

EAST ASIAN COFFEE SHOP MARKET IN NUMBERS



Allegra PROJECT CAFÉ EAST ASIA 2021

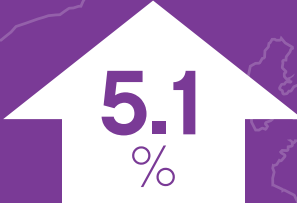
MARKET SIZE

Total branded coffee shop outlets*

 **74,535**

MARKET GROWTH

Total branded coffee shop outlet growth over the last 12 months

 **5.1**
%

LARGEST MARKETS

Largest markets by number of branded outlets



LEADING BRANDED CHAINS

By total number of outlets across 17 East Asian markets



TYPICAL PRICE CHINA

Typical price of a regular drink across major branded chains (USD)



COFFEE DELIVERY CHINA

Half of Chinese consumers order coffee for delivery at least 2-3 times a week



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*Including Brunei, Cambodia, China, Hong Kong, Indonesia, Japan, Laos, Macau, Malaysia, Mongolia, Myanmar, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam