



Juice in China

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Players focus on evolving needs in the juice category

INDUSTRY PERFORMANCE

Health-awareness in China remains challenging for juice category

Coconut and other plant waters prove attractive to the Chinese consumer

WHAT'S NEXT?

The growing health agenda poses opportunities and threats

Technology will spearhead health-based innovations

Low/zero sugar and functional benefits are stand-out requirements

COMPETITIVE LANDSCAPE

Leading brand Minute Maid supports strong position of Coca-Cola China Ltd

General Beverage Co Ltd makes waves in the juice category

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Supermarkets retain their stronghold in juice category

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[Soft Drinks in China - Industry Overview](#)

EXECUTIVE SUMMARY

Relatively bright performance for soft drinks

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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

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

Domestic companies gain traction in highly competitive landscape

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