

Soft Drink Trends - China - October 2018

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“Consumers choose different types of soft drinks according to the drinking occasion, which is good news for manufacturers as they can differentiate their products based on the consumption occasion targeted. For innovation, products with minus claims such as low sugar or low calories are not enough to meet consumers’ demand for health.”

– **Loris Li, Associate Director, Food & Drink**

This report looks at the following areas:

- **Consumer demand for nutrition keeps driving innovation**
- **Occasion-wise products can be better differentiated**
- **Potential opportunities in cooperating with food delivery services**

China’s soft drinks market has slowed down its pace of growth. The growth rate of the value of the retail market has dropped by half in the past five years. Although consumers’ concern about how to eat and drink healthily could be one of the reasons that cause the slowing business growth; manufacturers can seize opportunities from consumer demand for healthy diets.

Mintel’s survey has found that consumers want to see more nutritional value in soft drinks. One way that has been widely applied to production by manufacturers to make soft drinks healthy is to reduce some “bad content” such as sugar and calories. However, manufacturers may have to pay attention on how to add some “good content” to soft drinks. Good contents could be vitamin, protein, probiotics and dietary fibre.

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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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