

# Cafés/Bars in China

February 2024

Table of Contents

### 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

#### CATEGORY DATA

Table 1 - Cafés/Bars by Category: Units/Outlets 2018-2023  
Table 2 - Sales in Cafés/Bars by Category: Number of Transactions 2018-2023  
Table 3 - Sales in Cafés/Bars by Category: Foodservice Value 2018-2023  
Table 4 - Cafés/Bars by Category: % Units/Outlets Growth 2018-2023  
Table 5 - Sales in Cafés/Bars by Category: % Transaction Growth 2018-2023  
Table 6 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2018-2023  
Table 7 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2019-2023  
Table 8 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2020-2023  
Table 9 - Forecast Cafés/Bars by Category: Units/Outlets 2023-2028  
Table 10 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2023-2028  
Table 11 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2023-2028  
Table 12 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2023-2028  
Table 13 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2023-2028  
Table 14 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2023-2028

## Consumer Foodservice in China - Industry Overview

### EXECUTIVE SUMMARY

Consumer foodservice in 2023: The big picture  
2023 key trends  
Competitive landscape  
Independent foodservice developments  
What next for consumer foodservice?

#### MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2018-2023  
Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2018-2023  
Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2023  
Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2018-2023  
Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2018-2023  
Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2023  
Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2018-2023  
Table 22 - Sales in Consumer Foodservice by Fulfilment: % Foodservice Value 2018-2023  
Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2019-2023  
Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2020-2023  
Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2023  
Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2023-2028  
Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2023-2028

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## SOURCES

### Summary 1 - Research Sources

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