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RTD Coffee in China

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Abstracts

In 2022, RTD coffee is set to maintain single-digit growth in off-trade volume terms, which is only a slightly lower rate of increase compared with the previous year. Coffee consumption constantly upgrades as consumers become more demanding and seek to diversify their tastes and experiences. The intense competition for sales in the category is driving companies to focus on product innovation. For instance, leading brands Starbucks and Nestl? recently launched new RTD coffee products in China. Ne...

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 (2018-2022), 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 2027 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.

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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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