

# Report on the Chinese market for functional beverages

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## Abstracts

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Functional beverages refer to drinks that are used to manipulate bodily functions by manipulating drink ingredients and vitamins. Functional beverages broadly include sports drinks, energy drinks and other such functional beverages.

The Chinese functional beverage industry sold a total of xx billion liters in retail sales at a year-on-year growth rate of xx%. Retail figures for functional beverages reached a total of xx billion CNY at a year-on-year growth rate xx%.

Some of the largest functional beverage companies in China include Red Bull, Coca Cola, Ting Hsin International Group, Robust Group and Uni-President. These 5 companies together represent up to XX% of the Chinese functional beverage market.

Functional beverages are considered a favorite amongst Chinese consumers as consumers become more aware of the benefits and effects of functional beverages on their bodies, and as such the functional beverage market is expected to reach a total of XX billion CNY in retail figures.

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