

## Coffee - China - October 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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“The blurring boundary between packaged coffee manufacturers and freshly-brew coffee retailers brings more uncertainties to the category, let along the ambitious ‘new retail’ players. Growing consumption frequency signifies that there is still space that coffee can stretch into in China. To drive premiumisation, clean label claims can be appealing.”

- **Loris Li, Associate Director, Food & Drink**

This report looks at the following areas:

- **More innovation and upgrade on the “bag” itself**
- **Capsule coffee targeting the young with guidance on choice**
- **Position coffee as a social catalyst of the “Pantry Culture”**

The total retail sales value of coffee in the Chinese market is still growing at a double digit rate, even though the proportion of instant coffee is becoming less and less significant. The consumption frequency of any types of coffee is increasing without too much difference. When it comes to consumption occasion, the usage of coffee becomes quite diverse, and there is clear preference among the same age and gender group, or consumers from the same region.

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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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## Table of Contents

### Overview

What you need to know

Products covered in this Report

Definitions

Monthly household income

Figure 1: Mintel's definition of different income groups, China

Consumption frequency

Figure 2: Mintel's definition of heavy/medium/light user of each coffee type, China

### Executive Summary

The market

Fresh coffee and RTD coffee will be main driving forces

Key players

Nestlé becomes a much stronger leader

JDE acquired Super coffee and has gained market share

Uni-President and Suntory lose shares in RTD area

The consumer

Coffee drinkers tend to try different types

Figure 3: Penetration of different types of coffee, China, July 2018

Higher consumption frequency and no difference between tiers

Figure 4: Coffee consumption frequency, China, July 2018

Instant for working days; freshly-made for weekends

Figure 5: Coffee drinking occasion, China, July 2018

"Minus" claims are more likely to be counted as premium features

Figure 6: Opportunities for RTD coffee premiumisation, China, July 2018

Drip bag coffee manufacturers need to update the bag itself

Figure 7: Barriers of drinking drip bag coffee, China, July 2018

Coffee is becoming more important, and consumers want to learn more

Figure 8: Attitudes towards coffee, China, July 2018

What we think

### Issues and Insights

More innovation and upgrade on the "bag" itself

The facts

The implications

Figure 9: Seesaw's drip bag coffee offerings in its Tmall official store, China, 2018

Figure 10: Tasogare's sakura box, China, 2018

Figure 11: Douban drip bag coffee's paper bag, China, 2018

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Capsule coffee targeting the young with guidance on choice

The facts

The implications

Figure 12: Caferica claims that its capsules work on Nespresso's machine, 2018

Figure 13: Tasogare's drip coffee with detailed taste analysis on product's Tmall page, China, 2018

Position coffee as a social catalyst of the "Pantry Culture"

The facts

The implications

Figure 14: Nescafé's one-stop solution for office, China, 2018

## The Market – What You Need to Know

Fresh coffee and RTD coffee have better chance to grow

Threat from on-trade channels

## Market Size and Forecast

The market value has good potential to grow further

Figure 15: Best- and worst-case forecast for coffee, by value, 2013-23

The sales volume of non-liquid retail market grows much slower

Figure 16: Best- and worst-case forecast for non-liquid coffee, by volume, 2013-23

Healthy growing trend in RTD coffee market

Figure 17: Best- and worst-case forecast for RTD coffee, by volume, 2013-23

## Market Factors

Higher usage frequency driving growth

Convenient delivery service of freshly-brewed as challenge

Figure 18: Sketch design of Starbucks cup lid for delivery, China, 2018

Figure 19: Luckin pushes AD in Wechat moment about the opening of a new store in the area, China, 2018

On-trade channels expanding influence by selling drip bags

Figure 20: Family Mart's drip bag coffee, China, 2018

## Key Players – What You Need to Know

The leader gets stronger, the followers get weaker

Diverse offerings to encourage more consumption

Innovation around improving the comprehensive coffee experience

## Market Share

Not much change in the market of non-liquid coffee

Figure 21: Company share of non-liquid coffee market in china, 2016 and 2017

Nestlé is expanding its share in RTD area

Uni-President is losing market share and needs product upgrade

Starbucks still dominates the premium end of RTD coffee

Figure 22: Company share of RTD coffee market, 2016 and 2017

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### Competitive Strategies

#### Enrich product portfolio with inspiration from imported products

Figure 23: Percentage of imported packaged coffee, China, 2015-18

Figure 24: Imported instant coffee introducing new technology, China, 2017

Figure 25: Comment under Nescafé's white coffee product page, China, 2018

#### RTD lines targeting different occasions

Figure 26: Starbucks Double Shot and Chilled Cup, China, 2018

#### Diverse coffee types for automatic machine

Figure 27: Nespresso's detailed instruction on how to make Salentina ice coffee, China, 2018

### Who's Innovating?

#### Rich flavours on trend

Figure 28: Flavour trend of instant and RTD coffee, China, 2014-18

#### Cold brew instant coffee innovation

Figure 29: Saturn Bird provides images explaining usage instruction, China, 2018

Figure 30: S.Engine's cold brew instant coffee in liquid format, China, 2018

#### Temperature-control container to enhance the experience

Figure 31: Coffee new launch storage type, China, 2013-18

Figure 32: RTD coffee new launch storage type, China, 2013-18

Figure 33: Coffee new launch storage type, China, 2013-18

#### Probiotics in coffee with straightforward benefits communication

Figure 34: Jus By Julie's coffee with probiotics, US, 2018

### The Consumer – What You Need to Know

Rising coffee consumption frequency

Clean label as the most embraced trading up features

Coffee has become part of the daily life ritual for some

### Penetration of Coffee

#### RTD coffee has gained momentum

Figure 35: Penetration of different types of coffee, China, July 2018

Figure 36: Ranking of the penetration of different types of coffee, China, 2016-18

#### Instant, RTD, and freshly-made coffee sharing the same group of fans

Figure 37: Penetration of different types of coffee, China, 2016-18

#### Young females in their early twenties value coffee experience as a whole

Figure 38: Penetration of different types of coffee, by gender and age, China, July 2018

#### DINK families are more into coffee

Figure 39: Penetration of different types of coffee, by family structure, China, July 2018

#### White collars rely on coffee for its functional benefits

Figure 40: Penetration of different types of coffee, by job, China, July 2018

Figure 41: Nescafé's TVC in office setting with a man grinding coffee beans implying freshness, Korea, 2018

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### Consumption Frequency

Instant coffee and coffee machine are more for daily consumption

Figure 42: Coffee consumption frequency, China, July 2018

Increasing consumption frequency across all coffee types

Figure 43: Coffee consumption frequency, China, 2017-18

### Drinking Occasion

Freshly-made coffee plays a more important role during weekend

Figure 44: Coffee drinking occasion, China, July 2018

Figure 45: RTD coffee with energy boosting claim, Indonesia, 2018

Different regions have their own occasions

Figure 46: Instant coffee drinking occasion, by region, China, July 2018

Figure 47: Maxim Kanu Coffee's TVC incorporating the setting of brunch, Korea, 2017

More females aged 30-49 are into drip bag coffee on weekend morning

Figure 48: Drip bag coffee drinking occasion, by gender and age, China, July 2018

### Opportunities for Premiumisation

Clean label features are most likely to drive premiumisation

Figure 49: Opportunities for RTD coffee premiumisation, China, July 2018

Figure 50: Latte stressing on its 80% of milk content on packaging, South Korea, 2018

Figure 51: Premiumisation factors for RTD coffee - TURF Analysis, July 2018

Young females care about their figures

Figure 52: Opportunities for RTD coffee premiumisation, by gender and age, China, July 2018

Figure 53: Slimming instant coffee, Czech, 2018

Consumers in Beijing are serious about limiting sugar intake

Figure 54: Ranking of RTD coffee's premiumisation attributes among tier one cities, by city, China, July 2018

Figure 55: Latte with low sugar claim or a guidance on sugar content scale, China and Japan, 2018

### Barriers of Drinking Drip Bag Coffee

One fifth of drip bag coffee non-users have never heard of it

Figure 56: Barriers of drinking drip bag coffee, China, July 2018

Sophisticated coffee drinkers have concerns on the paper bag

Figure 57: Barriers of drinking drip bag coffee, by company type and coffee consumption, China, July 2018

### Attitudes Towards Coffee

Almost half of surveyed consumers find coffee indispensable

Coffee as an essential to automatic coffee machine users

Figure 58: Attitudes towards coffee, China, July 2018

RTD coffee heavy users are proactive in learning about coffee

Figure 59: RTD coffee with explanation of cold brew on package, China, 2017

For the middle-aged, males rely more on coffee to refill energy

Figure 60: Attitudes towards coffee, China, July 2018

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Figure 61: Attitudes towards coffee, China, July 2018

Consumers in Guangzhou and from foreign companies are sophisticated

Figure 62: Attitudes towards coffee, China, July 2018

### Meet the Mintropolitans

Mintropolitans consume more freshly-made coffee during weekdays

Figure 63: Occasion of freshly-made coffee consumption, by consumer classification, China, July 2018

Mintropolitans are more interested in cold brew RTD coffee

Figure 64: Opportunities of RTD coffee premiumisation, by consumer classification, China, July 2018

### Appendix – Market Size and Forecast

Figure 65: Value sales of total retail market of instant coffee, China, 2018-23

Figure 66: Value sales of total retail market of fresh coffee, China, 2018-23

Figure 67: Value sales of total retail market of RTD coffee, China, 2018-23

Figure 68: Volume sales of total retail market of instant coffee, China, 2018-23

Figure 69: Volume sales of total retail market of fresh coffee, China, 2018-23

Figure 70: Volume sales of total retail market of RTD coffee, China, 2018-23

### Appendix – Methodology, Definitions, and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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