CLIENT DAY 2019

DISRUPTING THE FUTURE

KANTAR WORLDPANEL

a CTR service in China

深入“微场景”挖掘中国饮品潜商机

Unleash the beverage growth in micro drinking occasions

7月22, 24, 26日

包装饮品行业竞争激烈，增长主要依赖玩家不断破陈出新

Growth of beverage is mainly driven by innovation, but new products also struggle for survival.

99.9%

渗透率%
Penetration

78% 来自新品
From NPD

每年饮品行业的增量
Source of growth

1.7%

1年内渗透率达到1%的新品
The percentage of NPD whose penetration reach 1% within 1st year
2018Q4 Global FMCG Overview Report

数据来源：凯度消费者指数 - 户内、户外样户组，全国，所有非酒精饮料（含乳）
Data source: Kantar Worldpanel, HHP & OOH, national, non-alcoholic drinks

现制饮品将竞争激烈程度推向新高度

On-premise drink trigger unprecedented fierce competition with packaged products

更多“新”的茶饮连锁品牌

More brands

茶饮店做咖啡 咖啡店卖茶饮

Richer portfolio

现制饮品将竞争激烈程度推向新高度

On-premise drink trigger unprecedented fierce competition with packaged products

现有连锁顺势追击

Value for money from CVS/QSR

跨界营销凑热闹

Cross over marketing

现制饮品将竞争激烈程度推向新高度

On-premise drink trigger unprecedented fierce competition with packaged products

现制咖啡的增量中
On-premise coffee gain its

34%

现制茶饮的增量中
On-premise tea gain its

30%

从包装饮品获得
growth from packaged beverage

数据来源：凯度消费者指数 - 户外样户组，全国，所有非酒精饮料（含乳）| Data source: Kantar Worldpanel, OOH, national, non-alcoholic drinks

从4个维度交叉，饮品场景可以切分多达300+个有实际商业意义的微场景

We can identify more than 300 micro drinking moments if we segment all drinking occasions by 4 dimensions

消费者 CONSUMER

独享 Alone
分享 With others
亲子 With kids

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时间 TIME

6:00-9:00
9:00-11:00
11:00-14:00
14:00-17:00
17:00-20:00
20:00-22:00
22:00-24:00
0:00-6:00

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空间 LOCATION

家里 At home
办公室 Office
街上 On the street
学校 At school
购物中心 Shopping mall
餐厅 Restaurant
咖啡茶饮店 Café
电影院 Cinema
健身房 Gym
公共交通工具上 Transportation
火车站/机场 Train station / Airport
.....

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事件 EVENT

吃饭 Having meal
工作 Working
吃零食 Having snack
玩电脑/手机 Screen time
通勤路上 Commuting
运动 Working out
做家务 House keeping
聊天/社交 Social
逛街 Shopping
旅游 Traveling
.....

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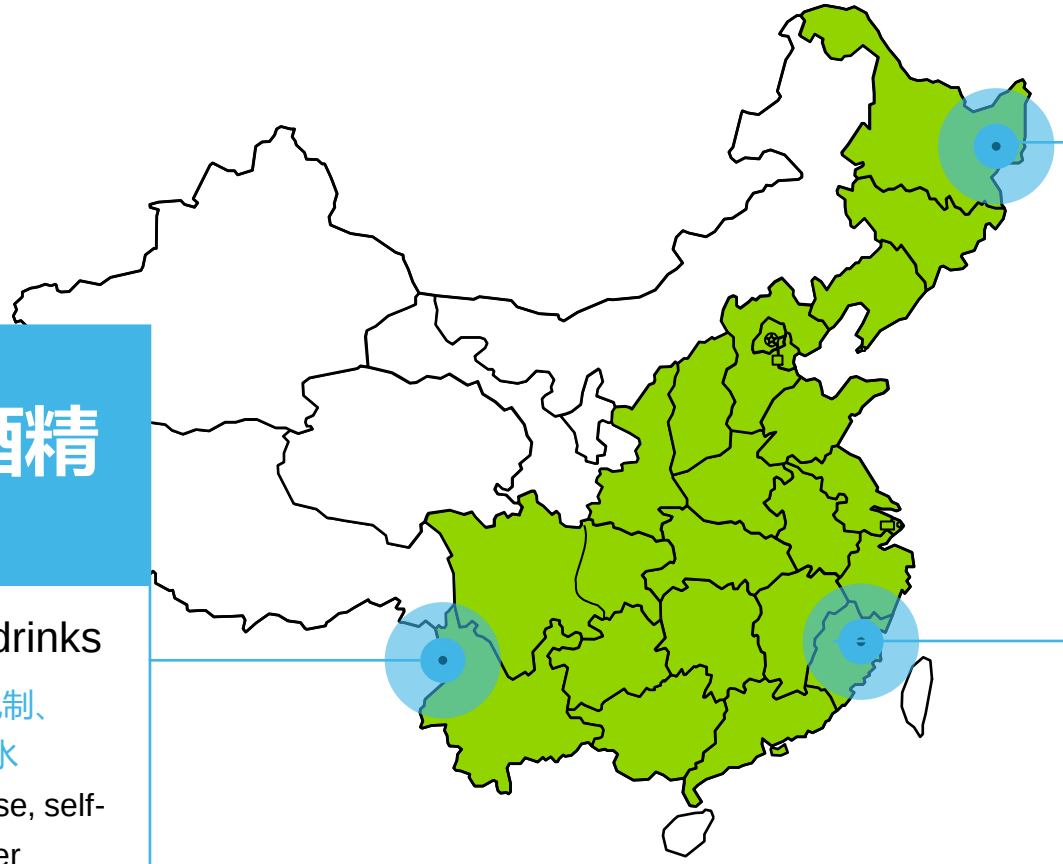
全新饮品场景洞察方案：饮用场景指数

We now introduce you a new solution – **Beverage Occasions Panel (BOP)**



所有非酒精饮品

Non-alcoholic drinks

包装饮品、商家现制、自制饮品、白水

Packaged, on-premise, self-made, tap water

10,000名消费者

10,000 consumers

累计365天

7天/24小时

7/24, 365 days

放大某些“饮用场景”，打破对于某些品类、渠道、饮用需求方面的思维惯性

Let’s disrupt some deep-rooted concepts by zooming into the related drinking moments

自制饮品是包装水的潜在金矿

Self-made drink is a gold mine for packaged water

餐饮渠道大小包装并重

Small pack is equally important as large pack

O2O到家对包装饮品是重要渠道

O2O is highly relevant to packaged drink

乳品是休闲娱乐时光的健康零食选择

Dairy has become a healthy snack for consumers at leisure time

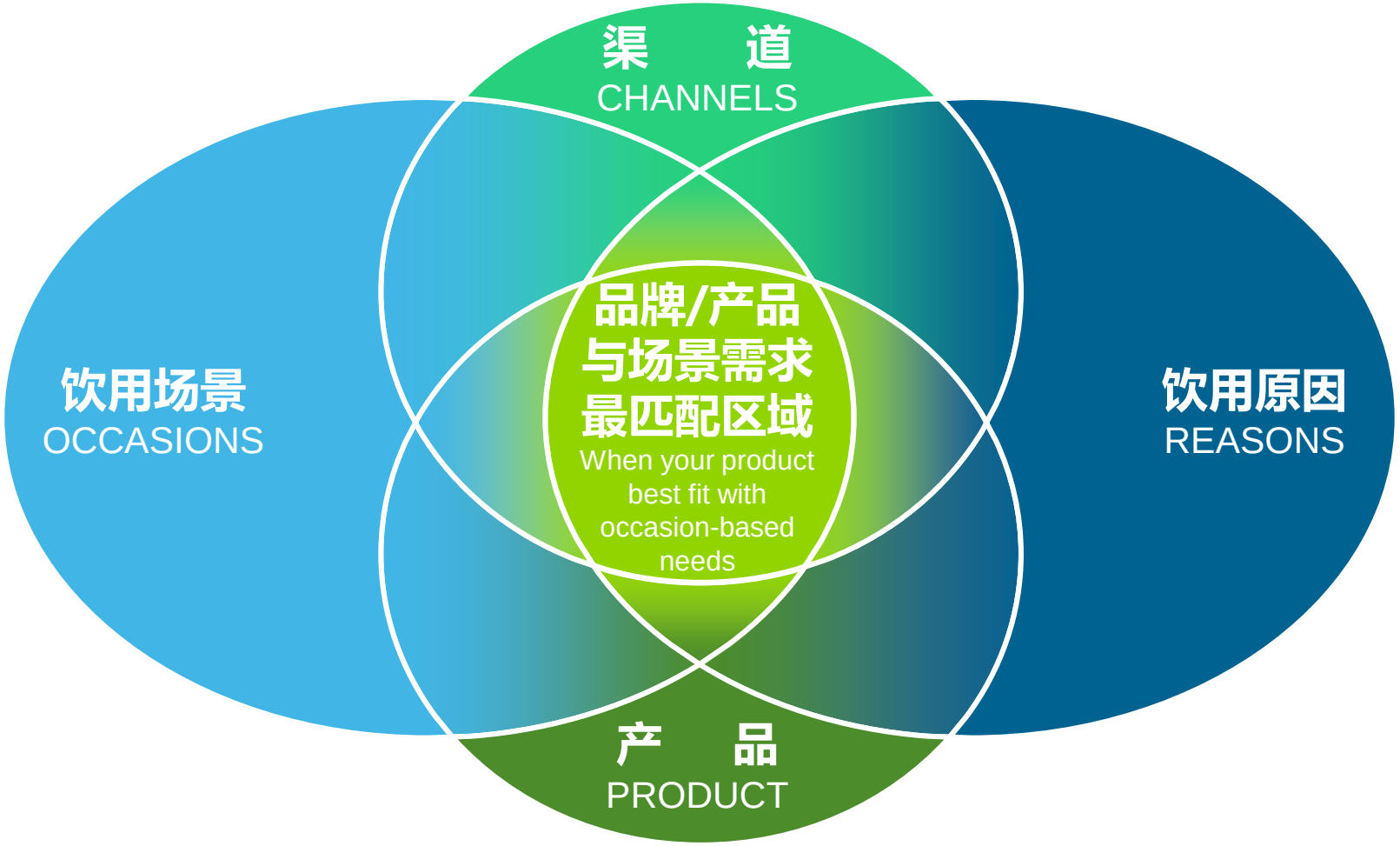
家庭囤货为家外更多场景提供便捷

Home stocking beverage also serve out of home occasions needs

全新饮用场景指数 - 帮助品牌在微场景中寻找突破增长点

Beverage Occasions Panel helps you identify disruptive growth ideas by zooming into micro drinking occasions.

消费者 Who
时间 When
空间 Where
事件 What



情感与功能原因
Emotional & Functional reasons