



# 『In pandemic』 series of insights

--Coffee



On Jan. 26, a coffee shop in Wuhan Optics Valley district began offering free coffee to frontline doctors and nurses twice a day, consuming about 500 cups per day. In early February, after being featured on a hot search and in news reports, the "cloud coffee" continued like a baton, and everyone opened Dianping to find the store, through the click-to-pay way to express their support for the store. To this day, a large number of consumers still clock in the "cloud coffee" at the message board.

Nevertheless, for the majority who stay at home, coffee remains one of the necessities in pandemic. In the last issue on dairy products, we witnessed that the increasing consumption of dairy products is more strongly related to the basic need to strengthen immunity. As for coffee, we see a picture of elegance in the behaviors of homebody and refinement with a touch of modesty. Both the young and senior handed over their excellent replies to the question "how to drink coffee without going out".

消费后点评

打分 ★★★★★

口味:5.0 环境:5.0 服务:5.0



对于一天不喝咖啡，就浑身不舒服的人，在休息日这一天点上一杯云咖啡，打开喜欢的剧，窝在沙发里，不出去给社会添麻烦！

希望武汉的麻烦早日过去，希望一线的医护人员能持续有咖啡的加持。感恩咖啡馆老板的勇敢决定，你的善心你的勇气，带动着我们一起为武汉加油...相信疫情过后，我一定会去到店里，点一杯“武汉拿铁”！

推荐：武汉拿铁



## #No.1 reply

**Key words:** sense of security gained by stock

**Majority:** the young and middle-aged group who desperate for coffee

“ I've got no coffee now... I used to drink two cups of coffee a day, and the one for the afternoon would be a takeout like Luckin, Starbucks, Greybox. Now because fetching takeout is inconvenient, I just drink instant coffee in the afternoon.

“ Recently, I drank the instant coffee. It is hot and sweet, soooooo tasty T-T

Since the trend has been to discourage young people from hoarding, and the supermarkets and online stores usually keep opening as express deliveries during the Spring Festival, people almost get out of the hoarding habit before the festival. The pandemic outbreak was so sudden that not only could the coffee shop not be reached, but there were also safety concerns about ordering takeout. The young and middle-aged people relying on coffee to gain energy have turned over the stock at home. The instant coffee which is prepared for a rainy day comes the first.



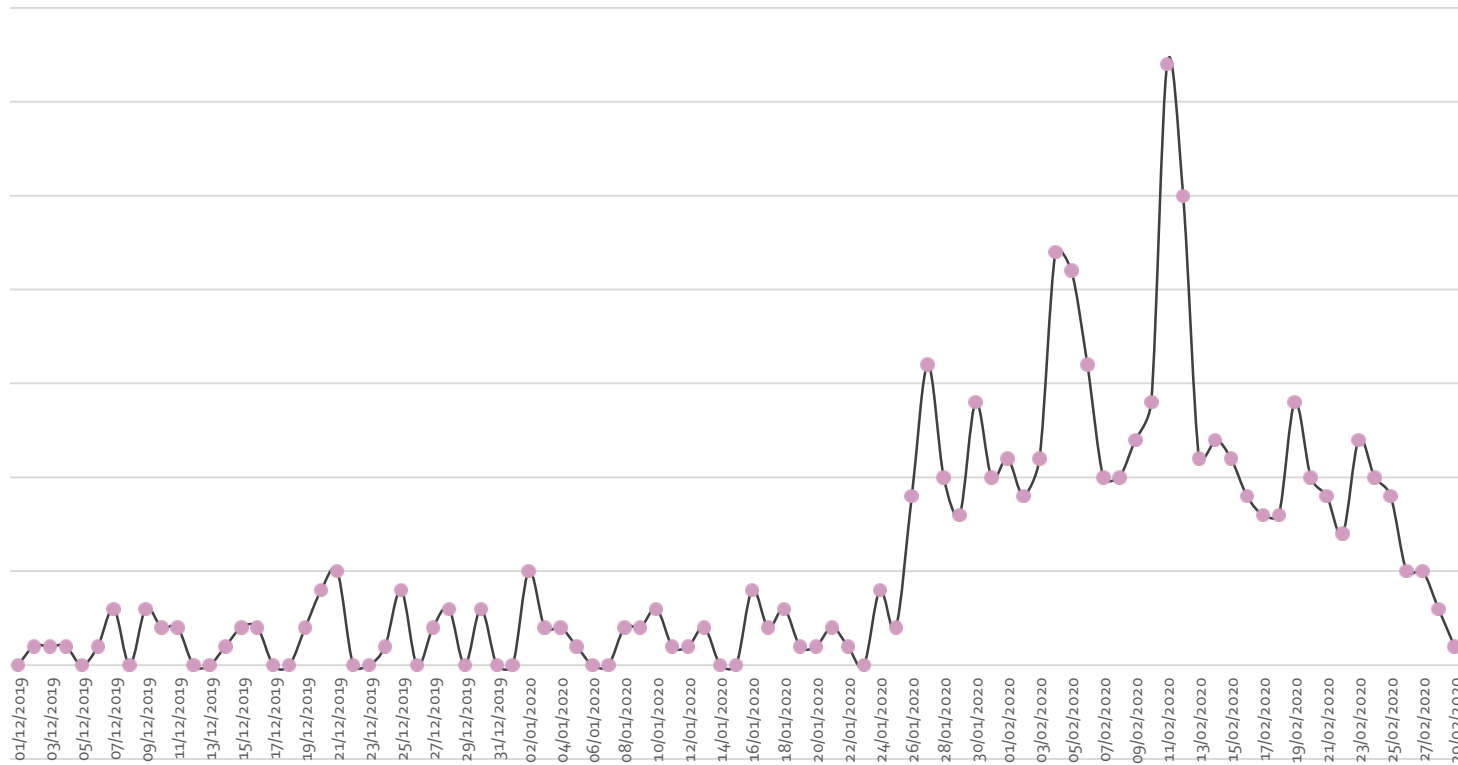
From a big family which all members need coffee



## #No.1 reply

Key words: sense of security gained by stock

Majority: the young and middle-aged group who desperate for coffee



/ A significant increase on Weibo discussions about drinking coffee stocks at home during the outbreak/

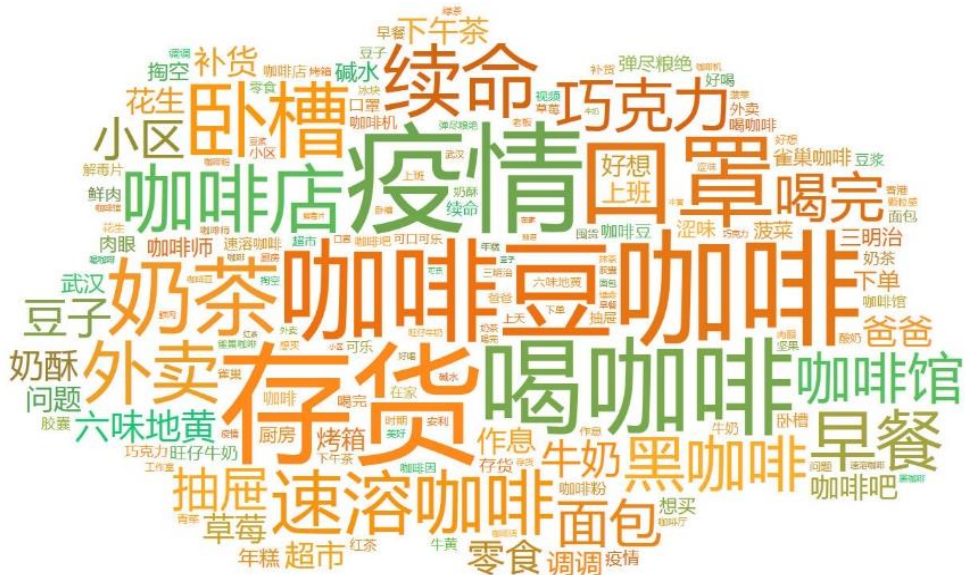


## #No.1 reply

Key words: sense of security gained by stock

Majority: the young and middle-aged group who desperate for coffee

The rich aroma of brewed coffee not only ensures the daily routine, but also enables people to enjoy a soft moment for a while during a hard time (“soft moment” from a random quote-“Life is so hard and I need a little soft.”). In the word cloud, we can see that consumers are drinking coffee to express their eagerness of working.



/word cloud of coffee stock/  
Besides core key words, there are also “respawn” “looking forward to working” and various food accompanied with coffee



## #No.1 reply

**Key words:** sense of security gained by stock

**Majority:** the young and middle-aged group who desperate for coffee

---

People who have stock feel quite easy while those who have nothing feel hard. Many consumers complained that life is so hard since they cannot have coffee.



I woke up at seven today. Seven o'clock! Can't believe it! I am so sleepy but unable to sleep again. I think it's probably because I have to report my body temperature in the morning, and then I'm dying for coffee. I've got no addiction to milk tea but it is been a long while since I wanted to have coffee. How can I forget to bring it back from school? There is no coffee stock at home and no delivery. Life is so hard!

More and more people are returning to work. Though the hashtag # boosting orders on milk tea and coffee# has quietly gone up on Weibo, those "lazy" consumers who used to shop or order takeout may have already noticed that DIY is not so much of a hassle. Meanwhile, more coffee consumers are more likely to buy extra instant coffee, coffee beans or ground coffee for the purpose of "stocking up" .





## #No2. reply

**Keyword:** reminiscence

**Majority:** the middle-aged and senior who need sense of ritual

---



Coffee is mother's ritual moment. Making a cup of coffee while reading, that is her artistic dream.....

Let's say the pandemic simply means making PPT at home to most young people, while for the energetic middle-aged and senior citizens, unable to go out could mean losing contact with old friends who played ball games, danced or took photos together. Now, parents who usually love joining in the fun have gradually been cultivating the skills of solitude calmly: watching old dramas, reading masterpieces, surfing the Internet and playing Landlords online. Dressed in plaid pajamas and red underpants though, their sense of ritual is nothing less than young people's. With cup of coffee by their side, the rich aroma reminds fathers and mothers of those good old days no matter what they are doing and no matter the coffeeserving in a glass or vacuum cup.



#No2. reply

Keyword: reminiscence

Majority: the middle-aged and senior who need sense of ritual

---



/moment in pandemic/  
Grandpa is brewing coffee with milk powder in vacuum cup



/moment in pandemic /  
Mom's pajama and her coffee



## #No.3 reply

**Key word:** craving for coffee machine

**Majority:** the refined middle class who love both coffee and convenience

---



I want to buy a coffee machine!! Anyone gives me recommendations on small home coffeemaker? I prefer a retro one with a budget under 1000 yuan( How can I take it as the stock of instant coffee running out? [desperate][desperate]"

Holiday eating pattern is over but fails to be just right replaced by the daily pattern. Accustomed to the automatic driving, we drive into the blind area in catering. Fortunately, many talented net influencers lead us to make cold noodles, fry Youtiao and steam cakes. Such activities also generates great pleasures---- whether people are celebrating a nice try or enjoying their failure. People suddenly think of their once-a-year dust-off coffeemakers in the cabinet, since now they have abundant time waiting for the delivery of coffeebeans. They dawl over grinding, boiling and brewing coffee, which is quite rare in ordinary days. As the increasingly stronger remind of regaining the routine of drinking coffee as fast as possible, it is quite natural and urgent for people to purchase a coffeemaker.



## #No.3 reply

Key word: craving for coffee machine

Majority: the refined middle class who love both coffee and convenience

---

### /chat history in one community/

@Jean: Frankly speaking, our family has been ordering more than 15 cups of Starbucks or Luckin per day from New Year's eve to the sixth day of the New Year. My husband couldn't believe the two coffee shops closed simultaneously, so he drove all the coffee shops in Songjiang District. Then we started to order coffee from KFC, and then their takeout had to be delivered to the Doorman. So we started to running out of stock.

@Terry: The same with you. I haven't ordered takeout since the neighborhood closed. Abundant Starbucks, via and drip bags are using up/out of stock. We need to buy some these days. 😞

@Carol: So it is quite crucial to have a coffee machine at home.



## #No.3 reply

Key word: craving for coffee machine

Majority: the refined middle class who love both coffee and convenience

疫情下不能出门，特别需要咖啡压压惊。无意间看到小星星🌟，立即下单，非常快，在2.14日就收到了。花了几分钟研究使用，小白的我也学会了，冲泡一体，喜提第一杯。阳台上晒着太阳，喝着杯香醇好味道的咖啡，遥祝远方的战士们一起都好，平安归来！

宅家里的咖啡生活，这个不错，一键就全齐了；咖啡的醇香四处飘逸，配上一颗方糖，再加上一份糕点，这样的生活美美哒！



很好的宝贝。疫情当中没法出去买咖啡，速溶又越来越不喜欢喝，买了这个小小咖啡机方便多啦！买了四盒胶囊很快就喝完啦，继续买吧~#晒单有礼#



/Consumer reviews from major coffeemaker shops  
in T-mall flagship stores/

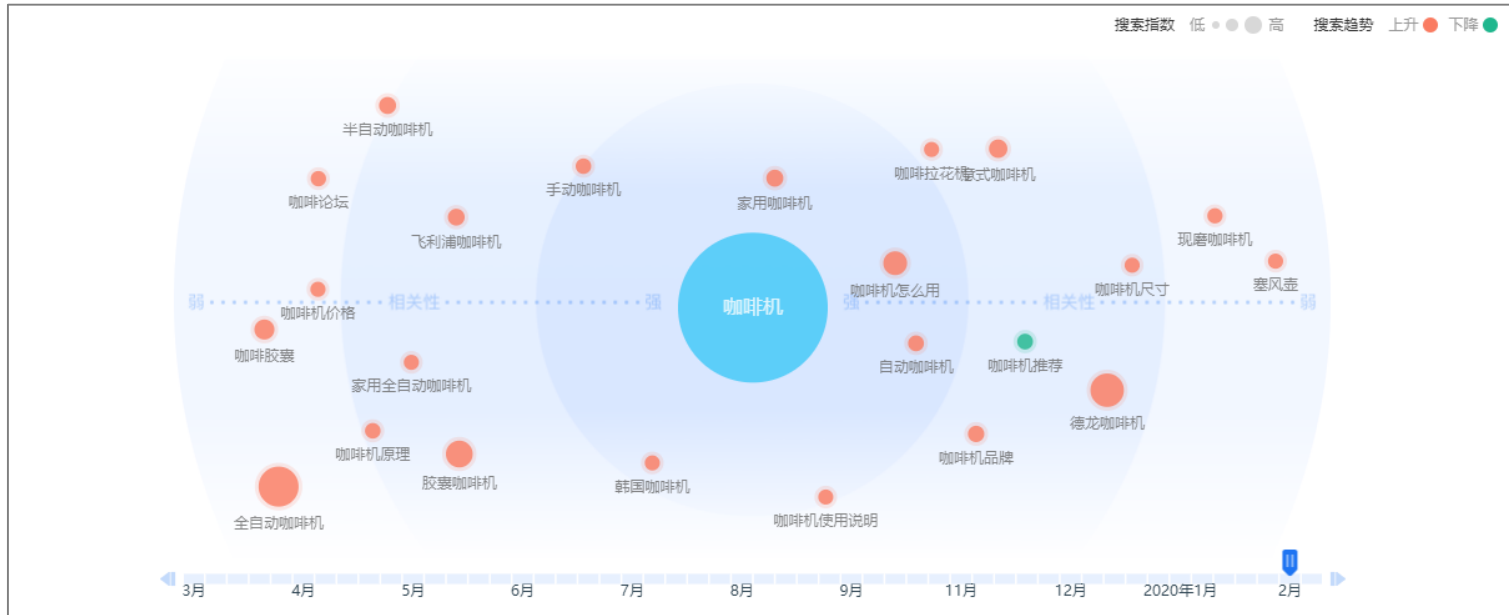


## #No.3 reply

Key word: craving for coffee machine

Majority: the refined middle class who love both coffee and convenience

Consumers have searched and compared different coffee machines before purchasing. There is an ascending searches on all kinds of coffee machines and related topics on Baidu, including automatic coffee machines, capsule machines, prices of coffee machine as well as “coffee machine instructions” and “how to use the coffee machine” etc. Men aged 20-29 were the majority of such contribution. Perhaps in the case of home appliances, no matter large one or small one, men still have a say in the matter (though the possible reason is that during the pandemic, men were given a task by their wives to search the for information about the coffee machines.(XD)



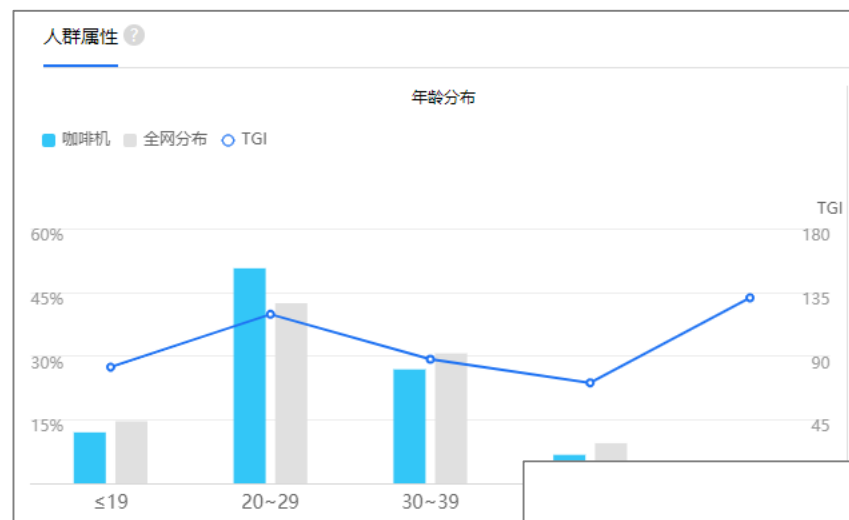
/demand map of searching for “coffee machine” on Baidu in pandemic” /



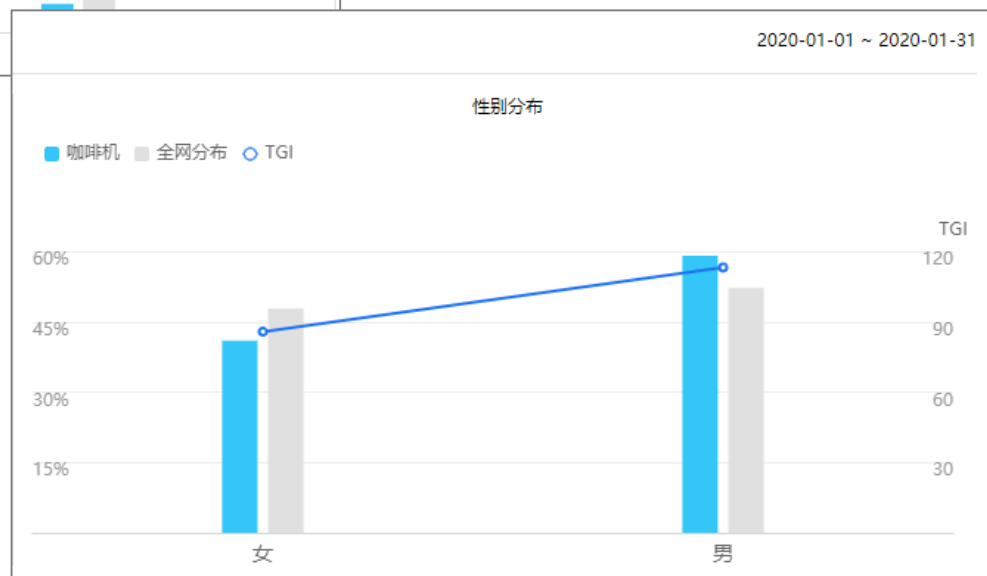
# #No.3 reply

Key word: craving for coffee machine

Majority: the refined middle class who love both coffee and convenience



/The profile of people who search “coffee machine” on Baidu during the pandemic/





## #No.4 reply

**Key word:** coffee with everything

**Majority:** all kinds of people all over the world

---

Two weeks is the maximum amount of time Aimee can go back to being a “wench”. Coffee and Croissant are her favorite, but the magic of mom’s home-cooked scrumptious breakfast was so tasty that the “wench” getting used to the set of coffee and Chinese green onion pancake as breakfast. Coffee is no longer just an ornament in Instagram photo, but a regular participant on the dinner table and bamboo bench in Grandma’s backyard, performing the magic change down to earth. The roasted salty and pepper peanuts made by my dad, the radishes grown in farmyard sent by relatives, the Youtiao used to dip into drinks, sweet potatoes, dumplings, rice cakes and persimmon cakes all became the new companions for coffee.



#No.4 reply

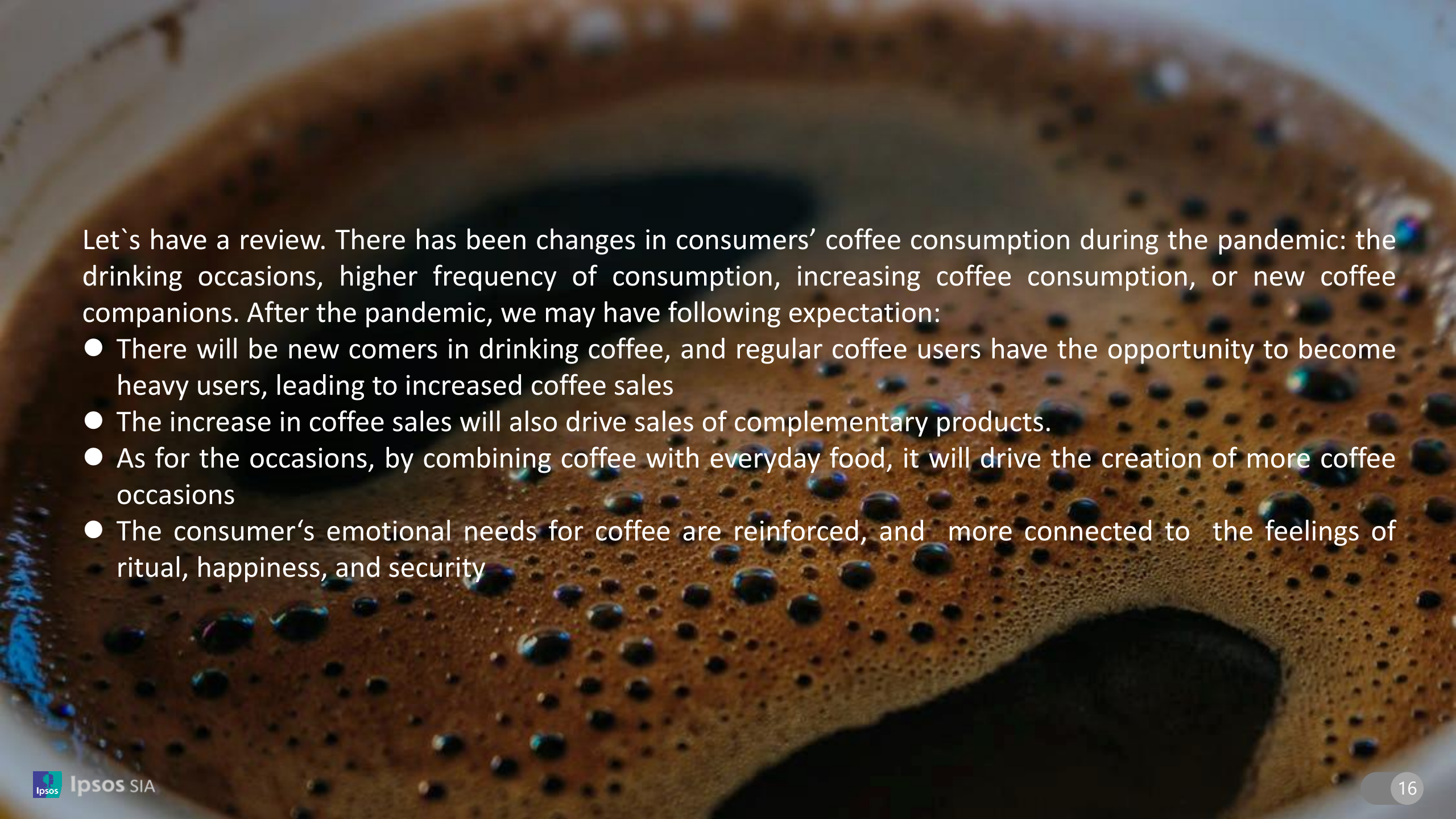
Key word: coffee with everything

Majority: all kinds of people all over the world

---



/P1-Fruit Time coffee+radish ; P2-Suprising Mate Youtiao dipped in coffee/

A close-up, macro shot of coffee foam. The image shows a dense layer of small, dark brown bubbles on top of a darker coffee liquid. The lighting is soft, highlighting the texture and individual bubbles of the foam.

Let's have a review. There has been changes in consumers' coffee consumption during the pandemic: the drinking occasions, higher frequency of consumption, increasing coffee consumption, or new coffee companions. After the pandemic, we may have following expectation:

- There will be new comers in drinking coffee, and regular coffee users have the opportunity to become heavy users, leading to increased coffee sales
- The increase in coffee sales will also drive sales of complementary products.
- As for the occasions, by combining coffee with everyday food, it will drive the creation of more coffee occasions
- The consumer's emotional needs for coffee are reinforced, and more connected to the feelings of ritual, happiness, and security





THANKS!

