

April 2020

跨界饮料 - China

“混合饮料的形式正在兴起，结合两种或以上的传统饮料品类的用料、功能性益处、口感和质地，带火了非酒精饮料市场。随着植根于主要品类的跨界创新获得积极反馈，口味好、健康和吸引眼球的产品特征所带来的商机亟待开发。”

- 徐文馨，高级分析师

冷藏饮料 - China

“食品饮料的高端化趋势为冷藏饮料带来极大的市场机会。冷链行业不可逆转的升级也扫清了产品运输和储存的障碍。但是，对更好口感的追求仍是冷藏饮料消费的主要驱动力。品牌应使用除口感以外更有吸引力的卖点，扩展其产品价值并推动消费，因为新冠肺炎爆发之后消费者可能会更关注产品的营养和健康功效。由于关于冷藏饮料的负面看法更少被年长消费者接受，品牌可利用他们客观的态度，将冷藏饮料的受众拓展到年轻消费者之外的其他群体。”

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Beverage Blurring - China

“Hybrid formulations are on the rise, bringing together ingredients, functional benefits, tastes and textures from two or more traditional drinks categories, and invigorating the non-alcoholic beverage market. With the blurring innovation rooted in the primary categories receiving positive feedback, opportunities for tasty, healthy, and eye-catching features wait to be tapped ...

Chilled Drinks - China

“Premiumisation trends in food and drinks bring great market opportunities to chilled drinks. Inevitable upgrades in cold chain transportation also clear the issues of transportation and preservation. However, the consumption demand for chilled drinks is mainly driven by the pursuit of better taste. Brands need to use attractive selling points ...