

**January 2023****菜单洞察——茶饮店 - China**

“现制茶饮行业仍在蓬勃发展，上新频率和丰富的口味选择将继续吸引消费者。消费者对水果的喜好可能因季节而异，因此，创新应该以热门水果品类为主，小众水果为辅。同时，茶饮店品牌可以展示营养成分，而不是仅仅局限于健康宣称本身，从而帮助消费者找到适合他们的产品。”

高屹，研究分析师

**December 2022****Menu Insights - Tea Houses - China**

“The freshly-made tea drinks industry is still burgeoning, the frequency of new product launches and various flavour choices will continue to attract consumers. Fruit preferences might vary by season, and so innovations should mainly focus on popular fruit categories with a few niche ones. Meanwhile, tea house brands can present ...