

## Plant Protein Drinks - China - January 2015

Report Price: £2463.80 | \$3990.00 | €3129.79

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“Given the stagnant prices of PPDs, the market is increasingly under pressure to premiumise. Brands and operators will certainly benefit from a new PPD market with an expanding premium segment.”

– David Zhang, Senior Drink Analyst

### This report looks at the following areas:

- Ingredients and added benefits lead the premiumisation route
- Taste no longer plays a definitive role in the success of PPDs

Category blurring offers a route to achieving more sustainable development in this market. Although the growth rate has not shown any signs of slowing down, the cross-category competition poses a real threat since the trend of category blurring is spilling over from the alcoholic drinks market to the soft drink categories. That said, PPDs have unique competitive advantages being a natural supplement of protein, and showing potential to move into the sports drinks category by offering a healthier alternative.

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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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The facts

The implications

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Trend: Sense of the Intense

Trend: The Real Thing

Trend: Mood to Order

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Xiamen Yin Lu Co., Ltd

Coconut Palm Group

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