

## August 2020

## 茶类饮品 (含新冠疫情分析) - China

“近年来，由于遭遇来自其他饮料品类（如即饮咖啡）的压力，即饮茶饮料市场的增长有所放缓，但仍以稳定的步伐不断扩张。高端袋泡茶以完整茶叶、添加功能性草本或植物成分为特点，越来越吸引女性饮用者和高收入人群，保障了这一细分市场未来的市场增长。英敏特预测，为回应新冠疫情之后消费者对新鲜、营养和便捷茶类饮品体验日益增长的需求，更多利用高端加工工艺或保存方法的功能性宣称、清洁标签和产品将会涌现，帮助该品类回应市场对营养的需求，摆脱新冠疫情的短期影响。”

## July 2020

## Tea Drinks (Incl Impact of COVID-19) - China

“The growth rate of the RTD tea drinks market has slowed in recent years under pressure from other drinks categories (such as RTD coffee), however the market has kept expanding at a steady pace. Premium teabags characterised by whole tea leaves, added functional herbs or botanicals have become attractive to ...

## 植物基饮食 (含新冠疫情分析) - China

“植物基食品和饮料包装上的醒目标签能给消费者留下来清洁、新鲜的印象，植物基食品和饮料可从中受益。疫情之后，消费者迫切地想要增进身心健康，同时对美味诱人的创新兴趣浓厚，这给植物蛋白饮料中的优质成分和肉食替代品的登场带来了机会。尽管新冠疫情带来了经济上的不稳定性，但创新植物肉的主要受众群体是相对富裕的人群。对于心怀抱负，想要开辟新的疆域的企业来说，这意味着机会。”

— 徐文馨，高级分析师，2020年5月31日

## Plant-based Diets (Incl Impact of COVID-19) - China

“Plant-based food and drink products benefit from consumers' positive perceptions of their cleanness and freshness through bold on-packaging claims. The urge to improve health and wellness after the COVID-19 outbreak, along with the curiosity for mouth-watering innovations, present opportunities for prime ingredients in plant-protein drinks and the introduction of innovative ...

## June 2020

## Milk and Dairy Beverages (Incl Impact of COVID-19) - China

“The growth rate of the milk and dairy beverages market has slowed in recent years but will likely continue at a low and steady rate. In addition to the supply chain reforms currently underway, such as integration of



## Drink - China

upstream suppliers or establishing data-centric logistics systems, products will include additional upgrades ...