

# Asian Speciality Drinks in China

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## Asian Speciality Drinks in China - Category analysis

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#### 2023 DEVELOPMENTS

Continued decline for Asian specialty drinks

Vinegar drinks declines as consumers have limited awareness of different product segments

Bird's nest drinks niche and emerging, but long-term potential questionable

#### PROSPECTS AND OPPORTUNITIES

Taste and format innovation likely in fruit vinegar products

Functionality and health benefits could offer opportunities for Asian speciality drinks

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