

RTD Coffee in China

February 2023

Table of Contents

RTD Coffee in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

The leading companies in RTD coffee seek to introduce innovative products RTD coffee is experiencing a challenge from specialist coffee shops

PROSPECTS AND OPPORTUNITIES

Costa Coffee expected to gain share over the forecast period Cold brew RTD coffee likely to become more popular

CATEGORY DATA

- Table 1 Off-trade Sales of RTD Coffee: Volume 2017-2022
- Table 2 Off-trade Sales of RTD Coffee: Value 2017-2022
- Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2017-2022
- Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2017-2022
- Table 5 NBO Company Shares of Off-trade RTD Coffee: % Volume 2018-2022
- Table 6 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2019-2022
- Table 7 NBO Company Shares of Off-trade RTD Coffee: % Value 2018-2022
- Table 8 LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2022
- Table 9 Forecast Off-trade Sales of RTD Coffee: Volume 2022-2027
- Table 10 Forecast Off-trade Sales of RTD Coffee: Value 2022-2027
- Table 11 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2022-2027
- Table 12 Forecast Off-trade Sales of RTD Coffee: % 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 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022
- Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022
- Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022
- Table 27 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022
- Table 28 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022
- Table 29 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022

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

APPENDIX

Fountain sales in China

Trends

DISCLAIMER

SOURCES

Summary 1 - 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 focusing 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/rtd-coffee-in-china/report.