

Hot Drinks in China

March 2024

Table of Contents

Hot Drinks in China

EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

- Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 3 Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 4 Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 9 Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 10 Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 11 NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 12 LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 13 Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 14 Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 15 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
- Table 16 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028
- Table 17 Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028
- Table 18 Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028
- Table 19 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 20 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028
- Table 21 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028
- Table 22 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028
- Table 23 Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028
- Table 24 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Coffee in China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Contrasting volume performances for retail and foodservice

Domestic brands continue to grow, leveraging online channels

Fresh ground coffee pods turns to decline in 2023

PROSPECTS AND OPPORTUNITIES

Retail volume sales set to remain static, dragged down by instant coffee mixes

Growth potential for foodservice as consumers demand high quality coffee

Yunnan coffee brands expected to rise

CATEGORY DATA

- Table 25 Retail Sales of Coffee by Category: Volume 2018-2023
- Table 26 Retail Sales of Coffee by Category: Value 2018-2023
- Table 27 Retail Sales of Coffee by Category: % Volume Growth 2018-2023
- Table 28 Retail Sales of Coffee by Category: % Value Growth 2018-2023
- Table 29 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023
- Table 30 NBO Company Shares of Coffee: % Retail Value 2019-2023
- Table 31 LBN Brand Shares of Coffee: % Retail Value 2020-2023
- Table 32 Forecast Retail Sales of Coffee by Category: Volume 2023-2028
- Table 33 Forecast Retail Sales of Coffee by Category: Value 2023-2028
- Table 34 Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028
- Table 35 Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

Tea in China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate growth, driven by evolving tea drinking culture and health and wellness Fruit/herbal tea presents growth through new flavour launches Innovative packaging and marketing to differentiate and attract younger consumers

PROSPECTS AND OPPORTUNITIES

Tea culture expected to develop further amongst younger consumers

Premium black tea likely to continue to increase in popularity

Offline stores remain relevant, but retail e-commerce will increase its penetration

CATEGORY DATA

- Table 36 Retail Sales of Tea by Category: Volume 2018-2023
- Table 37 Retail Sales of Tea by Category: Value 2018-2023
- Table 38 Retail Sales of Tea by Category: % Volume Growth 2018-2023
- Table 39 Retail Sales of Tea by Category: % Value Growth 2018-2023
- Table 40 NBO Company Shares of Tea: % Retail Value 2019-2023
- Table 41 LBN Brand Shares of Tea: % Retail Value 2020-2023
- Table 42 Forecast Retail Sales of Tea by Category: Volume 2023-2028
- Table 43 Forecast Retail Sales of Tea by Category: Value 2023-2028
- Table 44 Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028
- Table 45 Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

Other Hot Drinks in China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate growth driven by other plant-based hot drinks Innovations focus on ingredients, formats, and health, amongst others Other hot drinks remains highly fragmented

PROSPECTS AND OPPORTUNITIES

Other plant-based hot drinks set to drive growth due to breakfast consumption

No and low sugar will grow in relevance for other hot drinks over the forecast period

Emerging social commerce platforms key channels to attract younger generations

CATEGORY DATA

- Table 46 Retail Sales of Other Hot Drinks by Category: Volume 2018-2023
- Table 47 Retail Sales of Other Hot Drinks by Category: Value 2018-2023
- Table 48 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023
- Table 49 Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023
- Table 50 NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023
- Table 51 LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023
- Table 52 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028
- Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028
- Table 54 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028
- Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hot-drinks-in-china/report.