



Asian Speciality Drinks in China

November 2025

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Asian Speciality Drinks in China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Challenging landscape for Asian speciality drinks

INDUSTRY PERFORMANCE

Lacklustre appeal notably among younger generations

Competition from freshly brewed tea drinks and RTD tea

Health-oriented developments are emerging

WHAT'S NEXT?

Asian specialty drinks struggle with outdated image

Digital marketing and technologies are leveraged to engage with audiences

Sustainable developments will resonate with consumers

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Tiandi No1 Beverage Co Ltd is the leading player

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CHANNELS

E-commerce sales are gaining traction

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Health factors bear heavy influence on soft drinks

Consumers are willing to pay for convenience and instant delivery

Local cultural traditions increasingly shape product developments

WHAT'S NEXT?

Stable outlook for soft drinks

Players will capitalise on more discerning tastes

High growth of reduced-sugar RTD tea will continue

COMPETITIVE LANDSCAPE

Nongfu Spring Co Ltd strengthens position with growth in RTD tea

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