

## Coffee Houses - China - December 2016

Report Price: £3195.84 | \$3990.00 | €3771.09

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“The out-of-home coffee market is expected to continue robust growth although coffee houses may face increasing competition from non-specialist coffee places. As brands target more locations and go premium, they must bear in mind that experience is what matters the most.”

– **Summer Chen, Research Analyst**

This report looks at the following areas:

- Experience matters
- Three steps to going premium
- Differentiate from non-specialist coffee places

In 2016, the sales value of China’s coffee house market is estimated to rise by 12%, taking the market to RMB 63.6 billion. Mintel forecasts that the coffee house market will reach a total of RMB 104.5 billion by the end of 2021 under rising demand and supply of fresh roasted coffee which will drive future growth.

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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

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### Appendix – Methodology and Abbreviations

Methodology

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Abbreviations

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