

On-premise Coffee - China - December 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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“Upgrading in-store ambience and enriching coffee pairing selections are two aspects to improve on-premise coffee consumers’ overall consumption experience and encourage sustained consumption. Specific actions include but are not limited to building the best environment for business occasions, services and products that could educate over coffee culture, and healthy or indulgent snack-coffee sets.”
– Belle Wang, Associate Analyst, Food and Drink

This report looks at the following areas:

- **Compete in associating with work-related occasions**
- **Opportunity to develop healthy snacks with coffee**
- **Attract the 20-24s from other categories**

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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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