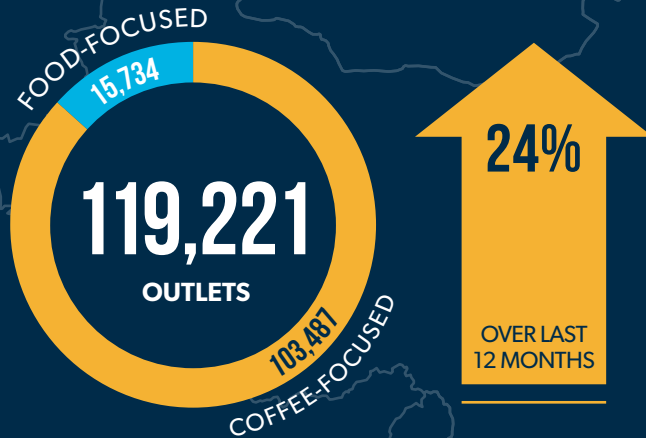


THE EAST ASIAN BRANDED CAFÉ MARKET AT A GLANCE

MARKET SIZE AND GROWTH

Estimated total branded coffee shop outlets



TOP 3 LARGEST MARKETS BY OUTLETS



CHINA
49,691



SOUTH KOREA
31,130



THAILAND
8,353

TOP 3 LARGEST BRANDED COFFEE CHAINS IN EAST ASIA



13,524
OUTLETS

15 MARKETS



13,296
OUTLETS

2 MARKETS



6,066
OUTLETS

5 MARKETS

AVERAGE 12OZ AMERICANO PRICE: CHINA, SOUTH KOREA, THAILAND, JAPAN



\$2.70

Allegra PROJECT CAFÉ EAST ASIA 2024

Project Café East Asia 2024 is Allegra World Coffee Portal's all-encompassing study of the 18 branded coffee shop markets across East Asia.

This report focuses on which are the best performing markets in the East Asia region – Brunei, Cambodia, China, East Timor, Hong Kong, Indonesia, Japan, Laos, Macau, Malaysia, Mongolia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

To purchase the report or to make an enquiry, contact Ruth Thompson, Commercial Executive

– rthompson@allegra.co.uk

– +44(0)20 7691 8800

– worldcoffeeportal.com

