

October 2019

果汁和果汁饮品 - China

“作为一个不断发展的市场，果汁品类的增长依赖于消费者的健康意识，并由先进的制造工艺和运输系统推动。纯果蔬汁正蚕食果汁饮品的市场份额，提示了品类高端化的发展方向。消费场景的增加和重复购买对品类增长至关重要。营养和功能性成为消费者购买的触发因素，两者也都有助于扩张果汁的消费场景。”

– 吴珍妮，研究分析师

September 2019

Juice and Juice Drinks - China

“As a growing market, the juice category is led by consumers' health consciousness and driven by advanced manufacturing and transportation techniques. Pure juice chips away at juice drinks in share and indicates the direction of premiumisation. Increasing consumption occasions or repeat purchase is critical for category growth. Nutrition and functionality ...”

August 2019

运动和能量饮料 - China

“消费者对运动健身的认知度和参与度不断提高，推动了运动和能量饮料市场的稳健增长，但随着更多的饮料包含了健康方面的功能性宣称，为了与之相抗衡，运动和能量饮料需要巩固其在定位和便利性方面的优势。”

– 李梦，研究副总监

July 2019

Sports and Energy Drinks - China

“Continuously growing awareness and participation of sports and fitness drive the robust growth of sports and energy drinks, but as more drinks include functionality claims related to health, sports and energy drinks need to reinforce their strength on positioning and convenience to compete against them.”

– **Loris Li, Category ...**