

## **Hot Drinks in China**

Market Direction | 2023-01-17 | 36 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

The total volume consumption of hot drinks is set to see a slow increase in 2022. However, various COVID-19-related restrictions, which have seen the closure and/or decreased capacity of many foodservice outlets throughout China in this year, are expected to result in a further year of decline for foodservice volumes of hot drinks. Meanwhile, the implementation of lockdown policies due to outbreaks of the pandemic in China is not expected to have a major impact on retail volume sales of hot drinks.

Euromonitor International's Hot Drinks in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Hot Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Hot Drinks in China  
Euromonitor International  
January 2023

### List Of Contents And Tables

#### HOT DRINKS IN CHINA

##### EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

##### MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 3 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 4 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 10 □ Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

Table 11 □ NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

Table 12 □ LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022

Table 13 □ Retail Distribution of Hot Drinks by Format: % Volume 2017-2022

Table 14 □ Retail Distribution of Hot Drinks by Format and Category: % Volume 2022

Table 15 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027

Table 16 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027

Table 17 □ Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027

Table 18 □ Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027

Table 19 □ Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 20 □ Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027

Table 21 □ Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027

Table 22 □ Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 23 □ Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027

Table 24 □ Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

##### COFFEE IN CHINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Both retail and foodservice volumes of coffee record slow growth?

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Competition between domestic and multinational coffee brands intensifies?

Foodservice coffee consumption driven down during the 2022 pandemic restrictions

#### PROSPECTS AND OPPORTUNITIES

Specialist coffee experience will continue to be brought into the home

Capsule coffee has a positive outlook for the forecast period

#### CATEGORY DATA

Table 45 Retail Sales of Coffee by Category: Volume 2017-2022

Table 46 Retail Sales of Coffee by Category: Value 2017-2022

Table 47 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 48 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 49 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2017-2022

Table 50 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 51 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 52 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 53 Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 54 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 55 □Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

#### TEA IN CHINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Slow growth expected for tea in 2022

Fruit/herbal tea presents growth through new flavour launches in 2022

##### PROSPECTS AND OPPORTUNITIES

Carbon management expected to become the development emphasis in tea moving forward

Black tea will grow by increasing consumer interest through digital engagement

China Tea Marketing Association and JD have a strategic partnership agreement

#### CATEGORY DATA

Table 25 Retail Sales of Tea by Category: Volume 2017-2022

Table 26 Retail Sales of Tea by Category: Value 2017-2022

Table 27 Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 28 Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 29 NBO Company Shares of Tea: % Retail Value 2018-2022

Table 30 LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 31 Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 32 Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 33 Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 34 □Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

#### OTHER HOT DRINKS IN CHINA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Other plant-based hot drinks maintains growth due to breakfast consumption

Chocolate-based flavoured powder drinks declines, driven by the sugar reduction trend

Chocolate hot drinks manufacturer Ovaltine goes through a big change in 2022

##### PROSPECTS AND OPPORTUNITIES

Reduced sugar and sugar-free variants will emerge notably in other hot drinks

Other hot drinks expected to continue its declining trend in foodservice in China

#### CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 35 Retail Sales of Other Hot Drinks by Category: Volume 2017-2022  
Table 36 Retail Sales of Other Hot Drinks by Category: Value 2017-2022  
Table 37 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2017-2022  
Table 38 Retail Sales of Other Hot Drinks by Category: % Value Growth 2017-2022  
Table 39 NBO Company Shares of Other Hot Drinks: % Retail Value 2018-2022  
Table 40 LBN Brand Shares of Other Hot Drinks: % Retail Value 2019-2022  
Table 41 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2022-2027  
Table 42 Forecast Retail Sales of Other Hot Drinks by Category: Value 2022-2027  
Table 43 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2022-2027  
Table 44 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Hot Drinks in China

Market Direction | 2023-01-17 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com