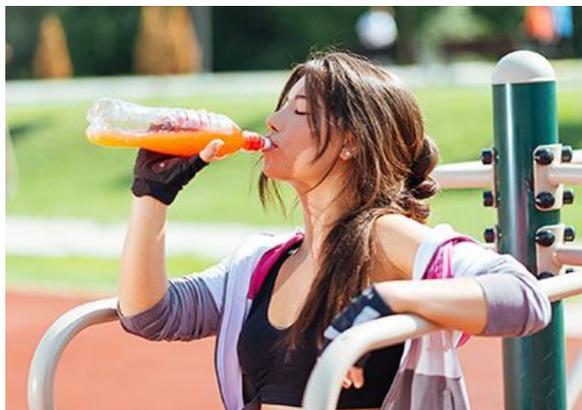


## Consumer Attitudes towards Functional Drinks - China - April 2017

Report Price: £3081.32 | \$3990.00 | €3661.84

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“Not all consumers need an intense and immediate energy shot. Instead, some may just need a slight energy kick to enhance their mood. Therefore, a one-size-fit all approach in energy drinks could limit a brand’s consumer penetration. Lighter versions of energy drinks have good potential to increase usage, especially among female consumers and young people.”

– **Ching Yang, Senior Research Analyst**

This report looks at the following areas:

- Energy drinks for different levels
- Sophisticated fermented drinks
- Use plant-based ingredient to clean up the category

Sports and energy drinks are the leading functional drink categories. They enjoy the highest consumption frequency and have the most product launches in the market. In the sports drink category, consumers have become more sophisticated and are trading up for ‘real’ sports drinks with electrolytes, stepping up from just vitamin water. An opportunity for energy drinks could be positioning lighter versions as mood enhancers or energising refreshment. In this way, atypical users who do not always need an intense energy boost could be more likely to try the category.

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