Inflation is driving an increase in homemade and premade coffee consumption. Sustainability and flavours continue to drive innovation.
A year of innovation in coffee, 2023

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
  - 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
  - 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
  - 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
  - Graph 4: RTD (iced) coffee launches, by share of select claims, 2018-23
• 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
  - 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