Coffee Houses - China - December 2015

Report Price: £2463.80 | $3990.00 | €3129.79

"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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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 profile of four main types of coffee house consumers

Men in the 20s spend more on both international coffee chains and fast food chains

The demand for afternoon tea occasions is high

Multifunctional store design provides greater incentives for non-frequent coffee shop users to visit

Four Different Types of Coffee House Consumers

Attitudes towards Coffee Houses

Spending on Freshly Made Coffee at Different Venues

Occasions of Visiting Specialist Coffee Houses

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Appendix – Market Size and Forecast

Forecast methodology