

RTD Coffee in China

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Abstracts

As full reopening after COVID-19 was seen in the country in 2023, RTD coffee in China recorded single-digit growth in both off-trade volume and current value terms; however, sales remained below the 2021 level. RTD coffee experienced a decline in 2022 due to the pandemic lockdown policy. The demand for on-the-go coffee decreased as consumers spent a lot more time at home than usual, and offline stores were closed during the lockdowns. Therefore, as offline stores reopened and consumers' lives re...

Euromonitor International's RTD Coffee 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the RTD Coffee 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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May 2024

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