

Cafes/Bars in China

Market Direction | 2023-02-14 | 26 pages | Euromonitor

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Report description:

Foodservice current value sales of cafes/bars declined in 2022, affected by the pandemic. The resurgence of COVID-19 caused widespread lockdowns, store closures, and dine-in restrictions under the zero-COVID policy, which eased in December 2022. Although China is now reopening after the zero-COVID policy, foodservice value sales in cafes/bars are not likely to see an instant recovery, because of the surge in positive cases.

Euromonitor International's Cafes/Bars in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides foodservice sales, the number of outlets and the number of transactions by sector, allowing you to identify the foodservice sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they eating habits, lifestyle changes, tourism spending or legislative issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bars/Pubs, Cafes, Chained Cafes/Bars, Independent Cafes/Bars, Juice/Smoothie Bars, Specialist Coffee and Tea Shops.

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

Why buy this report?

- * Get a detailed picture of the Cafes/Bars 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.

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reliable information resources to help drive informed strategic planning.

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Cafes/bars declines in value terms due to resurgence of COVID-19

Starbucks maintains its lead in value terms, while Luckin Coffee leads in number of outlets

Menu prices drop, driven by consumers' weakening purchasing power

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