



Euromonitor  
International

# Soft Drinks in China

November 2025

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### EXECUTIVE SUMMARY

Relatively bright performance for soft drinks

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

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

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Stable outlook for soft drinks

Players will capitalise on more discerning tastes

High growth of reduced-sugar RTD tea will continue

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## COUNTRY REPORTS DISCLAIMER

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Consumers are attracted by the portability of liquid concentrates

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[RTD Coffee in China](#)

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Rapid rise in coffee culture supports consumer interest

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Sophisticated products will deliver healthier offerings  
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Reduced-sugar RTD tea is sweet spot for consumers

#### WHAT'S NEXT?

Bright outlook for RTD tea

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### INDUSTRY PERFORMANCE

Eastroc Super Drink drives consumption with low price positioning

Consumption occasions are expanding

### WHAT'S NEXT?

Evolving perception of energy drinks will drive sales

Reduced-sugar energy drinks category set to flourish

The ingredients in energy drinks are also becoming more diverse

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