

Hot Drinks in China

Market Direction | 2024-11-13 | 36 pages | Euromonitor

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Report description:

In 2024, hot drinks in China is expected to see stable retail current value growth, with tea and other hot drinks rising, and coffee set to decline. Total volume consumption is expected to grow modestly, with foodservice volume growth set to marginally outpace retail. The hot drinks industry is increasingly shaped by innovations in foodservice, such as bubble tea and fruit tea shops, which engage consumers with unique flavours, storytelling, and quality. Consumers favour social settings such as...

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 2019-2023, 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 2028 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.

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COFFEE IN CHINA

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Fresh coffee beans is the driving force for volume growth in retail and foodservice
Instant standard coffee and instant coffee mixes continue to show divergent development trends in 2024
Local brands are rising in fresh coffee, while Nescafe maintains its lead in instant coffee

PROSPECTS AND OPPORTUNITIES

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