

RTD Coffee - China - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Market overview and growth prospect of RTD coffee
- New product launches and market activities
- Consumption usage of different coffee types and flavour preference of RTD coffee products
- Reasons for not selecting RTD coffee
- Brand health analysis and price sensitivity of RTD coffee products

54% of young consumers (aged 18-24) have drunk RTD coffee in the past 3 months, 4 percentage points lower than the average. Consumers aged 18-24 are of strategic importance as they begin to develop the habit of drinking coffee. This provides a chance for brands to expand market targeting to this group of consumers.

The growth momentum of the RTD coffee market is slowing in 2022 due to new waves of COVID outbreaks at the first half of the year. The purchase recovery of RTD coffee is projected to be fast due to growing consumer demand and product premiumisation.

As consumers are increasingly looking for convenience in their life, novel coffee formats such as liquid coffee/coffee concentrate are one of RTD coffee's biggest challenges. However, RTD coffee could still gain affinity, leveraging its larger consumer base while catching up to the health-oriented consumer consumption trend in product development.



"In 2022, the COVID outbreak has slowed the growth of RTD coffee. However, the future outlook is optimistic thanks to the evolving coffee culture and expanding consumption occasions. As consumers are trending towards healthy lifestyles, RTD coffee innovation should balance health and indulgence."

– **Marta Zhang, Senior Research Analyst**

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