

## October 2022

### 西方烈酒 - China

"2022年，新冠疫情造成的市场低迷使得西方烈酒的增长减缓。然而，小众烈酒仍有显著发展，这得益于年轻人强劲购买力。在充满不确定的时期，品牌需要跟随变化的消费者需求，并维持酒客与市场的联系。例如，以在家创意调制鸡尾酒点亮居家饮酒场合，以及强调社会责任，增进让消费者感觉良好的因素。"

## September 2022

### Sparkling Drinks - China

"A resurgence of COVID-19 has made consumers realise the importance of CSD during troubled times. In addition to strengthening emotional connections with consumers and focusing on their home-centric lifestyles, CSD should also proactively cast aside its sugary image with better-for-you offerings. Meanwhile, texture innovation highlights a differentiation approach in sparkling ...

### Western Spirits - China

"In 2022, market downturn caused by COVID has slowed the growth of Western spirits. However, the development of niche spirits is still significant, thanks to strong purchasing power from younger adults. In uncertain times, brands would need to keep up with changing consumer need and keep drinkers engaged with the ...

### RTD Coffee - China

"In 2022, the COVID outbreak has slowed the growth of RTD coffee. However, the future outlook is optimistic thanks to the evolving coffee culture and expanding consumption occasions. As consumers are trending towards healthy lifestyles, RTD coffee innovation should balance health and indulgence. In the ever-competitive coffee market, brands could ...

## Upcoming Reports

即饮咖啡 - 中国 - 2022年

气泡饮料 - 中国 - 2022年