

## Coffee Shops - China - November 2014

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“The rise of a coffee shop culture has mirrored Chinese consumers’ eagerness to chase a lifestyle-driven experience. Specialist and generalist coffee chains all have their unique propositions in the market, focusing on the coffee’s craftsmanship, offering good value for money or a convenience-driven proposition.”  
– Esther Lau, Research Analyst

This report looks at the following areas:

- What are the key trends and innovations in the Chinese coffee shop industry?
- What are the common traits of the evolving usage and attitude towards coffee shops?
- How can coffee shop operators customise through product offerings and store designs for different types of consumers?
- How can coffee shop operators, including domestic, foreign and independent players, create tailored marketing strategies for different types of consumers?

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McCafé  
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