

THE FUTURE OF COFFEE: 2020

Global Annual Review: what's now and what's next for the coffee market.



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Report Content



- A look back and a look ahead

THE BIG STORIES

- Mintel's perspective

Making coffee healthier

- How compatible is coffee with healthier modern lifestyles?
- Consumers seek cleaner, more natural coffee over premium attributes
 - Graph 1: selected factors which would encourage coffee purchase, 2019
- More consumers are seeking 'Coffee Plus'
- More consumers are seeking 'Coffee Plus'

Coffee enters the 'Ice Age'

- Iced RTD coffee is building global momentum
- 2019: the year big soft drink players aggressively targeted coffee
- Cold brew is still a novelty but is widening its global reach
 - Graph 2: top five markets for cold brew launches, Jan 2017-mid Dec 2019
- As cold brew grows, brands become more creative to stand out

Rise of the in-home barista

- A global shift from convenience towards quality coffee
 - Graph 3: coffee launches, by format, Jan 2015-mid Dec 2019
- The shift towards fresher coffee is most pronounced in the West
 - Graph 4: coffee launches, by format, Jan 2015-mid Dec 2019
- Coffee mixes go out of vogue in emerging coffee markets
 - Graph 5: Coffee launches, by format, Jan 2015-mid Dec 2019
- Western Millennials drive sales of whole bean coffee
- Brands seek to premiumise the still-lucrative instant format

IN THE NEXT TWO YEARS

- Mintel's perspective

Exploring the future of functionality

- More coffee beverages will up their energy levels
- More brands will boost cognition through coffee

The Future of Coffee: 2020

- More brands will boost relaxation through coffee
- More brands will boost beauty through coffee

Tantalising the taste buds

- Younger drinkers seek a taste of coffee adventure
- Brands can do more to celebrate exotic coffee styles/flavours
- Indulgence still has a big role to play in coffee
- Coffee has licence to explore more "adult" flavours

Enabling ethical coffee consumerism

- Brands need to "be good" as well as make money
- Coffee pods will go greener
 - Graph 6: currently active patent families (granted or pending), sustainable coffee pods, Jan 2015-Nov 2019
- Brands will be fairer to farmers

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Fermentation is set to impact coffee culture
- "Molecular coffee" could improve taste and sustainability
- Blockchain is set to transform the coffee industry

KEY MARKET DATA

- US and Brazil dominate global coffee consumption
- Turkey grows fastest, while South Korean sales slump
 - Graph 7: coffee, slowest growing markets (five year CAGR)
 - Graph 8: coffee, fastest growing markets (five year CAGR)
- Norwegians are the biggest per capita coffee spenders
 - Graph 9: coffee, per capita spend, 2019
- Pods/capsules are the most popular format for coffee innovation
 - Graph 10: coffee, new product launches, by format, 2019*
- Environmental and ethical claims dominate new coffee launches
 - Graph 11: coffee, new product launches, top five claims, 2019*

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