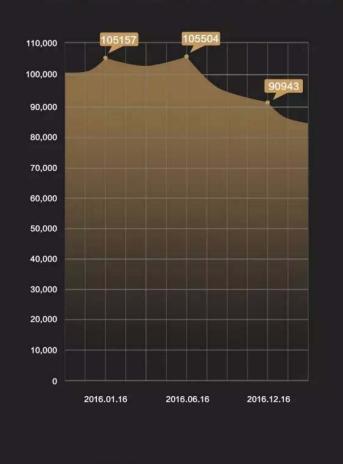
Coffee Consumption Of China



26.09.2017 CCA

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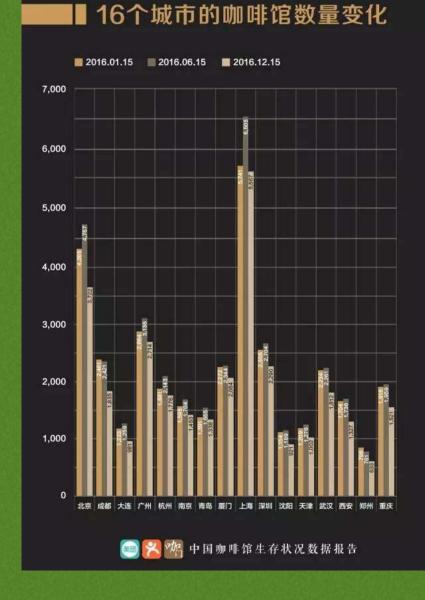
Pic 1. The Amount Of Coffee Shops Changed In 2016.



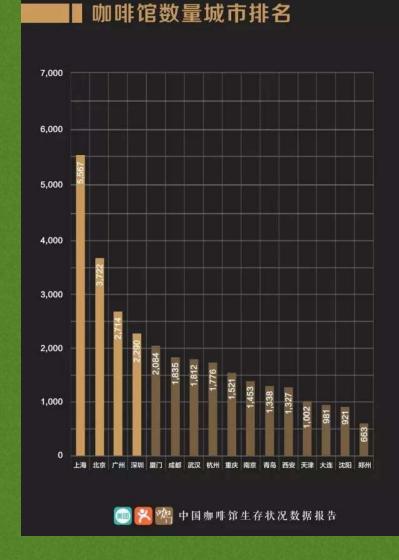
■ 2016年全国咖啡馆数量变化

画 🎇 🌇 中国咖啡馆生存状况数据报告

Pic 2.1 The Change Of Coffee Shops In 16 First Tier Cities



Pic 2.2 The Rank of Coffee Shops In 16 First Tier Cities



Pic 3. The Rank of Regional Coffee Consumption Index

■ 我国咖啡地域消费排名

1,500 1,500 1,300 1,200 1,100 1,100 1,100 500 500 500 500 200 200 200 ①广东 2 affit S Lis **④** 江苏 **6** Hit 6 北京 7 四川 8 湖北 **9** 安徽 () UT (1) 山东 13 天津 14 湖南 15 河南 16 陕西 1 黒龙江 18 200 19 重庆 20 云南 21 河北 23 吉林 24 山西 25 贵州 26 甘肃 20 内蒙古 28 18 18 29 Mili 30 宁夏 3) 西政

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Pic 4. The Rank of 15 Cities' Commercial Attraction Index (2017)

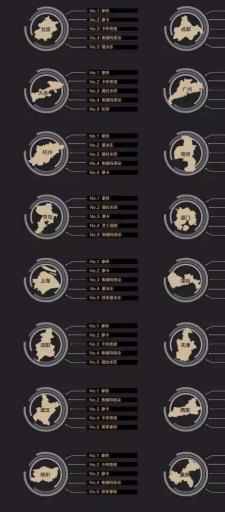


新一线城市

| ① 成都 | 98.97 |
|--------------|-------|
| 2杭州 | 85.67 |
| 3 武汉 | 84.97 |
| ❹重庆 | 80.51 |
| ③南京 | 79.52 |
| ④天津 | 76.57 |
| 2苏州 | 71.52 |
| 8 西安 | 69.41 |
| ❷长沙 | 58.92 |
| 10 沈阳 | 58.57 |
| ① 青岛 | 58.30 |
| 12 郑州 | 57.13 |
| 13 大连 | 53.65 |
| ≌东莞 | 51.29 |
| ⑤ 宁 波 | 51.21 |

Pic 5. The Rank Of Coffee Products Population In **16 First Tier Citie**

各城市最受欢迎产品排名



No.3 INTOXES

No.2 编辑田语4

No.4 SPRINE

No.3 (8/85) / (9 No.4 URBERT

No.5 kanta

No.3 焦德玛奇朵



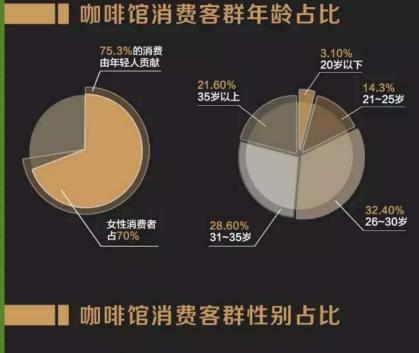
No.3 焦糠玛奇朵





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Pic 6. The Ratio Of Customer Gender & Age

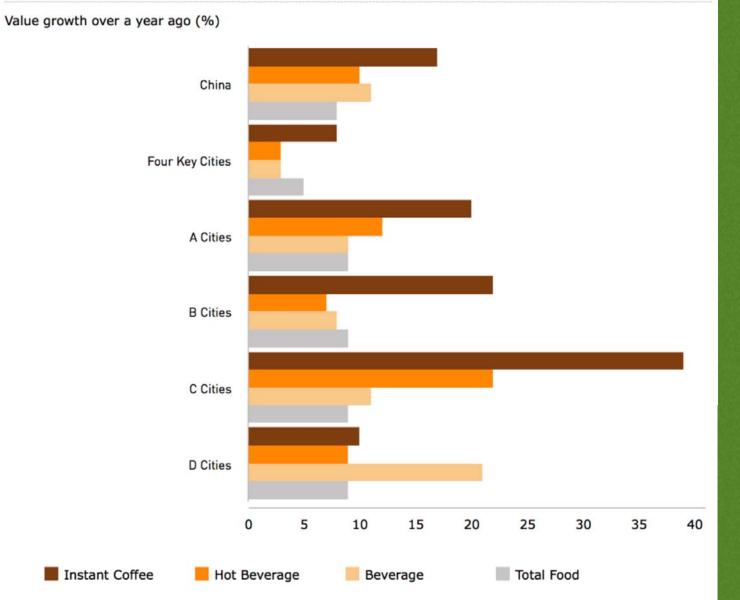




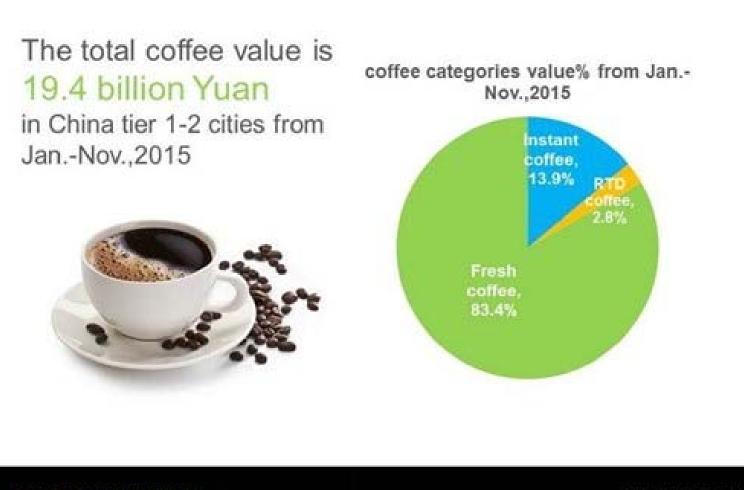
Pic 7 . Calculation Of Coffee Market Space



Pic 8. Instant Coffee Market



Pic 8. Fresh Coffee Market In 1-2 Tier Cities



KANTAR WLIRLDPRINEL a CTR service in China

WORLDPANEL OUT OF HOME

Pic10 Coffee Becomes Popular Media for Other Business Achievement



Thank you