

March 2016

瓶装水 - China

“瓶装水市场目前处于发展相对平稳阶段，主要得益于以下几方面：以销量取胜的低端市场快速扩张，高端市场尽管较小，但增长迅猛、利润空间巨大。低端品牌大打价格战，而高端品牌在优质水源和包装等高端属性方面展开激烈竞争。尽管消费者仍然主要愿意去超市等线下渠道购买瓶装水，但还没有进入电商领域的公司和品牌将会错过很多商业机会。随着收入的不断提高和污染的持续恶化，消费者更有可能进行趋优购买。重点企业需要根据消费者的需求和角度来进行高端瓶装水营销，而不是着眼于公司和品牌的前景。”

— 李蕾，研究分析师

January 2016

植物蛋白饮料 - China

“中国市场上的植物蛋白饮料通常被定位为具有滋养功效的传统饮品。但鉴于使用场合已延伸到早餐之外，厂商应在产品中增添新的元素，以使植物蛋白饮料的饮用场合更加休闲与多元。”

— 杨晴，研究分析师

Bottled Water - China

“The current bottled water market is at a more sustainable stage driven by rapid expansion in the low end, with a volume sales advantage and a small high-end market with escalating growth and high profit margins. While low-end brands are competing on price, high-end brands are rivalling with premium associations ...

Plant Protein Drinks - China

“Compared with beverages in other categories, plant protein drinks in China are usually positioned as traditional and nourishing. However, as usage occasions have expanded beyond breakfast, manufacturers should add new elements into the products to make PPDs more suitable for broader, casual usage occasions.”

— Ching Yang, Research Analyst