



# Cafés/Bars in China

February 2024

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## Cafés/Bars in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cafés/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 cafés/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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