

# Instant, Drip Bag and Pod Coffee - China - 2022

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## This report looks at the following areas:

- Future market outlook and growth prospects of instant coffee in the next five years
- New product launches and market activities
- Consumption usage and purchase channels of different coffee types
- Preference regarding tasting factors, claims and peripheral products
- Attitudes towards coffee under the evolving coffee culture.

84% of consumers who have drunk instant, pod or drip bag coffee or coffee concentrate agree that coffee is a normal daily drink now. Such convenient coffee formats will sustain its market position as consumers always like products that help them navigate their fast-paced lifestyles.

The lockdown caused by the COVID-19 outbreak has raised the frequency of in-home coffee consumption as on-premises offerings have been limited. Products that offer assured taste while providing an enhanced in-home drinking experience will stand out from the crowd.

As consumers currently face an increasingly stressful environment, sleep problems have been noticed as an increasing emotional issue. However, coffee has long been perceived as an energy boosting and refreshing beverage. Alternative choices will be needed as consumers begin to emphasise their emotional wellbeing.

The evolving coffee culture will continue to boost the number of coffee drinkers in China. Consumers' interest in coffee drinking and their knowledge of coffee will drive premiumisation and sophistication about coffee products.



“Increasing consumer interest and exciting new market offerings facilitate the growth of the coffee market in China. On the other hand, consumers expect further exploration of coffee flavours to satisfy their curiosity, while one the other they constantly look for products that are beneficial to their wellbeing, both physically and emotionally.”

– **Marta Zhang, Senior Research Analyst**

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