

November 2013

烈酒 - China

由于2012/13财年高端白酒需求疲软，烈酒市场面临着很大的压力，使得部分高端产品的售价在2012年高位的基础上出现50%以上的下调，导致许多领军品牌的利润受到挤压。领军白酒品牌纷纷将目光转向大众市场，拓展中端系列产品。而洋酒品牌依托正面的品牌形象，获近半数烈酒饮用者对其高品质和时尚的形象持积极评价。

October 2013

运动和能量饮料 - China

自2011年以来中国软饮料市场逐步放缓至较低的双位数增长，而2008至2013年间，运动和能量饮料销售额却增长稳健，年均复合增长率达到16%；这表明以功能性益处及富含维他命的健康形象而著称的运动和能量饮料在市场上的重要性日渐凸显，且越来越受到欢迎

September 2013

Spirits - China

“High earners’ tendency to drink spirits during wider occasions, reflects the necessity for the high-end spirits brands to explore other occasions instead of concentrating on the gifting market. High-end baijiu brands could benefit from exploring a positioning as an indulgence by highlighting the pleasure of enjoying the products. Meanwhile, further ...

August 2013

Sports and Energy Drinks - China

“Sports and energy drinks, with their functional benefits and healthy image by association with vitamins, are gaining importance and popularity in the market. However, remain significantly smaller categories by comparison to other soft drink markets, and currently face critical challenges to growing consumption. Therefore, brands need to unlock the growth ...