



Euromonitor
International

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

September 2026

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

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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

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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.