

MARKET INNOVATION OVERVIEW

CATEGORY: Water, Juices & Soft Drinks | **COUNTRY:** China

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.

A REGIONAL INTRODUCTION:

WATER, JUICES & SOFT DRINKS IN ASIA PACIFIC

WATER

Innovate in flavored waters: Position flavored water as a tasty yet healthy hydration option compared with other drink categories like fruit juice or carbonated soft drinks (CSDs). This can be achieved by promoting better-for-you formulations that are free of sugar and artificial ingredients.

JUICES

Explore superfoods to deliver beauty 'from within': Beautification through one's diet is a common practice in Asia. Juice brands can tap into this opportunity by formulating with local and familiar ingredients that are well known for boasting health benefits.

CARBONATED SOFT DRINKS

Premiumise CSD offerings: CSD brands can tap into the premium drinks market by committing to craft production techniques. They can also use real and visible ingredients, such as ginger pulp, along with innovative - yet relevant - flavours which can pique consumer interest in-store



WATER, JUICES & SOFT DRINKS IN CHINA

Market Overview

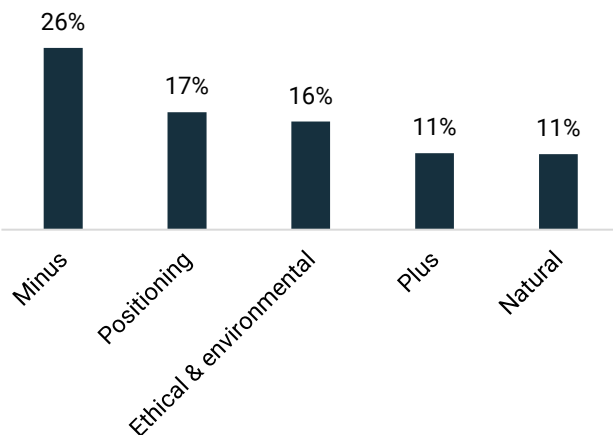
The Chinese water, juices & soft drinks sector is expected to grow from €70.8 billion in 2019 to €90.7 billion by 2024, at a CAGR of 5.1%. In volume terms, the sector is expected to grow from 106.0 billion L in 2019 to 121.4 billion L by 2024, registering a CAGR of 2.8%.

Per capita consumption of water, juices & soft drinks in China stood at 75.7L in 2019 and is expected to grow and reach 85.7L by 2024. Per capita expenditure stood at €50.6 in 2019 and is expected to reach €64.1 by 2024. (GlobalData, 2021)

New Product Development Analysis

47% of drink products launched in China in 2020 were Water, Juices & Soft Drinks.

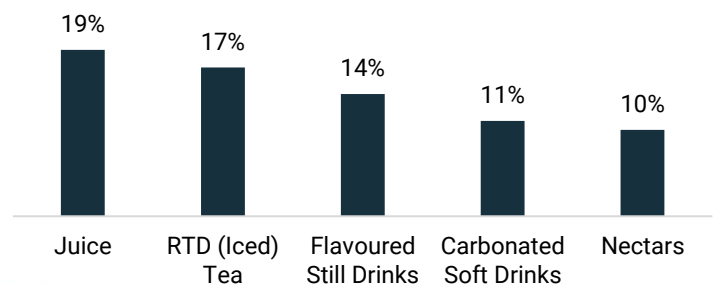
Top 5 Claim Categories in Water, Juices & Soft Drinks product launches, 2020



The 'Minus' claim category was the most featured in the water, juices & soft drinks product launches, with the 'Sugar Free' claim taking the 1st place. The 'Social Media' claim was the most used in the 'Positioning' category, while the 'Eco-friendly Package' was the most popular claim from the 'Ethical & environmental' category.

In terms of New Product Development, the 'Juice' sub-category was the most active in this sector, responsible for 19% of launches. Right behind came the 'RTD (Iced) Tea' with a 17% share.

Top 5 Sub-Categories in Water, Juices & Soft Drinks product launches, 2020



This product retails in a 200ml Ecolean pack bearing the WeChat QR code and a Taobao QR code.



This tea drink is made using the first extracted liquid from 100% original tea leaves, and contains zero sugar or fat.



This product is suitable for travelling and retails in a 1L recyclable pack.



THE CHINESE CONSUMER

48%

of Chinese consumers would be interested in soft drinks with probiotics

33%

with traditional Chinese medicine (eg ginseng)



(2018)

of Chinese soft drink users pay attention to the ingredients when buying soft drinks

53%

Juice brands can capitalize on interest in meal-time consumption

China: consumption frequency of juice with purpose of pairing with food, July 2018

20%

Once a day or more

23%

Once every 2-3 days



40%

Once a week

15%

2-3 times a month or less

2%

Haven't drunk this in the last three months

(GlobalData, 2021)

A GLOBAL LOOK INTO THE FUTURE

WATER

Functional water claims are diversifying: The functional water space is rapidly diversifying in terms of the variety of health benefits being offered. As such, water brands are encouraged to highlight how their products can benefit the consumer, meeting the need for transparency.

JUICES

Opportunity for zero waste juice: Address growing concerns around food waste by exploring the use of surplus ingredients. Brands can also aim to reassure consumer concerns about the climate crisis by committing to sustainable, zero waste supply chains.

CARBONATED SOFT DRINKS

Memorable flavours drive consumer engagement: Unique and quirky flavours, such as buttered toast and banana & chocolate, can intrigue consumers in-store and encourage an impulse purchase.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar

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