

A YEAR OF INNOVATION IN COFFEE, 2023

Inflation is driving an increase in homemade and premade coffee consumption. Sustainability and flavours continue to drive innovation.



Mikolaj Kaczorowski,
Innovation Analyst



Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Coffee

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: sustainability claims continue to rise among coffee launches

- Consumers seek planet-friendly packaging
- Brands continue to focus on sustainable coffee initiatives
 - Graph 1: coffee and RTD coffee launches, by share of select ethical and environmental claims 2018-23
- Brands are addressing their environmental footprint by tackling transport emissions and making packaging changes

Europe: coffee brands offer consumers options to combat inflation

- Consumers are concerned over coffee prices
- Branded coffee continues to dominate launch activity
 - Graph 2: coffee launches, by share of private label, 2018-23
- Coffee brands enhance their value proposition with innovative and convenient formats and better-for-you attributes
- Private labels are increasingly offering bulk packs

The Middle East & Africa (MEA)

- Whole bean coffee has seen an uptick in launches
- Milk-based RTD coffee options are popular in the region

ASIA PACIFIC (APAC)

Asia: coffee brands drum up excitement with flavour innovation

- Consumers are keen to see new flavours from their favourite coffee brands
- Sugar and nut flavours lead coffee flavour innovation in Asia
 - Graph 3: coffee and RTD (iced) coffee launches, by top 10 flavour component subgroup, 2018-19 vs 2022-23
- Coffee brands innovate around indulgent and unique flavour varieties

Asia: plant-based claims are emerging in RTD coffee

- Consumers enjoy pairing coffee with dairy milk alternatives
- Dairy-free options are a niche but emerging option in RTD coffee
 - Graph 4: RTD (iced) coffee launches, by share of select claims, 2018-23

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- Recognisable brands enter the plant-based RTD coffee market

Australia & New Zealand

- Brands celebrate Australian grown and roasted coffee
- RTD coffee brands highlight cold brewing

THE AMERICAS

North America: coffee brands focus on value for money amid inflation

- Consumers are cutting back on foodservice coffee spending
- Ground, whole and pod coffee formats have an equal share of launch activity
 - Graph 5: coffee launches, by format type, 2018-23
- Provenance, pack design and patented brewing methods help private labels enhance their value proposition
- Brand renovation/innovation: Starbucks launches RTD coffee-in-a-box

North America: RTD coffee brands look to tempt consumers with innovative flavours

- Coffee consumers are after indulgent flavours
- Spice, sugar and nut flavours lead flavoured coffee innovation in North America
- RTD coffee brands look to traditional and bakery inspired flavours

Latin America

- Consumers look for locally made options
- Coffee brands celebrate local coffee growing regions

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