

Sparkling Drinks – China – 2022

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This report looks at the following areas:

- Future market outlook and growth prospects for the next five years
- Latest new product trends and growth opportunities
- Change in consumption trends and reasons for reduced consumption
- Consumption purposes of different sparkling drinks
- Attitudes towards sparkling drinks and interest in product innovation

Compared to 2021, non-diet carbonated soft drink (CSD) witnesses increased penetration (91% vs 93%) and proportion of consumers who have drunk more (22% vs 25%), proving the important role of traditional CSD products in the recent resurgence. Although consumers who have drunk less non-diet CSD still outnumber those who have drunk more, the gap narrows from 6% in 2021 to 3% in 2022.

The resurgence of COVID-19 in 2022 has made consumers realise the importance of CSD in troubled times. According to the Psychological Pillar under Mintel Trend Driver Wellbeing, consumers are driven to invest in products and services that help them to remain calm and avoid stress. CSD's important role in relaxing and de-stressing explains the special demand for Coke during the lockdown.

The increasing price of sparkling drinks due to the growing cost of raw materials may affect consumption willingness, as consumers who have trading down plans for non-alcoholic drinks increased from 11% in April 2021 to 18% in July 2022 (see Mintel's Chinese Consumer Monthly Tracker Data – July 2022).

Compared to strong carbonation, mild sparkling texture is more preferred in sparkling drinks, which reveals an opportunity for further exploration. Brands can develop variants with adjusted carbonation levels, similar to what they have done in sugar, to satisfy consumers' taste preferences for gentle texture.



"A resurgence of COVID-19 has made consumers realise the importance of CSD during troubled times. In addition to strengthening emotional connections with consumers and focusing on their home-centric lifestyles, CSD should also proactively cast aside its sugary image with better-for-you offerings."

– Roolee Lu, Senior Research Analyst

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