

Coffee Houses - China - December 2015

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“Given the relatively low consumption per capita of coffee drinks compared to the global level, coupled with the confidence demonstrated by international coffee chains to further penetrate China, there is strong evidence for promising growth for the coffee shop market.”
– Esther Lau, Research Analyst

This report looks at the following areas:

- Where are different chains standing currently?
- How to attract new coffee houses adopters against bakery and fast food chains
- Adding experience, ethical and cultural elements for coffee house enthusiasts

Coffee shops have been at the forefront of introducing higher-end lifestyles to China. Thanks to the flow of international coffee chains, appreciation of out-of-home coffee drinking culture is gaining momentum. More than simply defining different coffee chains into fast casual, business-oriented and homely setting models, more crucially they are required to further distinguish themselves with unique images for different types of coffee house users.

Suitability for working or studying, integrating environmentally friendly design and offering coffee-related experiential events are the top three most appealing features that would encourage consumers to choose one coffee house over another.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

- Will the Chinese coffee shop market be able to sustain robust growth in the next five years?
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- Art and culture-related events to boost sophistication
- Expanding alcohol beverage selection and alcohol inspired innovation

The Consumer – What You Need to Know

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