



**Euromonitor
International**

Coffee in China

November 2024

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KEY DATA FINDINGS

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

As consumers demand high quality coffee, foodservice has growth potential

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Hot Drinks in China - Industry Overview

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DISCLAIMER

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