

Coffee - China - September 2017

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“Consumers, on one hand attach great importance to safety and authenticity and try to limit sugar intake for health reasons, while on the other hand, emotional triggers effectively drive greater consumption and strong flavour from additional ingredients are still favoured by those who seek to indulge.”

– Cici Wu, Research Analyst

This report looks at the following areas:

- How can instant and RTD address health needs
- How to build connections with young consumers
- Leverage the power of food

This Report covers all instant coffee, fresh coffee and RTD coffee. Market size is based on the retail sales of the below mentioned three types of coffee only. Freshly made coffee sold and served via on-trade channels (such as hotels, restaurants and cafés) is excluded from the market size.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The facts

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