SHAPING THE FUTURE OF HORECA

ELEVATING THE HOSPITALITY INDUSTRY TO NEW HEIGHTS

CAFE

Cafes are known for providing a relaxed atmosphere where patrons can enjoy beverages and snacks, often accompanied by socialising, reading, or working. In context of Hotels, Restaurants, and Catering (HoReCa), cafes refers to establishments or small restaurants that serve coffee, tea, light refreshments, and sometimes light meals in a casual and comfortable setting.

Statista Market Forecast has reported that in Southeast Asia, the coffee market is expected to grow annually by 8.73% from 2025 to 2030, with revenue amounting US $1.27 billion. Statista also reported that the tea market is expected to grow annually by US $22.21 billion in 2025. Revenue generated from restaurants and bars alone amounts to US$14.53 billion in 2025.

At THAIFEX - HOREC Asia, you'll meet suppliers who cater to every facet of the industry. Attend the exhibition to meet with suppliers for:

- **Coffee:** Coffee beans, Coffee pods/capsules, and Finished coffee products
- **Speciality Tea:** Tea bags, Tea leaves
- **Coffee Equipment:** Coffee brewing equipment, Coffee grinders, Espresso machines, Roasting equipment
- **Café Products:** Milk alternatives, Syrups & flavourings

Key trends for the cafe industry in Southeast Asia include:

- **Plant-based milk alternatives,** such as almond, soy, oat, and coconut milk, continue to surge as consumers seek dairy-free and vegan options for their coffee and tea beverages.
- **High-quality ready-to-drink (RTD) Products** offer convenience without compromising taste or quality.
- **Specialty coffee** characterised by its distinctive flavours, single-origin sourcing, and artisanal preparation, is on the rise, with consumers increasingly valuing the craftsmanship that goes into each cup.
- **Organic products** grown without synthetic pesticides or chemicals offer a more natural and sustainable choice.
- **Premiumization** involves offering high-end, exclusive coffee and tea options, often in aesthetically pleasing packaging and unique flavour profiles.
- **Alternative brewing methods** include capsule coffee, AeroPress, and cold brew.
- **Ethically sourced products** ensure fair compensation to growers and sustainable farming practices as consumers and businesses become more socially responsible.
- **Black tea** acts as an antioxidant that helps in preventing the DNA damage caused by tobacco or other toxic chemicals.
- **Sustainable and eco-friendly cafe equipment,** such as reusable and recyclable coffee capsules, and eco-conscious packaging.
- **Contactless ordering** and payment systems provide a safer and more convenient experience for cafe-goers.
- **Cloud kitchens** highlight the focus on delivery and takeaway services that cater to evolving consumer habits.