

# On-premise Coffee Consumption - China - December 2019

Report Price: £3302.97 | \$4460.00 | €3717.16

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## This report looks at the following areas:

- Develop coffee with plant ingredients but no reduction of dairy flavour
- Coffee extract food arouses interest
- Drive consumption of niche coffee drinks by collaborating with KOLs

The on-premise coffee market is estimated to see a double-digit growth rate in both value and volume in 2019. The value market is mainly driven by various consumption purposes, such as energy-boosting and relaxing, which further drive more consumption occasions. Also, consumers' increasing knowledge of on-premise coffee encourages them to pursue more specialty coffee drinks. The increasing outlets are mainly due to store expansion and more new players whose core business has not been on-premise coffee in the past join the market.



"Consumers consider that coffee beans from a famous region/category are essential for making an ideal coffee. Besides simply saying the region/category name, businesses could introduce the coffee beans' unique intrinsic features from certain famous coffee regions."

– Belle Wang, Research Analyst

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- **Multiple consumption purposes drive more occasions**
- **More innovative packaged coffee affects on-premise coffee consumption**

## KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Traditional coffee house chains experience steady expansion**

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- **The fast expansion of existing brands and arrival of new players**

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- **Fan chart forecast**
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