling points beyond taste to extend value and persuade consumption, since consumers may pay more attention to nutrition and health benefits after the outbreak of COVID-19. As negative viewpoints on chilled drinks are less recognised among older consumers, brands can take advantage of their objective attitudes and expand the audience of chilled drinks beyond young generations.



“Premiumisation trends in food and drinks bring great market opportunities to chilled drinks. Inevitable upgrades in cold chain transportation also clear the issues of transportation and preservation. However, the consumption demand for chilled drinks is mainly driven by the pursuit of better taste.”
- Roolee Lu, Research Analyst

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