Euromonitor International

Flavours of Success: What's Brewing in Coffee and Tea Shops in Asia Pacific

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EXECUTIVE SUMMARY

Why read this report?
Key findings

INTRODUCTION

Asia Pacific has multiple foodservice touchpoints for strong consumption of coffee and tea

THE ASIAN COFFEE AND TEA CONSUMER

Consumer lifestyle shift and evolving competitive landscape has reshaped consumption
Proof of concept provides a holistic view of emerging flavours in soft drinks
Flavour Innovation Fuels Self-Expression and Brand Loyalty
Case study: Flavour-Based Pricing Strategies in Malaysia's Coffee Shop
Taxonomy of Leading Flavour Innovation Launches
Coffee and teashops are formulating new strategies in flavours to win consumers

EMERGING LEADING FLAVOURS OF COFFEE AND TEA SHOPS IN ASIA PACIFIC

Dessert-Inspired Flavours Drive Novelty and Indulgence
Mega MGC's dessert drink fuel sales growth due to its novelty and familiarity
Dessert-Inspired Beverages: A Strategic Innovation Platform
Cultural Heritage Flavours Redefine Premiumisation in Asia Pacific
Chagee's Apple English Breakfast Tea launches new non-Asian flavour
Cultural heritage as a premium strategy to drive long term sales
Fruit flavours infused in coffee and tea remain popular across Asia Pacific
Citrus refreshers capture new consumption health occasions in beverages
Luckin's Active Apple Kale Tea differentiates itself through its wellness positioning
Storytelling and new consumption occasions drive fruit flavour success

THE FUTURE OF FLAVOURS

Future Flavour Innovation: Convergence with Alcohol, Beauty, and Wellness
Beauty, wellness and globalisation of Asian flavours set to shape the future

CONCLUSION

Recommendations/opportunities for growth
Evolution of new flavours in coffee and teashops in Asia Pacific
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/flavours-of-success-whats-brewing-in-coffee-and-tea-shops-in-asia-pacific/report.