

THE FUTURE OF COFFEE: 2019

Global Annual Review: what's new and what's next for the coffee industry.



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Report Content



- A look back and a look ahead

THE BIG STORIES

- Mintel's perspective

The rise of coffee with super powers

- A younger generation wants coffee to be compatible with healthier lifestyles
- Drinkers seek coffee benefits beyond stimulation
- Modern coffee launches promise health and beauty benefits

A fresh start for whole bean coffee

- Western drinkers seek fresher coffee in the home
- Coffee pods are under increasing pressure
- Three revenue streams that can grow whole bean sales further

Asia is the engine of coffee growth

- Asia is fast becoming a 'coffee continent'
- Convenience is king, but Asians start to demand fresher coffee
 - Graph 1: coffee retail launches, by format, 2016-18
- Delivery takes off in dynamic Chinese market

IN THE NEXT TWO YEARS

- Mintel's perspective

Younger generations redefine coffee 'rules'

- iGeneration or iced generation?
 - Graph 2: consumption of hot-serve versus cold-serve coffee, by generation, May 2017
- Younger consumers seek "purity": what this means for coffee producers
- Younger drinkers drive new coffee occasions

Cold brew crosses into the mainstream

- The US inspires the global rise of cold brew coffee
- A hint of indulgence will propel wider cold brew sales
- Cold brew continues to gain momentum in Asia

Texture emerges as the new frontier

- Texture becomes the new frontier for innovation
- Retail brands use texture to build up indulgence credentials
- Bubbles position coffee for afternoon refreshment

IN FIVE YEARS AND BEYOND

- Intel's perspective
- Fermented coffee could deliver multiple benefits
- Global warming accelerates search for new coffee bean varieties
- The next step in the quest for fresher in-home coffee? Roast your own beans
- Meet the Kelvin Home Coffee Roaster

KEY MARKET DATA

- Whole bean coffee is the fastest growing format for innovation
 - Graph 3: new coffee retail launches, by format, 2016-18
- The US coffee market is huge, and still growing healthily
 - Graph 4: coffee, volume retail sales, top five markets, 2018 (est)
- Turkey is the fastest growing retail market, South Korea is the slowest
- Nordic Noir: Swedish, Finnish and Norwegians are the most prolific coffee drinkers

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