



# Route-to-Market (RTM) Study for Herbal Energy Drinks in China – Food & Beverage Industry

Case Study

<b>Client</b>	Leading Functional Drink Manufacturer
<b>Industry</b>	CPG-Food and Beverages
<b>Products</b>	Herbal Energy Drink

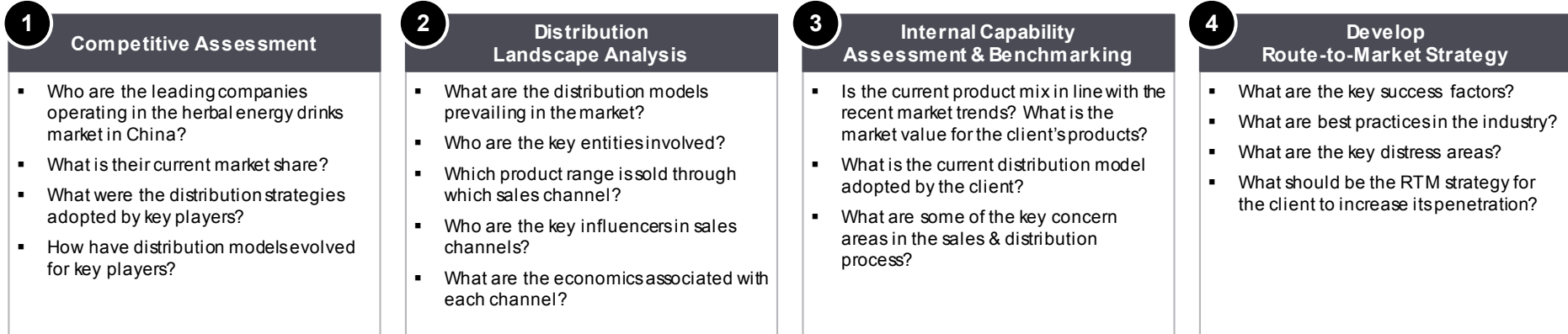
## Context

- The client wanted to increase its presence in the herbal energy drinks market in China through both, traditional trade and modern trade.

## Key Business Questions

- Who are the leading players in the herbal energy drinks market in China?
- What are the distribution models prevalent in the market? Who are the intermediaries involved in the distribution landscape?
- What is the effectiveness of the client's product portfolio and business model as compared to its competitors? What should be the RTM strategies to increase its geographic reach?

## Engagement Scope



## Research Methodology

### Secondary Research

- Conducted desk research to understand the distribution scenario in China
- Referred to paid databases such as Euro monitor, Mintel, Factiva, and Thomson

### Primary Research

- 30+ telephonic interviews and 75+ face-to-face interviews conducted with manufacturers, distributors (L1, L2), wholesalers, industry experts, and retailers

## Benefits to Client

- The client was able to increase its penetration by 2X within a year in the top 4 markets.
- The recommended RTM strategy focused on TT channel helped the client improve its average drop size per POS by 15%.
- The client is in the process of implementing recommendation on offering portfolio for MT Channel.

## Sample Analysis

1

### Competitive Assessment



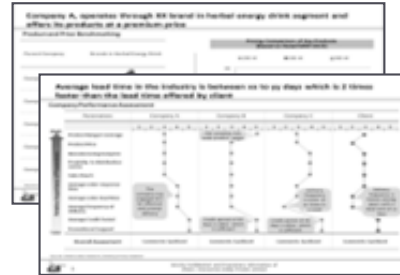
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### Distribution Landscape Analysis



3

### Internal Capability Assessment & Benchmarking



4

### Develop Route-to-Market Strategy



# Thank you

## **North America**

55 Madison Ave, Suite 400  
Morristown, NJ 07960  
USA  
T: +1 212 835 1590

## **Europe**

328-334 Graadt van Roggenweg  
4th Floor, Utrecht, 3531 AH  
Netherlands  
T: +31 30 298 2108

## **United Kingdom**

5 Chancery Lane  
London EC4A 1BL  
United Kingdom  
T: +44 207 406 7548

## **Asia Pacific**

Millennium Business Park  
Sector 3, Building # 4, Mahape  
Navi Mumbai 400 710  
India  
T: +91 22 6772 5700