

On-premise Coffee Consumption - China - November 2020

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“The COVID-19 outbreak shored up retail coffee products’ position in the market, posing competition for fresh coffee. However, the fact that consumers are becoming quality- and taste-driven gives players an opportunity to serve coffee drinks with rich mouth-feel, innovative flavours, formats and functional ingredients.”

– Wen Yu, Research Analyst

This report looks at the following areas:

- How has the COVID-19 outbreak impacted the on-premise coffee market?
- How will the players cope with the adverse impact brought up by the outbreak?
- What are the future innovation opportunities in terms of coffee flavour, ingredients and format?
- How to penetrate to more non-coffee drinkers and scale up the market?
- How will parallel trends of “on-the-go” and dine-in coffee drinking experiences go in hand in hand?

According to Mintel, the value sales of China’s on-premise coffee market will experience a negative growth of 15.9% in 2020, due to the lockdowns caused by the COVID-19 outbreak and thereby the fact that consumers traded down to other alternatives including RTD and instant coffee products. However, the market is expected to rebound steadily in the next five years with a CAGR of 11.0%, fuelled by consumers’ rising demand for quality and tasty coffee drinks. “On-the-go” coffee will be the next crucial driver as the escalating accessibility thanks to new entrants and leading players catering to consumer demand for more consumption occasions in more locations

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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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