



Euromonitor  
International

# Concentrates in China

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## Concentrates in China - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

China's rising coffee culture has positive impact on concentrates

#### INDUSTRY PERFORMANCE

Coffee concentrates draw on China's rapid growth of coffee consumption

Desire for healthier beverages supports liquid concentrates

Consumers are attracted by the portability of liquid concentrates

#### WHAT'S NEXT?

Bright outlook for concentrates

Players will embrace health attributes to bolster appeal

Sustainability will remain high on the agenda

#### COMPETITIVE LANDSCAPE

Luckin Coffee (Beijing) Co Ltd reinforces its lead

Dynamic performance of Luckin Coffee linked to multiple factors

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Health factors bear heavy influence on soft drinks

Consumers are willing to pay for convenience and instant delivery

Local cultural traditions increasingly shape product developments

## WHAT'S NEXT?

Stable outlook for soft drinks

Players will capitalise on more discerning tastes

High growth of reduced-sugar RTD tea will continue

## COMPETITIVE LANDSCAPE

Nongfu Spring Co Ltd strengthens position with growth in RTD tea

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