



## What appeals to today's coffee drinkers? 從消費者喜好切入咖啡市場

Hong Kong and Asia markets are seeing a renewed interest in coffee and coffee-based beverages, thanks to the increase in number of young coffee drinkers and a series of product innovations that have encouraged the sector's growth despite the COVID-19 pandemic. What is trending now? Read below!

亞洲和香港市場對咖啡及咖啡飲料的需求轉變，掀起新一輪熱潮。咖啡消費群年輕化，帶動一系列產品創新，使咖啡行業無懼疫情，逆勢增長。你可知有哪些咖啡流行趨勢？

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### Alcoholic Coffee Drinks 啡酒合一

Coffee is now encroaching into the alcohol beverage category. Coffee Gin & Tonic, for example, is a trending item owing to its refreshing taste and Insta-worthy layering effect.

近來許多酒吧或咖啡館將咖啡與調酒結合，其中咖啡琴通寧因口感清新及顏色分層效果而備受追捧。

### Milk Alternatives 牛奶替代品

Consumers are looking for non-dairy milks such as oat milk, lactose free milk, soy milk, almond milk, coconut milk etc. due to lifestyle and health reasons like allergies and intolerances.

由於口味偏好及健康因素如過敏及乳糖不耐，非乳製牛奶如燕麥奶、無乳糖奶、豆奶、杏仁奶、椰子奶等成為熱門選擇。



### Flavour Craze 口味創新

The emergence of fun flavors like white chocolate, pumpkin spice, marshmallow, maple bacon etc. has sweetened the sales of coffee.

新奇百趣的口味如白巧克力、南瓜、棉花糖、楓糖培根等的出現有助刺激咖啡銷售。

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