



Asian Speciality Drinks in China

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for health-driven Asian speciality drinks – fruit vinegar leads the way
Long-term potential for bird's nest drinks is questionable
Tiandi No 1 leads sales and growth in Asian speciality drinks, with Aqua More following

PROSPECTS AND OPPORTUNITIES

Expansion of retail e-commerce channels
Packaging will continue to see innovation and adaptation to fast-paced lifestyles
Functionality and health benefits will continue to provide opportunities for Asian speciality drinks

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Soft Drinks in China - Industry Overview

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