

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

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。”

– 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 ...