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

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Concentrates conversions

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Soft Drinks in China - Industry Overview

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Fountain sales in China

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