RTD Coffee in China

Description: RTD coffee maintained its double-digit growth rate in 2016, mainly thanks to the rising coffee culture, accelerated urbanisation, and the increasingly busy lifestyle, which has led to growing demand for coffee drinks. However, due to the increased use of freshly-brewed coffee from coffee shops, growth also slowed down for RTD coffee in 2016, compared with the off-trade value and volume CAGRs of the entire review period.

The RTD Coffee in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2012-2016), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Data coverage: Market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the RTD Coffee market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Contents:

RTD COFFEE IN CHINA

March 2017

List of Contents and Tables

Headlines

Trends

Category Data
Table 1 Off-trade Sales of RTD Coffee: Volume 2011-2016
Table 2 Off-trade Sales of RTD Coffee: Value 2011-2016
Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2011-2016
Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2011-2016
Table 5 Leading Flavours for Off-trade RTD Coffee: % Volume 2011-2016
Table 6 NBO Company Shares of Off-trade RTD Coffee: % Volume 2012-2016
Table 7 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2013-2016
Table 8 NBO Company Shares of Off-trade RTD Coffee: % Value 2012-2016
Table 9 LBN Brand Shares of Off-trade RTD Coffee: % Value 2013-2016
Table 10 Forecast Off-trade Sales of RTD Coffee: Volume 2016-2021
Table 11 Forecast Off-trade Sales of RTD Coffee: Value 2016-2021
Table 12 Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2016-2021
Table 13 Forecast Off-trade Sales of RTD Coffee: % Value Growth 2016-2021

Beijing Huiyuan Beverage & Food Group Corp in Soft Drinks (China)

Strategic Direction

Key Facts

Summary 1 Beijing Huiyuan Beverage & Food Group Corp: Key Facts

Summary 2 Beijing Huiyuan Beverage & Food Group Corp: Operational Indicators

Competitive Positioning

Summary 3 Beijing Huiyuan Beverage & Food Group Corp: Competitive Position 2016

President Enterprises (China) Investment Co Ltd in Soft Drinks (China)

Strategic Direction

Key Facts

Summary 4 President Enterprises (China) Investment Co Ltd: Key Facts

Summary 5 President Enterprises (China) Investment Co Ltd: Operational Indicators
Competitive Positioning
Summary 6 President Enterprises (China) Investment Co Ltd: Competitive Position 2016
Executive Summary
Stable Growth for Soft Drinks in China
Healthier and Premium Products Grow Faster
Multinational Players Still Lead While Domestic Brands Catch Up
Hybrid Soft Drinks Products Are Increasingly Popular
A Steady Outlook for Soft Drinks in the Forecast Period
Key Trends and Developments
Rising Concern Over Polluted Water Boosts Sales of Bottled Water
Convenience Stores and High-end Supermarkets Are Increasingly Important Channels for the Distribution of Soft Drinks
Hybrid Soft Drinks Enlarge the Growth Potential
the Premiumisation Trend Takes Shape
Market Data
Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2011-2016
Table 15 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2011-2016
Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2011-2016
Table 17 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2011-2016
Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2016
Table 19 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2016
Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2016
Table 21 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2016
Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2011-2016
Table 23 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2011-2016
Table 24 Off-trade Sales of Soft Drinks by Category: Value 2011-2016
Table 25 Off-trade Sales of Soft Drinks by Category: % Value Growth 2011-2016
Table 26 Total Sales of Soft Drinks by Fountain On-trade: Volume 2011-2016
Table 27 Total Sales of Soft Drinks by Fountain On-trade: % Volume Growth 2011-2016
Table 28 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2012-2016
Table 29 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2013-2016
Table 30 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2012-2016
Table 31 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2013-2016
Table 32 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2012-2016
Table 33 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2013-2016
Table 34 NBO Company Shares of Off-trade Soft Drinks: % Value 2012-2016
Table 35 LBN Brand Shares of Off-trade Soft Drinks: % Value 2013-2016
Table 36 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2016
Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2016-2021
Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2016-2021
Table 39 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2016-2021
Table 40 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2016-2021
Table 41 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2016-2021
Table 42 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2016-2021
Table 43 Forecast Off-trade Sales of Soft Drinks by Category: Value 2016-2021
Table 44 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2016-2021
Table 45 Forecast Total Sales of Soft Drinks by Fountain On-trade: Volume 2016-2021
Table 46 Forecast Total Sales of Soft Drinks by Fountain On-trade: % Volume Growth 2016-2021
Appendix
Fountain Sales in China
Sources
Summary 7 Research Sources

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