

Concentrates in China

February 2023

Table of Contents

Concentrates in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Convenience drives growth for coffee liquid concentrates in 2022 Powder concentrates expected to see a continued sales decline Sunquick is struggling to achieve growth in 2022

PROSPECTS AND OPPORTUNITIES

Tasogare has the potential to maintain strong growth E-commerce likely to be an indispensable distribution channel for coffee liquid concentrates

CATEGORY DATA

Concentrates conversions Summary 1 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format Table 1 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022 Table 2 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022 Table 3 - Off-trade Sales of Concentrates by Category: Value 2017-2022 Table 4 - Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022 Table 5 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022 Table 6 - NBO Company Shares of Off-trade Concentrates: % Value 2018-2022 Table 7 - LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022 Table 8 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022 Table 9 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022 Table 10 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022 Table 11 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022 Table 12 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027 Table 13 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027 Table 14 - Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027 Table 15 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

Soft Drinks in China - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments Foodservice vs retail split What next for soft drinks?

MARKET DATA

Table 16 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022
Table 18 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
Table 20 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
Table 21 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
Table 22 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
Table 24 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
Table 25 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
Table 26 - Off-trade Sales of Soft Drinks by Category: % Volume Growth 2017-2022

Table 27 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022 Table 28 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022 Table 29 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022 Table 30 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022 Table 31 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022 Table 32 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022 Table 33 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022 Table 34 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022 Table 35 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022 Table 36 - NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022 Table 37 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022 Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022 Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022 Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027 Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027 Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027 Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027 Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027 Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027 Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027 Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027 Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027 Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

APPENDIX

Fountain sales in China Trends

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/concentrates-in-china/report.