

# 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

# A year of innovation in coffee, 2023

---

- 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

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850