

Coffee - China - September 2012

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"China's retail packaged coffee sector grew at a compound annual growth rate (CAGR) of 18.4% from 2007-12 to reach a market value of RMB9.2 billion. The market rose with the continuing expansion of instant coffee at 17.3% CAGR, fresh ground/brewed coffee at 41.4% CAGR, and RTD coffee at 18.7% CAGR.

The coffee market has been growing due to a combination of external drivers: increasing population and urbanisation, a rising income level, changing lifestyles, and a growing affinity for Western culture and acceptance of Western taste. "

– Nelly Mao – Senior Research Analyst

In this report we answer the key questions:

- What are the challenges and opportunities regarding Chinese consumers' health perceptions towards coffee?
- In what ways do local flavour preferences affect the coffee market?
- Is there demand for "premium" coffee in the Chinese market?
- How can the market tap into the consumer demand for convenience and on-the-go consumption in China?

This report covers instant coffee including instant coffee powders, granules, and concentrates; roast and ground coffee including coffee pods; coffee substitutes such as chicory; and ready-to-drink (RTD) coffee.

The market size includes retail sales of non-liquid coffee and ready-to-drink (RTD) coffee.

Non-liquid coffee refers to all coffee products intended to be consumed hot and to which liquid is added to prepare them. Products include non-liquid instant coffee (eg, plain and flavoured products where coffee is dehydrated into the form of powder or granules) and non-liquid fresh coffee, which includes coffee beans, ground coffee, and coffee pods.

Ready-to-drink coffee includes all prepared liquid/ready-to-drink (RTD) coffees and iced coffees. The product must be positioned as a coffee beverage (iced coffee, java, cappuccino, latte) although the primary ingredient does not have to be coffee (sometimes it is water or milk).

On-trade coffees served in catering outlets are excluded from the market size.

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