

THE FUTURE OF COFFEE: 2021

Coffee is a thriving industry, but to maintain growth companies will need to lean into the key emerging trends for health, sustainability and ecommerce.



Jonny Forsyth, Director of
Mintel Food & Drink



Report Content



- Listen to our Global Coffee expert, Jonny Forsyth, talk you through the key stories from this report (video length: 17 mins)
- The now, the next and beyond

WHERE ARE WE NOW

- Packaged coffee gains at coffee shops' expense
- COVID-19 drives new innovation patterns
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Avoid getting stuck in the middle

- Target both ends of the price spectrum
- Tap into the rise of the in-home barista
 - Graph 1: coffee* launches, by format, 2018-20
- The in-home barista trend is far more developed in Western markets
 - Graph 2: coffee launches, by format, 2016-20
 - Graph 3: coffee launches, by format, 2016-20
- Pivot towards fresher whole beans
- Focus on different ways to upgrade the in-home barista experience
- Private label coffee has a big opportunity
- Good value does not have to mean bad coffee

Pursue path of permissible indulgence

- Conflicted coffee drinkers seek health AND indulgence
- 'Healthier coffee remains an untapped opportunity
- CBD coffee can help anxious drinkers relax
- Coffee goes mindful
- Coffee brands can target Loehr & Schwartz's four types of energy
- Time for retail brands to out-indulge coffee shops
- Natural cues will make indulgence more permissible

Get serious about sustainability

- Coffee brands need to get more serious about sustainability
 - Graph 4: new coffee launches, by key macro-trends, 2010-20

The Future of Coffee: 2021

- Rising eco-anxiety will turn eco-credentials into a 'must have'
- Put sustainability at the heart of the brand message
- Adopt a hands-on approach
- Take a two-pronged approach to pod packaging
 - Graph 5: new coffee pods/capsules/bag, by sustainable packaging claims, 2016-20

IN THE NEXT FIVE YEARS AND BEYOND

- Mintel's perspective
- Big brands must colonise digital coffee space
- Online subscriptions are the future for coffee
- Coffee brands will embrace personalised nutrition
- Lab coffee is coming to a supermarket near you
- Atomo Coffee: What is Molecular coffee?

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