

April 2015

瓶装水 - China

“尽管瓶装水被认为适合在外饮用，在家饮用场合有望成为当下几近饱和的市场未来发展的驱动力，这一点在高端瓶装水市场尤为突出。”

March 2015

Bottled Water - China

“Despite bottled water being a drink suitable for on-the-go occasions, at-home usage could be the next growth engine for the largely saturated market, in particular when it comes to premium bottled water.”

February 2015

植物蛋白饮料 - China

“植物蛋白饮料市场发展日新月异，使其成为饮品市场最具活力的品类之一：新兴品类日益崛起；新品牌大量涌入市场。”

植物蛋白饮料市场内部以及软饮料品类间的竞争呈现日益白热化的趋势，这将继续给市场内五大产品细分市场内领先品牌带来压力，继而导致市场进一步碎片化。

然而，竞争带来的压力不大可能消除市场继续蓬勃发展这一趋势。植物蛋白饮料市场有望在短期内继续其节节攀升的增长率而获得新的突破。”

— 张一，高级研究分析师

January 2015

Plant Protein Drinks - China

“Given the stagnant prices of PPDs, the market is increasingly under pressure to premiumise. Brands and operators will certainly benefit from a new PPD market with an expanding premium segment.”

— David Zhang, Senior Drink Analyst