On-premise Coffee Consumption - China - 2021

Report Price: £3695 | $4995 | €4400

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

This report looks at the following areas:

- **Market growth and competitive landscape of on-premise coffee.**
- **Innovative product launches and marketing activities for on-premise coffee.**
- **Consumers' usage and drink selection in on-premise coffee.**
- **Consumption occasions and purchasing behaviour in on-premise coffee.**

Thanks to the quick recovery of foodservice consumption, the market value of on-premise coffee is expected to rebound from COVID-19. As key players continue expanding and investment flows into the on-premise coffee market, the total number of outlets is estimated to increase in 2021 to 187,000 units.

On-premise coffee enjoys a penetration of 65%, the highest among all types of coffee. However, on-premise coffee brands, especially coffee houses, are failing to stand out amid the competition due to homogeneous offerings. Also they are confronting competition from instant coffee and RTD coffee in weekdays consumption, where on-premise coffee is less preferred by consumers.

Though on-premise loses out in the competition for weekdays, consumers prefer delivery service and on-premise coffee for the noon and afternoon occasions at weekends, reflecting the potential of convenience and on-premise coffee's crucial place in social occasions.

Apart from taste, consumer preferences in other factors such as roast degree and origin are not yet fully developed. In contrast, consumers who prefer black coffee have demonstrated that they are more knowledgeable in coffee, showing premiumisation opportunities in black coffee. However, this group still make up a minority of consumers. Therefore, consumer education still has a long way to go.

"Thanks to the recovery of foodservice, on-premise coffee rebounded from COVID-19 quickly with the continued expansion of key players and investment flows in the industry."
– Rika Huang, Research Analyst

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What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

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About Mintel

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