

Carbonated Soft Drinks - China - May 2014

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"Consumers' personal interests, various food scares as well as rising health issues such as obesity, are fuelling demand for innovations in ingredients, flavours and packaging. Mintel research shows that ingredients that can provide added health benefits could broaden the appeal of CSDs."
- Eileen Ngieng, Senior Research Analyst

This report looks at the following areas:

- How can brands cater to concerns over sugar content?
- How can brands position functional CSDs to bring engagement with health-conscious consumers?
- How can positioning as energy booster brings new relevance to CSD and compete with energy drinks?
- How can brands tackle trust issues more efficiently?
- Could re-naming or re-positioning be the answer to the unhealthy image?

This market covers packaged cola, lemon/lemon & lime, orange and other flavoured carbonated soft drinks. Other flavoured carbonated soft drinks include carbonated mixers such as sodas, tonic, salted soda and carbonated soft drinks with flavours such as apple and sarsi, but exclude carbonated fruit juices, sparkling water, iced tea, energy and sports drinks.

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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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PepsiCo

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