Coffee Houses - China - December 2017

Report Price: £3005.20 | $3990.00 | €3425.02

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Consumer spending at coffee houses is in a steady growth although some consumers may be switching to quality yet more convenient and value-for-money options such as in-home drip bag coffee and freshly brewed coffee from fast food restaurants. Coffee houses may consider offering more food and alcoholic drinks to attract more consumers and expand visiting occasions."
– Summer Chen, Research Analyst

This report looks at the following areas:

- **Are non-specialised coffee venues winning consumers over?**
- **More casual consumption scenes to expand into**
- **Status quo of specialty coffee houses in China**

China's coffee house market is estimated to see a healthy value growth in 2017 as people visit coffee houses more frequently. However, market volume is estimated to decline as a reshuffle has started to take place where those that cannot evolve quickly to follow the market trend die out. As a result, coffee house brands are exploring cold-brewed coffee, innovative social features and community stores to stay competitive

Table of Contents