

Cafés/Bars in China

February 2024

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Cafés/Bars in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cafés/bars shows recovery, mainly driven by specialist coffee and tea shops
Consumers look to adopt smart budgeting, therefore brands offer discounts
Co-branding is a strategy to attract consumers and stand out in a competitive market

PROSPECTS AND OPPORTUNITIES

Brands in cafés/bars will continue store expansion and focus on improving efficiency
Changing consumer tastes will drive product innovation
Craft beer bars/pubs expected to become more popular

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Consumer Foodservice in China - Industry Overview

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