

Coffee Market Research

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The factors of increasing demand of coffee

Research methods: literature reading, survey and interview

With the rapid development of China's economy and culture in recent years, the amount of coffee imports in China increased year by year. For example, Starbucks has been in China since 1999 and has over 1000 stores in more than 60 cities. Other coffee brands such as Costa, Pacific and Café Bene in recent years entered the Chinese market and also rapidly expanded to more than 200 shops. This investigation is mainly through reading literature, questionnaire and interview customers. Through the process, we would explore the reasons for the rapid growth of foreign coffee brands in the Chinese market and use the knowledge of the principle of microeconomics analysis through the survey results obtained.

1

LITERATURE READING

Explore the structure of Chinese coffee market through literature reading

2

QUESTIONNAIRE

Carry out a questionnaire survey of coffee consumers

3

INTERVIEW

Interview in a coffee shop to investigate the effectiveness of marketing strategies



Objective 1

To have a better understanding of microeconomic theories.



Objective 2

To have a better understanding of the development of coffee industry in China.



Objective 3

To combine the market investigation with economic theories taught in school.

The factors of increasing demand of coffee

Young consumers often pursue fashion passionately. As a result, coffee has become a popular product. The rapid expansion of the various coffee brands is no doubt a proof of coffee itself being more and more recognized by consumers, especially in the new era of China's booming consumption.



Based on the current market situation, the development of coffee in China has a very large room for growth. But at the same time, the coffee industry is facing fierce competition in the market. Our team focuses on Wuxi Sanyang square as the main research area. We visited 4 international coffee shops, Starbucks, COSTA, Café Bene and Pacific coffee. They locate mainly in various shopping malls, business circles around the center of the city, residential clusters and relatively dense flow of people for the sales maximization.

Through the literature review, we found that the coffee consumption in China is still in depression. At present, the global coffee market size is about 12 trillion yuan, with United States being the world's largest coffee consumption market, whose annual consumption is about 3 trillion yuan. While China's coffee consumption market is only 70 billion yuan. But for the long run, the annual growth rate of China's coffee consumption is around 15%, much higher than the global market growth rate of 2%. This is the reason why more and more foreign brands come to china.

Reasons for the increasing demand:

Young people are the majority of coffee consumption. According to the surveys, among those who regularly visit coffee shops, people aged 20-30 accounted for 32%. 80% of them visit 3-6 times in a month. Our survey shows that more than 40% of people who love coffee has a monthly wage of more than ten thousand. Finally, because the growth of tea industry in recent years is tepid, coffee in domestic market obtains a favorable opportunity.

MOST OF THE COFFEE BRAND'S CONTRIBUTION TO SOCIETY AND ENVIRONMENT IS ALSO ONE OF THE MAIN FACTORS TO ATTRACT CUSTOMERS

Starbucks works with Conservation International for the implementation of moral purchasing on coffee beans. Together they developed a new coffee procurement standards to help improve more than one million farmers and workers, and to take care of millions of coffee trees. Up till now, Starbucks has 99% of its coffee is in accordance with the standards of moral procurement.



Marketing strategies of Starbucks



The collection of one customer

In our interview, one customer said she noticed Starbucks from its official weibo, the Chinese twitter. While browsing the weibo, she discovered an interesting activity called "aroma lab" which is similar to coffee room. She took part in the innovative aroma lab, choosing the coffee beans that she wanted to grind, and then grinding coffee beans into powder. In this process, she had to consider four factors of coffee beans— the color, aroma, baking color and the size of coffee beans. The most interesting part for her is arranging coffee beans at the fastest speed. This activity seems very simple, but in fact, it requires good eyesight and precision. It was the first time she had ever touched coffee in this way, and was she was impressed by Starbucks' unique activity.

For other customers, the collection of star card is a kind of enjoyment. We interviewed one of the customers who got his first impressions of star card when visiting Hong Kong Starbucks stores. While drinking in Starbucks, she saw a picture of a very special card. Since then every time she sees a new card, she would incorporate it into her collection.

OUR EXPERIENCE

Starbucks | Pacific | Costa | Cafe Bene

Starbucks



Starbucks was established in 1971 by three local businessmen to sell high quality whole beans coffee.

Pacific



Pacific Coffee is a Pacific Northwest U.S.-style coffee shop group originating from Hong Kong, with a few outlets in China, Singapore and Malaysia.



Starbucks

The old chairs and table, friendly barista, soothing music and the aroma of the coffee make us feel relaxed and at home. We can share with each other about the recent experience in study, discuss gossip, or grab a cup of coffee and read newspaper. However, you can only have this experience when you do not go to the coffee shops in city center or at weekend.

Pacific

Part of the room was taken up by what looked like a coffee roasting machine surrounded by huge bags of green coffee. However, anyway, I





Costa



Costa Coffee was founded in London in 1971 by the Costa family as a wholesale operation supplying roasted coffee to caterers and specialist Italian coffee shops.

Cafe Bene



Caffè Bene is a coffeehouse chain based in Seoul, South Korea. It was founded in May 2008 by Sun-Kwon Kim. Caffè Bene is the largest coffeehouse chain in South Korea by number of stores.

like their coffee and espresso drinks. I also had a muffin, which was fresh from the oven, but pretty standard and a bit oily.

Costa

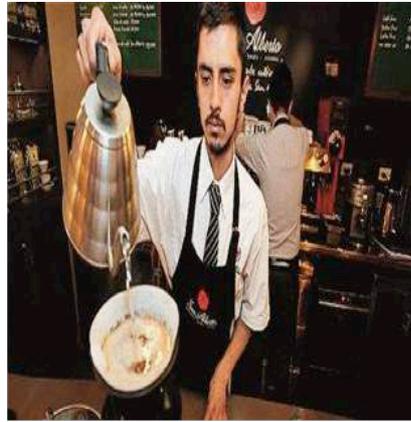
Ambience is good with good choice of background music. It is a nice warm and famous coffee place which is suitable to stay in a lazy Saturday morning! However, to me the chocolate cake is too sweet and the waitresses are cold when we are giving the order.

Cafe Bene

The wifi has a serious upgrade nowadays. When I logged onto the wifi, I couldn't even load a webpage. The tables look nice, but there isn't much room for me and a friend to both have a laptop and textbook out. I liked the little dessert displays they had at the counter, it really enticed me to want to order everything.



Our Feelings



It was my first time to make a video so I needed to learn from the beginning. I went to the website to search for which software. After trying and selecting for a while, I finally chose to use iMovie for making the video. — Coco



I definitely improve my ability to solve problems! When I was writing the essay, I found that the sample base was so small. Thus, I spread some questionnaire to my mother and her colleagues for help. I learn a lot. — Rebecca

In the market research...

There were so many challenges. When we want to give out the questionnaires in the Starbucks, the staff told us that this action may influence consumer's feelings and leave bad impression. As a result, we had to give out the questionnaires on the street, but there are some of them do not know Starbucks and barely go to Starbucks. — Jennika

I interviewed the shopkeeper about how they use decoration to appeal to the customers and how they choose furniture to fit in the style of its surroundings. I was a bit afraid to talk to the shopkeepers since I was declined for many times. However, I still challenged myself by asking the shopkeepers a few questions and in the end, he did answer my questions. — Victoria

咖啡市场调查报告

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探究中国咖啡市场及品牌营销策略

调查方法：文献阅读，问卷调查，顾客采访

随着中国经济文化的快速发展，近几年咖啡在中国的进口量逐年递增。众多的国际咖啡品牌已经预测到了中国市场的巨大潜力,纷纷在国内构建各自的营销网络,优先占领尚未爆发的中国市场。星巴克自1999年进入中国至今,在60多个城市拥有超1000家门店。其他咖啡品牌例如Costa, Pacific和Café Bene在近几年进入中国后门店也迅速扩张至200家以上。本次调查主要通过文献阅读,问卷调查和顾客采访三种方式,探究外国咖啡品牌在中国市场飞速发展的原因,并运用微观经济学中的知识原理分析所得到的调查结果。

1

文献阅读

通过阅读网络上现有的文献,探究中国咖啡市场的结构和现状

2

问卷调查

开展咖啡消费者的问卷调研,考察不同收入群体对咖啡的需求

3

顾客采访

在咖啡实体店进行采访,调查不同品牌营销策略的成效



调查目标1

更好地了解微观经济学原理,并将其运用到实际生活中



调查目标2

探究国外咖啡品牌是如何在中国逐渐发展壮大并产生目前巨大的影响力



调查目标3

通过对各个咖啡品牌营销策略的分析,对中国仍处在发展期的咖啡公司提出有效的建议

咖啡市场需求快速增长的原因

年轻的具有活力的消费者们追求时尚个性,咖啡已成为他们崇尚自我、享受生活的代名词。各个咖啡品牌的迅速扩张也毫无疑问地证明了咖啡本身越来越得到消费者的认可,尤其是具有购买能力并代表我国新时代消费形势的年轻上班族。

基于现阶段的市场现状,咖啡在中国的发展存在着非常大的上升空间。但同时,咖啡行业面临的市场竞争也愈演愈烈。我们组员以无锡三阳广场为研究区域,进行走访调研重点研究市场中的4个国际咖啡品牌:星巴克、COSTA、太平洋咖啡和Café Bene。他们主要以各个商场、商业圈周边、市中心、住宅集群、办公集群及人流量相对密集的区域为销售阵地,开设零售体验店。

通过前期的文献阅读,我们发现从绝对数量上看,我国咖啡消费量仍呈低迷状态。目前全球咖啡消费市场规模大约为12万亿人民币,美国是全球咖啡消费最大的市场,年消费约为3万亿人民币,而我国的咖啡消费市场规模在700亿人民币左右。但是从增速上看,我国咖啡消费年增长率在15%左右,远高于全球市场2%的增长率。这也是越来越多的外国咖啡品牌涌向国内的原因。



根据我们的问卷调查,发现咖啡产业的飞速增长主要有三点原因

中青年人口占据大部分咖啡消费人群。调查显示,在经常光顾咖啡店的人中,20-30岁之间的人占了32%。其中80%的人一个月去3-6次。

其次,咖啡消费与居民可支配收入水平呈正比关系。我们的调查显示,在热爱咖啡的人中,超四成的月收入在一万以上。

最后,由于近几年代表中国传统饮料的茶类饮品增速不温不火,咖啡在国内市场上获得了极有利的一个机会星巴克的销售策略。

多数咖啡品牌对社会,环境所做的贡献也是吸引顾客的主要因素之一

在星巴克的产品中,大多可以看到这样一个标志。这是一个国际组织,英文全称Conservation International,中文全称保护国际基金会,星巴克与国际保护基金会合作,对咖啡豆实行道德采购。他们一起制订了全新的咖啡豆采购准则,用可持续,透明,且对人类和地球均有益的方式,帮助改善了超过一百万农名和工人以及他们家人的生活,照顾到了数百万颗咖啡树。截至目前,星巴克已经有99%的咖啡是按照道德采购标准来进行采购的,并且星巴克承诺将实现100%的咖啡都将按照道德采购标准采购。





在我们的采访中，有顾客表示自己在关注了星巴克官方的新浪微博发现了一个有趣的类似“咖啡教室”的“香味实验室”活动。她参加了那次创新的香味实验室，自己动手选择想要研磨的咖啡豆，然后亲手磨咖啡豆为粉，接着自己冲泡咖啡，品尝咖啡。用四种不同的咖啡豆，分别从颜色、香味、烘焙色泽，咖啡豆的大小等进行辨别按次序排列。对她来说最有趣的是，以最快速度排列带有红色标记的咖啡豆，看似很简单，其实需要好眼力和临场反应。要在1分钟时间内从不同颜色的咖啡豆中拣出红色标记的豆子，是一件极具挑战的游戏。这是她第一次通过这样方式去接触咖啡，从此对星巴克印象很深刻。

而对于另一些顾客来说，收藏星享卡是一种享受。我们采访中的一位顾客表示他印象中的第一张卡是去香港的星巴克门店喝东西，刚好看到了一张图案很特别的卡，从那之后每一次有出新款卡，几乎会收藏一张。这几年收藏的卡已经累计100多张，其中派克市场门店的卡和最新的西雅图工厂门店卡都是极具收藏价值的。星巴克除了按照地区划分的卡之外，还有结合当季主题卡，合作款卡、异形卡等等。这些星享卡独特的设计也是吸引众多顾客的一大亮点。

那些我们的经历

Starbucks | Pacific | Costa | Cafe Bene

Starbucks



星巴克是美国一家连锁咖啡公司的名称，1971年成立，是全球最大的咖啡连锁店，其总部坐落美国华盛顿州西雅图市。

Pacific Coffee



太平洋咖啡是太平洋西北部的一家具有美国风格的咖啡店。它起源于香港，在中国，新加坡和马来西亚都有分公司。



Starbucks

那些老旧的椅子和桌子，友好的咖啡师，令人慰藉的音乐和咖啡的香味让我们格外放松，感觉像是在家里一样。我们与对方分享最近的学习情况，讨论八卦，或手捧一杯咖啡看报纸。然而，只有当你不在周末去市中心的咖啡馆在能享受到。

Pacific

一个看起来像咖啡烘焙机的东西占据了房间很大的空间，布局有些不太好。那里面还有一大袋绿色咖啡。不管怎样，我喜欢它的咖啡和意





Costa



1971年，一对意大利兄弟 Sergio Costa和Bruno Costa开始成立了咖啡豆批发业务，向餐饮业和意大利咖啡专卖店提供已烘焙过的咖啡豆。凭借他们的意大利背景和Sergio在意大利 Parma学到的混配和烘焙咖啡豆的经验，Costa兄弟逐步建立了他们独特的烘焙咖啡豆的风格。

Cafe Bene



Caffè Bene 是一个总部位于汉城的韩国咖啡连锁店。它由Sun Kwon Kim成立于2008五月。Caffè Bene是韩国的门店数量最多的咖啡连锁店。

大利浓咖啡。我吃了一个刚出炉的松饼，一般般而且有点油。

Costa

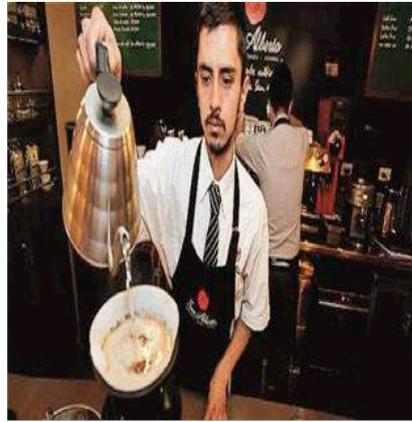
氛围很好，背景音乐很好。这是一个温暖又有名的地方，非常适合在这里消磨一个悠闲的星期六上午，来杯咖啡，来个小憩！但是，这家的巧克力蛋糕太甜了，服务员点单的时候有点冷淡。

Cafe Bene

WiFi目前在升级。当我登录WiFi，我甚至不能加载出网页。桌子看起来不错，但太窄了，我和我的朋友都没有空间放笔记本电脑和课本。我喜欢柜台里小甜点的陈列，特别诱人，弄得我想要全部买下来尝一尝。



那些我们的想法



这是我第一次制作视频，所以我需要从头学习。我去网站搜索哪些软件是合适的。人们最喜欢的软件叫“爱剪辑”。但是，这个软件与我的计算机系统不匹配。经过尝试和抉择，我最终选择了使用iMovie制作视频。

— Coco

我绝对提高了自己解决问题的能力！当我写论文的时候，我发现我们的数据很难深入分析，因为样本基数太小，数据不能反映所有年龄段的人对咖啡的想法。事实上，我们从青少年身上得到很多数据，而老年人的却不足。于是，我决定给妈妈和同事们发了一些调查问卷获得新的数据。

— Rebecca



在市场调查时...

我遇到了很多的挑战！当我们想在星巴克发放问卷时，工作人员告诉我们，这种行为可能会影响消费者，留下不好的印象。因此，我们需要找到另一个地方发放问卷。结果，我们不得不在街上分发问卷，但是有些人不知道星巴克或者很少去星巴克。

— Jennika

我采访了店主，想要知道他们如何使用装饰来吸引顾客，以及他们如何选择桌椅来搭配周围环境的风格。虽然我有点害怕不敢开口因为我之前被多次拒绝。不过我还是挑战自己问了店主几个问题。最后，他答应了。从这次经历中，我意识到成功来自挑战和坚持。

— Victoria