“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

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.
Beverage Blurring - China - February 2021

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**Beverage Blurring - China - February 2021**

**Report Price:** £3302.97 | $4460.00 | €3717.16

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

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