

March 2021

西方烈酒 - China

“中国消费者经济状况的快速提升及其对时尚生活方式的追求，促使其对西方烈酒产生日益浓厚的兴趣。因此，企业和品牌有机会增进人们对西方烈酒的了解，拉近与消费者之间的距离，尤其是喜欢猎奇、乐于尝鲜的年轻一代，从而鼓励消费。此外，迎合消费者就餐习惯，为其带来放松和享受等额外乐趣，也是赢得消费者青睐的两个关键点。”

— 靳尧婷，研究分析师

啤酒 - China

“新冠疫情蔓延，居家饮酒习惯应运而生，啤酒零售量小幅上升。不过，市场长期增长要靠高端化推动。好消息是消费者愿意为采用优质麦芽和酒花酿造的啤酒支付更高价格。除了产品升级，硬苏打水全新推出，亦会吸引年轻用户并且聚拢注重健康的消费群体。另外，消费者饮酒解压属于首要目的，品牌必须精准施策，调整营销重点、凸显陪伴理念。”

— 俞文，研究分析师

January 2021

Western Spirits - China

“Chinese consumers’ interest in Western spirits is increasing driven by fast developing economic status and aspirations for a trendy lifestyle. This brings opportunities for companies and brands to encourage consumption by making Western spirits less mysterious and more easily approachable, especially among the younger generation who are curious and ready ...

Beer - China

“A slight pickup in retail volume is attributed to COVID-19, which has bred in-home beer drinking. However, the market’s long-term growth will be driven by premiumisation and the good news is that consumers are willing to splurge on beer made from quality malt and hops. In addition to product upgrades ...

November 2020

运动和能量饮料 - China

“2019年运动饮料和能量饮料市场的销售额增速均有所放缓，随后疫情影响导致销售业绩下滑。该市场将会缓慢恢复，但面对相邻品类的步步紧逼，运动和能量饮料品牌需提供更多附加价值。品牌可以加大市场教育力度，将习惯性饮用与实现健身目标联系起来。在产品开发方面，品牌不妨考虑提供额外的功能，并围绕口味、质地和形态开展创新。”

— 蒋安妮，研究分析师，食品和饮料

October 2020

Sports and Energy Drinks - China

“The rate of value growth slowed for both sports and energy drinks in 2019, with COVID-19’s impact then resulting in sales declines. The market will recover slowly but brands need to provide more value added when faced with increasing pressure from adjacent

气泡饮料 - China

“气泡水销售额激增，说明气泡饮料颇有人气。其应用广泛，也必将延伸至其他饮料品类。碳酸饮料进一步发展面临的挑战包括关键年轻消费者人口数萎缩以及对糖分的持续关注。低/无/减糖和卡路里成为新的标准。鉴于此，整个行业都在努力进行产品创新，为市场带来‘有益健康’的产品才能维持市场增长。”

categories. Brands can increase market education to tie ...

– 徐文馨，高级分析师

September 2020

Sparkling Drinks - China

“Sparkling beverages have proven their popularity through the surge in sales of sparkling water, and their wide range of application will allow extension into other drinks categories. The shrinking population of key younger consumers and enduring concerns around sugar pose challenges for CSDs going forward. With low/no/reduced (L ...

August 2020

茶类饮品 (含新冠疫情分析) - China

“近年来，由于遭遇来自其他饮料品类（如即饮咖啡）的压力，即饮茶饮料市场的增长有所放缓，但仍以稳定的步伐不断扩张。高端袋泡茶以完整茶叶、添加功能性草本或植物成分为特点，越来越吸引女性饮用者和高收入人群，保障了这一细分市场未来的市场增长。英敏特预测，为回应新冠疫情之后消费者对新鲜、营养和便捷茶类饮品体验日益增长的需求，更多利用高端加工工艺或保存方法的功能性宣称、清洁标签和产品将会涌现，帮助该品类回应市场对营养的需求，摆脱新冠疫情的短期影响。”

July 2020

Tea Drinks (Incl Impact of COVID-19) - China

“The growth rate of the RTD tea drinks market has slowed in recent years under pressure from other drinks categories (such as RTD coffee), however the market has kept expanding at a steady pace. Premium teabags characterised by whole tea leaves, added functional herbs or botanicals have become attractive to ...

植物基饮食 (含新冠疫情分析) - China

“植物基食品和饮料包装上的醒目标签能给消费者留下来清洁、新鲜的印象，植物基食品和饮料可从中受益。疫情之后，消费者迫切地想要增进身心健康，同时对美味诱人的创新兴趣浓厚，这给植物蛋白饮料中的优质成分和肉食替代品的登场带来了机会。尽管新冠疫情带来了经济上的不稳定性，但创新植物肉的主要受众群体是相对富裕的人群。对于心怀抱负，想要开辟新的疆域的企业来说，这意味着机会。

– 徐文馨，高级分析师，2020年5月31日

Plant-based Diets (Incl Impact of COVID-19) - China

“Plant-based food and drink products benefit from consumers’ positive perceptions of their cleanness and

freshness through bold on-packaging claims. The urge to improve health and wellness after the COVID-19 outbreak, along with the curiosity for mouth-watering innovations, present opportunities for prime ingredients in plant-protein drinks and the introduction of innovative ...

June 2020

Milk and Dairy Beverages (Incl Impact of COVID-19) - China

“The growth rate of the milk and dairy beverages market has slowed in recent years but will likely continue at a low and steady rate. In addition to the supply chain reforms currently underway, such as integration of upstream suppliers or establishing data-centric logistics systems, products will include additional upgrades ...

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。”

March 2020

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 ...