

Cafes/Bars in China

Market Direction | 2024-02-14 | 26 pages | Euromonitor

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Report description:

In 2022, due to the resurgence of COVID-19 and the implementation of lockdowns, offline businesses were severely impacted, leading to a significant reduction in traffic and a high-single-digit decline in retail value sales of cafes/bars. Nonetheless, specialist coffee and tea shops showed resilience by offering contactless pick-up and delivery services, therefore achieving low single-digit growth in current value terms.

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 2028 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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Euromonitor International
February 2024

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2023 DEVELOPMENTS

Cafes/bars shows recovery, mainly driven by specialist coffee and tea shops

Consumers look to adopt smart budgeting, therefore brands offer discounts

Co-branding is a strategy to attract consumers and stand out in a competitive market

PROSPECTS AND OPPORTUNITIES

Brands in cafes/bars will continue store expansion and focus on improving efficiency

Changing consumer tastes will drive product innovation

Craft beer bars/pubs expected to become more popular

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