



**Euromonitor  
International**

# Hot Drinks in China

November 2024

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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2024 DEVELOPMENTS

- 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 Nescafé maintains its lead in instant coffee

PROSPECTS AND OPPORTUNITIES

- Instant standard coffee has growth potential, and functional product claims are expected to receive more attention
- In addition to functional benefits, packaging innovation will attract consumers

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## Tea in China

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health and tradition emerge as key areas of consumer focus

Innovative tea products drive growth

Cross-category and -industry innovation as a key driver of growth

### PROSPECTS AND OPPORTUNITIES

E-commerce platforms will continue to impact sales of tea

Tea culture likely to continue to evolve amongst younger consumers

Tea brands will continue to promote tea culture tourism, driving innovation in tea

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## Other Hot Drinks in China

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Healthy innovations and foodservice trends drive shifts

Innovation focuses on ingredients, formats, and health

Other hot drinks remains highly fragmented

### PROSPECTS AND OPPORTUNITIES

Other plant-based hot drinks will drive growth through breakfast consumption

Retail e-commerce set to drive growth of other hot drinks through digital engagement

Shift toward healthier powder drinks will drive innovation

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