

A YEAR OF INNOVATION IN COFFEE, 2022

Launch activity is centring around ethical production and sustainability, with better-for-you and plant-based options also gaining traction.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in coffee

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: coffee, 2022

Europe: coffee brands respond to ethical and sustainability concerns

- Consumers care about how their coffee is grown and processed
- Brands are responding to consumer demand for ethical coffee
 - Graph 1: coffee launches, by share of ethical human and sustainable claims, 2017-22
- Organic coffee brands are at the forefront of ethical and sustainable sourcing
- Brand renovation/innovation: Rombouts launches the first home-compostable one-cup coffee filter

Europe: consumers are investing in making coffee at home

- Consumers are looking to make café-quality coffee at home
- Ground and whole bean coffee see a boom in NPD share
 - Graph 2: coffee launches, by share of format type, 2017-22
- Coffee brands look to offer consumers a more unique product
- Brand renovation/innovation: Kru and Lost Sheep launch coffee pods which promise full flavour with half the caffeine

The Middle East & Africa (MEA)

- Ground coffee brands look to offer a uniquely local and premium product
- Brands tap into consumer interest in functional coffee

ASIA PACIFIC (APAC)

- APAC retail market overview: coffee, 2022

Asia: consumers want coffee with benefits

- Brands tap into consumer interest in better-for-you coffee
- Better-for-you claims remain niche in the coffee category
- RTD coffee brands in Japan offer consumers BFY options
- Brand renovation/innovation: Nescafé launches a trio of plant-based latte drinks

A year of innovation in coffee, 2022

Asia: consumers look for tasty and easy-to-prepare coffee

- Drip coffee's convenience and flavour have strong appeal
- Pod and pre-filled filter coffee increases its NPD share in Asia
 - Graph 3: coffee launches, by share of format type, 2017-22
- Drip coffee brands highlight processes and bean provenance

Australia & New Zealand

- Mouth-watering flavour profiles tempt coffee consumers in the region

THE AMERICAS

- The Americas retail market overview: coffee, 2022

North America: consumers seek more sustainable and ethical coffee

- Sustainably sourced coffee resonates with younger coffee consumers
- Ethical and environmental claims grow in coffee NPD
 - Graph 4: coffee launches, by share of select ethical and environmental claims, 2017-18 vs 2021-22
- Brands highlight their ethical and sustainable credentials
- Brand innovation/renovation: Brain Bean launches coffee with mood, mind and memory benefits

North America: RTD brands tap into the burgeoning plant-based market

- RTD coffee brands look to meet consumer demand for non-dairy options
- Plant-based claims explode onto the RTD coffee market
 - Graph 5: RTD coffee launches, by select claims, 2017-22
- RTD brands formulate with oat, almond and plant-based ingredients
- Brand renovation/innovation: Pop & Bottle launches a new range of oat milk lattes with benefits

Latin America: ethical and environmental claims are booming

- Consumers look for ethical and sustainable brands
- Eco and ethical claims surge in coffee innovation in Latin America
 - Graph 6: coffee and RTD coffee launches, by share of ethical and environmental claims, 2017-22
- Brands reduce plastic in packaging and offer consumers more sustainable and ethical coffee
- Locally grown coffee beans are better for the environment and support local growers

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