



Euromonitor  
International

# Concentrates in China

May 2024

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## Concentrates in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Coffee liquid concentrates drive growth in liquid concentrates

A declining trend for powder concentrates

Rising competition in liquid concentrates, with new players

#### PROSPECTS AND OPPORTUNITIES

Coffee liquid concentrates set to drive growth...

...but will face competition

Creative collaboration could bring growth opportunities

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