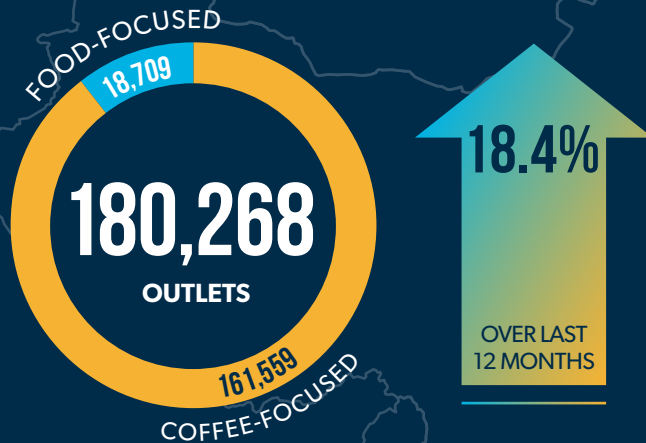


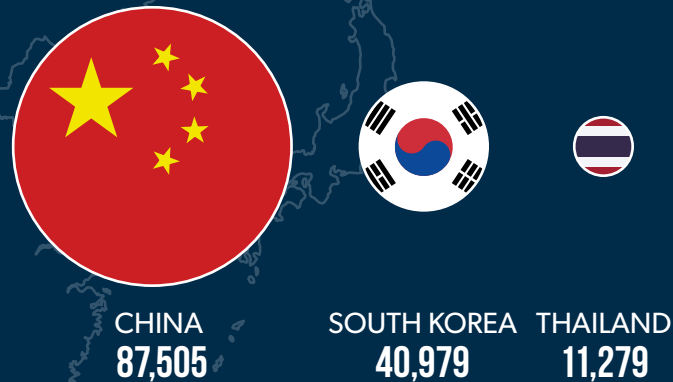
THE EAST ASIA BRANDED CAFÉ MARKET AT A GLANCE

MARKET SIZE AND GROWTH

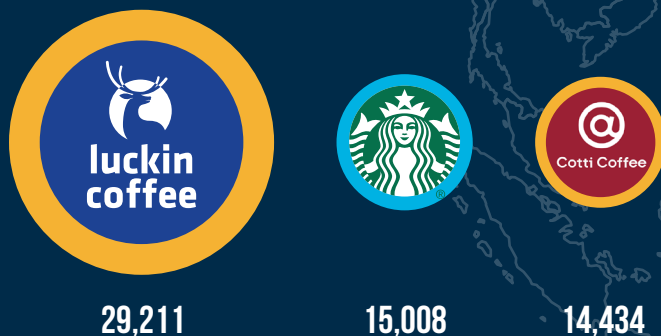
Estimated total branded coffee shop outlets



TOP 3 LARGEST MARKETS BY OUTLETS



TOP 3 LARGEST BRANDED COFFEE CHAINS IN EAST ASIA



AVERAGE 12OZ AMERICANO PRICE

China, South Korea, Thailand, Japan, Indonesia, Vietnam



Allegra PROJECT CAFÉ EAST ASIA 2026

Project Café East Asia 2026

is Allegra World Coffee Portal's extensive study of branded coffee shop markets across East Asia. The East Asian branded coffee shop region is a phenomenon. National chains expanding at unprecedented rates of growth, competing against major Western brands for attention and loyalty. This report focuses on the exciting markets of Brunei, Cambodia, China, East Timor, Hong Kong, Indonesia, Japan, Laos, Macau, Malaysia, Mongolia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

Get in touch to purchase this report or make an enquiry

enquiries@worldcoffeeportal.com

+44(0)20 7691 8800

worldcoffeeportal.com

