



Euromonitor
International

Innovative Coffee Shop Concepts in Asia Pacific

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Why read this report?

Key findings

INTRODUCTION

Exploring coffee consumption and coffee shop competitive landscape in Asia Pacific

COFFEE SHOP LANDSCAPE IN ASIA PACIFIC

Local chained coffeeshops pose competition to international brands in Asia Pacific

Case study: Luckin Coffee seeks expansion beyond China

SHIFTING CONSUMPTION HABITS

Coffee consumption has evolved, as populations, priorities and values evolve

Busy lifestyles and increase in snack time have seen an increase in coffee consumption

Affordability and convenience remain key to consumers when purchasing coffee

NEW CHANNELS OF COFFEE CONSUMPTION

New channels beyond traditional coffee shops set to excite consumers in Asia Pacific

Forecourt retailers and drive-throughs set to gain momentum in Asia Pacific

Punthai Coffee seeks to expand its footprint in Thailand, especially through forecourts

% Arabica opens its first ever and largest drive-through outlet in Indonesia

Smart vending machines for coffee gaining momentum due to growing popularity

JumpStart Coffee seeks to expand its presence in Indonesia

OldTown White Coffee ventures into robotic vending machines in Malaysia

Partnerships enhance cost efficiency while expanding consumer base

Cotti Express stores to expand, partnering with noodle store Qi Xiaodui

KFC seeks to expand its KCoffee outlets in China to appeal to growing popularity of coffee

Coffee shops in Asia Pacific prioritise their corporate commitment towards sustainability

Starbucks Greener Stores expand presence in Asia Pacific

Café Amazon focuses on sustainability as part of PTT Station Flagship gas station

CONCLUSION

Opportunities for growth of coffeeshop channels in Asia Pacific

Evolution of emerging coffee shop channels 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/innovative-coffee-shop-concepts-in-asia-

