

Coffee - China - September 2016

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“Though the penetration of drip-bag coffee is still low in China, drip-bag coffee has the convenience of instant coffee and the original taste of freshly brewed, and the medium price range between the two. In addition, as its format is similar to traditional Chinese tea bags, consumers could easily adapt to the usage and perceived it as more natural and less processed.”
 – Ching Yang, Research Analyst

This report looks at the following areas:

- Opportunities for the rising domestic manufacturers
- Engage the young consumers
- The capsule coffee market in China

The coffee market in China is projected to continue keeping up its growing momentum, driven by the popularisation of coffee consumption, coffee product premiumisation, and the growth of ready-to-drink (RTD) coffee.

Instant coffee is still the most popular coffee format but its market growth rate is slowing down. This is due to consumers' rising health awareness and the sophistication of coffee consumption. Instead, the market share of instant coffee will be likely taken over by RTD coffee, drip-bag coffee, and capsule coffee.

Nowadays, coffee is no longer a stylish Western beverage but a part of daily routine for most surveyed consumers. As regular coffee becomes saturated, consumers' interests are expanding to other advanced innovations, such as artisan coffee, cold-brewed coffee, or functional coffee drinks.

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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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'Cold-brewed' moving from on-trade to off-trade

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