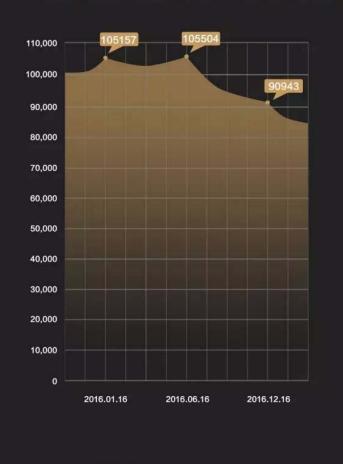
### Coffee Consumption Of China



26.09.2017 CCA

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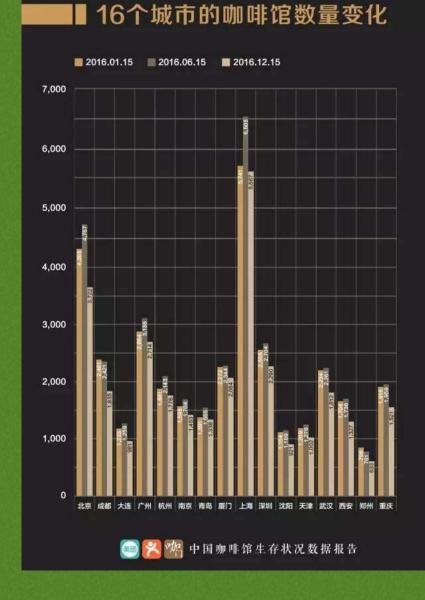
## Pic 1. The Amount Of Coffee Shops Changed In 2016.



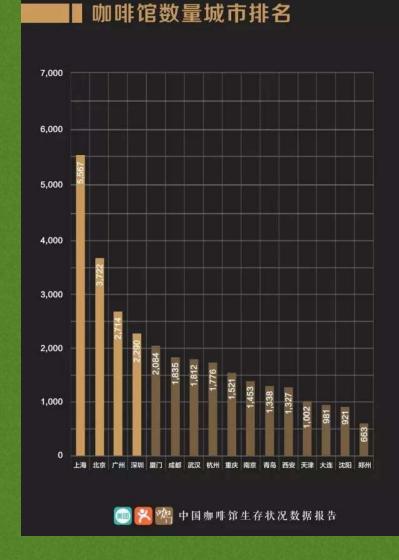
#### ■ 2016年全国咖啡馆数量变化

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)

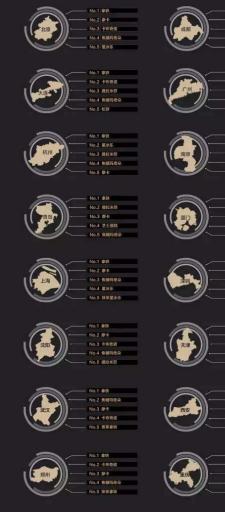


新一线城市

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
<b>⑤</b> 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



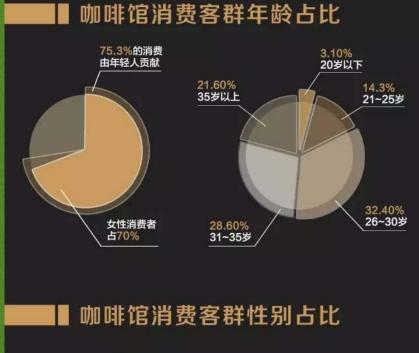
No.3 焦糠玛奇朵





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### Pic 6. The Ratio Of Customer Gender & Age

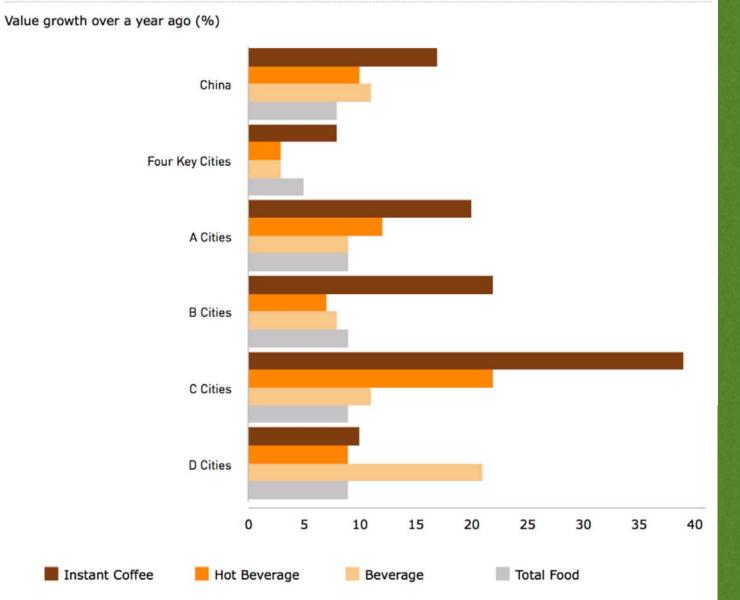




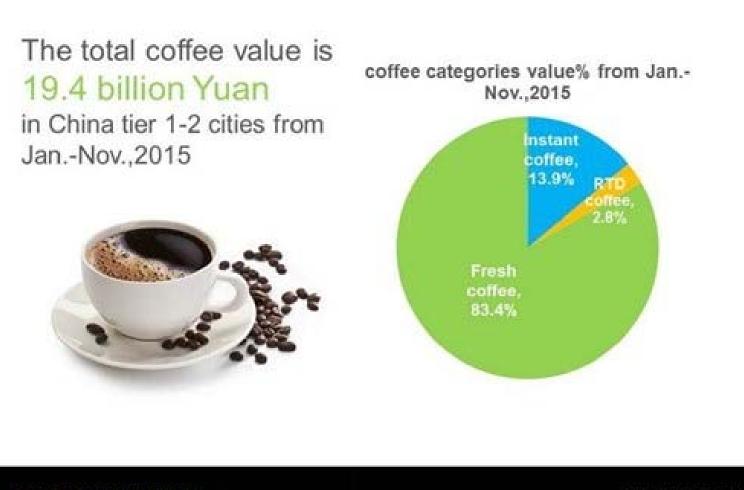
### Pic 7 . Calculation Of Coffee Market Space



#### 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