

Global Coffee Market: Trends and Opportunities (2016-2020)

March 2016



Global Coffee Market Report

Scope of the Report

The report titled "Global Coffee Market: Trends & Opportunities (2016-2020)" provides an in-depth analysis of the global coffee market with detailed analysis of market sizing and growth, market share and economic impact of the industry. The report also provides the production and consumption analysis of the market. The report provides detailed market analysis of the global retail coffee market by value and volume along with the segments of the market.

The report provides detailed regional analysis of western Europe, Eastern Europe, North America, Asia Pacific, Latin America Middle East & Africa and Australasia for the coffee market. Regional analysis includes market sizing by value along with the production and consumption analysis. It also provides the retail sales value of each region.

The report also includes the country analysis of Brazil, Vietnam, Indonesia, Ethiopia and India. It provides the production and consumption analysis along with the export-import trend in each of the above mentioned countries.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the global retail coffee market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in global coffee market is stiff and dominated by the big players like Nestle. Further, key players of the coffee market The J.M. Smucker Company, Mondelez International Inc. and Strauss Group Ltd. are also profiled with their financial information and respective business strategies.

Global Coffee Market Report

Regional Coverage

- Western Europe
- Eastern Europe
- North America
- Asia Pacific
- Latin America
- Middle East and Africa
- Australasia

Company Coverage

- The J.M. Smucker Company
- Mondelez International Inc.
- Strauss Group Ltd.

Country Coverage

- Brazil
- Vietnam
- Indonesia
- Ethiopia
- India

Global Coffee Market Report

Executive Summary

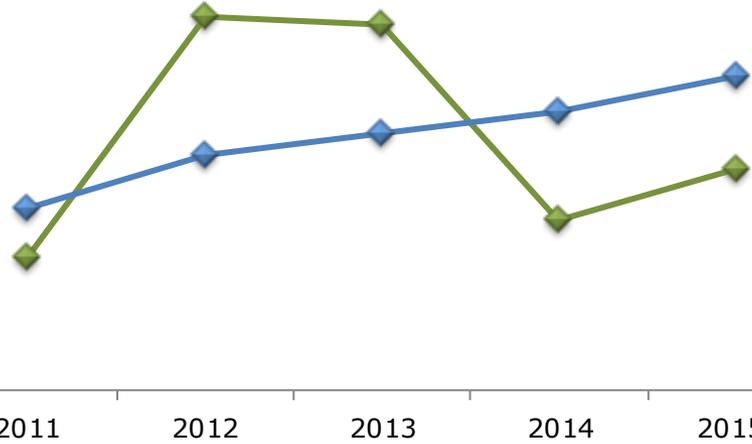
Coffee is one of the world's most popular beverages. Some claim it is the most widely consumed liquid in the world aside from water. Coffee is produced from the seeds of a small red or yellow fruit that grows on plants halfway in size between shrub and tree. The process that turns these seeds into beverage is a long and complex process, perhaps the most complex process associated with any major beverage. It is also a very labor intensive process involving a vast intercontinental collaboration that starts with the coffee grower, moves from there to the picker, then to the mill workers who meticulously remove the fruit and dry the beans, then to those who clean and grade the beans, to those who roast them, to those consumers and baristas who finally grind the beans and prepare the beverage.

Global coffee market increased at a significant CAGR during the span of 5 years i.e. 2011-2015 and projections are made that the market would rise in the next five years i.e. 2016-2020 tremendously. The market can be segmented on the basis of end-users as retail coffee market and food services market, of which global retail coffee market displayed an increase, driving the global coffee market. The increasing consumption of coffee led by the westernization trend in India, China and Latin America drive the market in the positive direction.

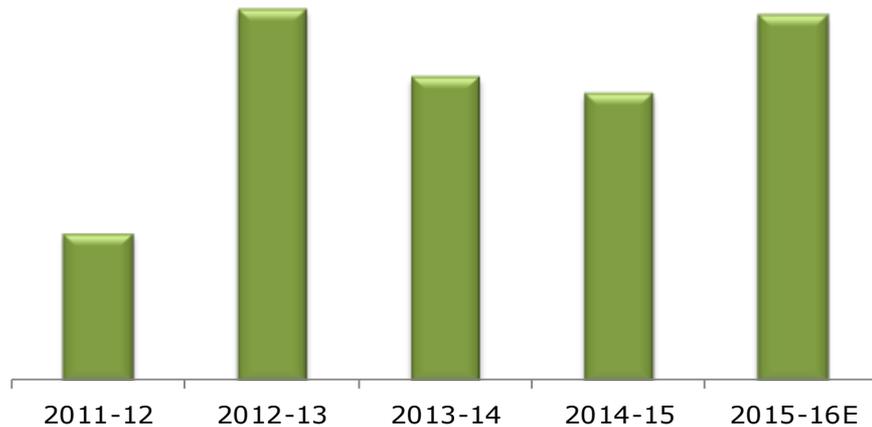
The growth drivers for the global coffee market are: rise in disposable income, rapid urbanization and increase in the population along with the emergence of café culture and new consumer base. Despite the market is governed by various growth drivers, there are certain challenges faced by the market such as: aging of coffee trees, lack of government support, negative impact of climate change, price volatility and increase in production cost.

Global Coffee Market Overview

Global Coffee Market Growth by Volume; 2011-2015E

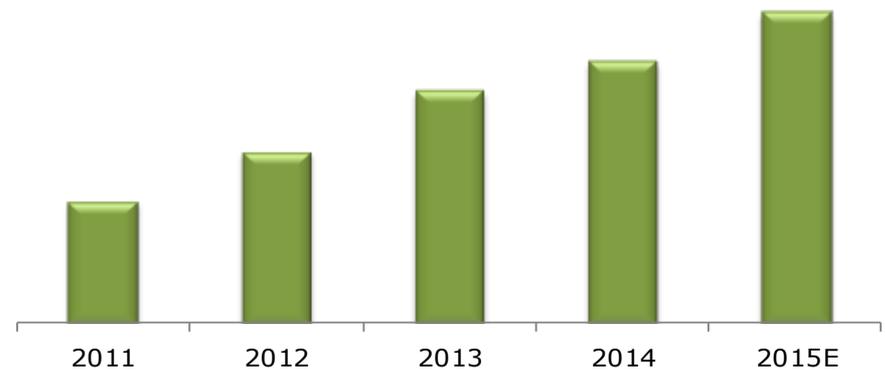


Global Coffee Production by Value; 2011-2016E



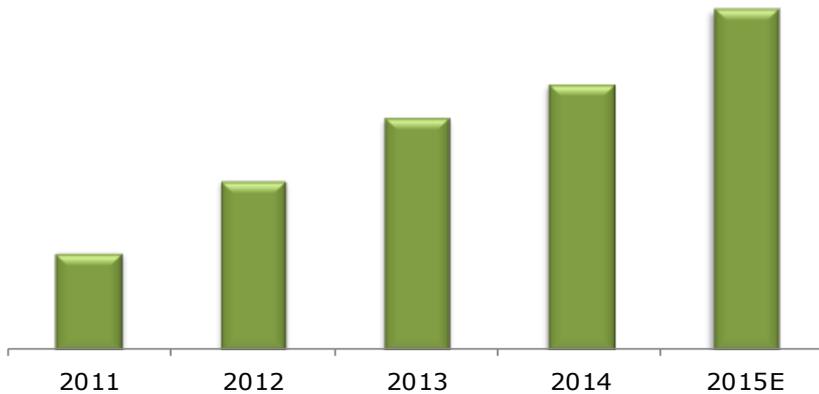
The global coffee market can be segmented on the basis of the channels as retail coffee market and food service coffee market. The global retail market has grown by ...% in 2014 in volume terms and is expected to increase at a higher rate of ...% in 2015. The global food services coffee market up surged at an annual growth rate of ...% in 2014 and is expected to increase at ...% in 2015 . The global coffee production in 2014-2015 reached ... million bags increasing by ... million bags as compared to 2011-2012. The global coffee consumption volume is expected to rise to ... million bags in 2015 with an increase of ... million bags.

Global Coffee Consumption by Volume; 2011-2016E

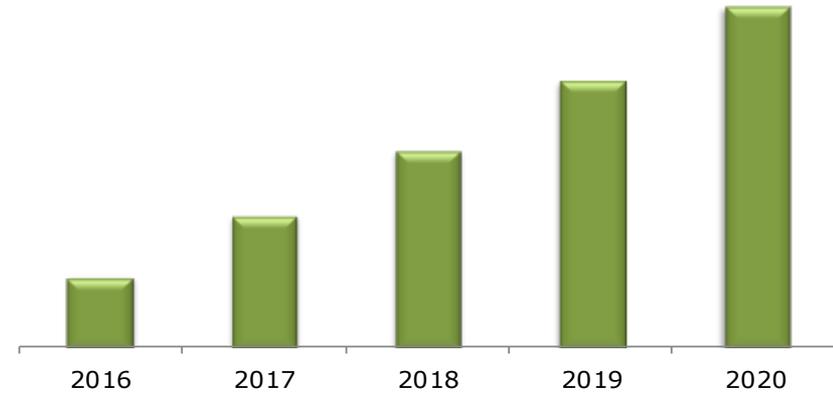


Global Retail Coffee Market Overview

Global Retail Coffee Market by Value;
2011-2015E



Global Retail Coffee Market by Value;
2016E-2020E



Global Retail Coffee Market by Segments;
2014



The global retail coffee market was valued at US\$...billion in 2014 and is estimated to reach US\$... billion increasing at an annual growth rate of ...% in 2015. The market is anticipated to upsurge at a CAGR of ...% during the period 2016-2020 due to the increase in per capita consumption, and low price elasticity. The market can be segmented into roasted & ground coffee and instant/soluble coffee. Roasted & ground coffee segment governed the global retail coffee market accounting ...% share in 2014 while instant coffee segment comprised ...% share in 2014.

Regional Coffee Market Overview

Regional Coffee Market by Value; 2014



Regional Coffee Production by Volume; 2014



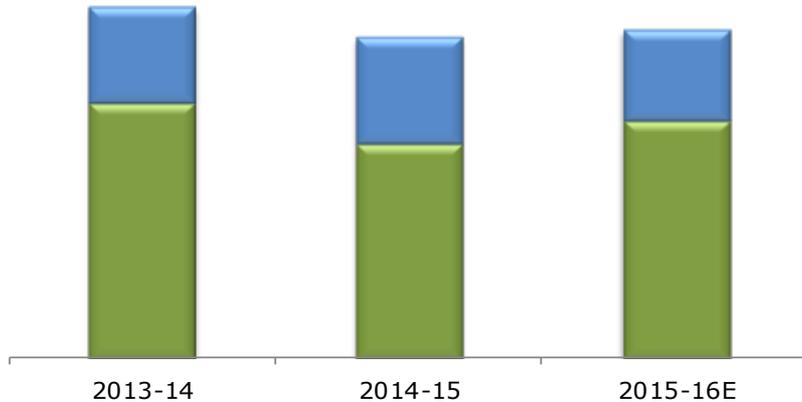
Regional Coffee Consumption by Volume; 2014



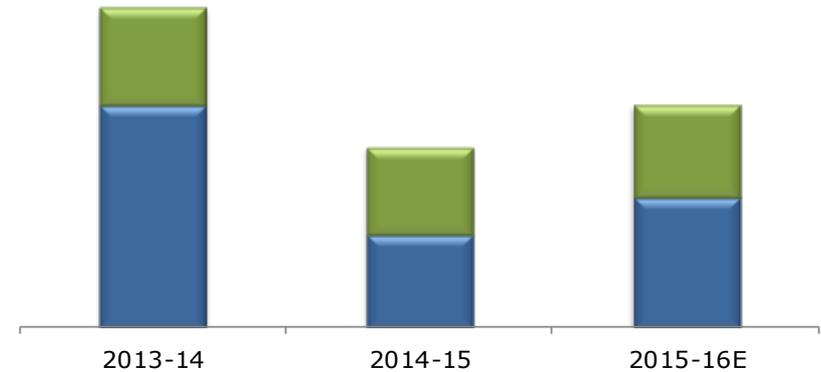
The global coffee market is highly fragmented across various regions. In 2014, Western Europe and Latin America accounted ...% and ...% share in the global coffee market. The global coffee production is largely governed by South America producing ... million bags followed by Asia & Oceania producing million bags comprising ...% share in 2014. The coffee consumption was maximum in Europe with ... million bags in terms of volume accounting ...% share of the global coffee consumption in 2014.

Country Analysis: Market Overview

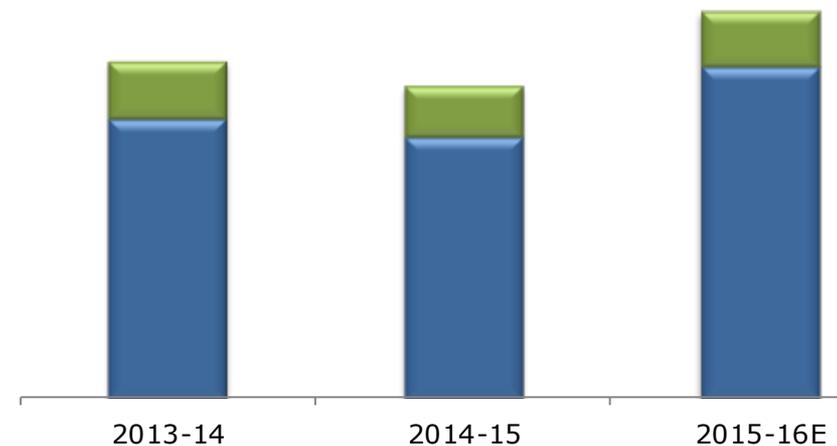
Brazil Coffee Production by Volume; 201-2016E



Vietnam Coffee Production by Volume ; 2013-2016E



Indonesia Coffee Production by Volume; 2013-2016E



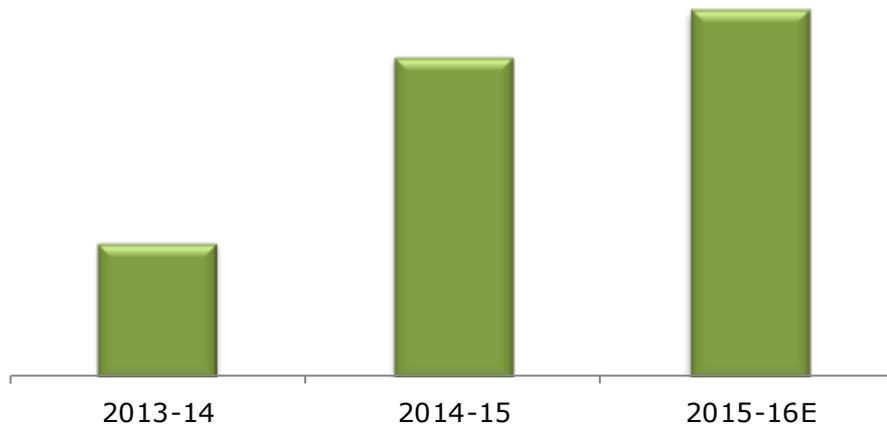
Globally, Brazil is the largest coffee producing country which produces both Arabica coffee and Robusta coffee. The total production of the country is estimated to increase to ... million bags in the crop year 2015-2016 as compared to ... million bags in 2014-2015 .

Vietnam's total coffee production in 2015-2016 is estimated to be ... million bags with an increase of approximately ...% from the previous year assuming normal weather and rebounding yields.

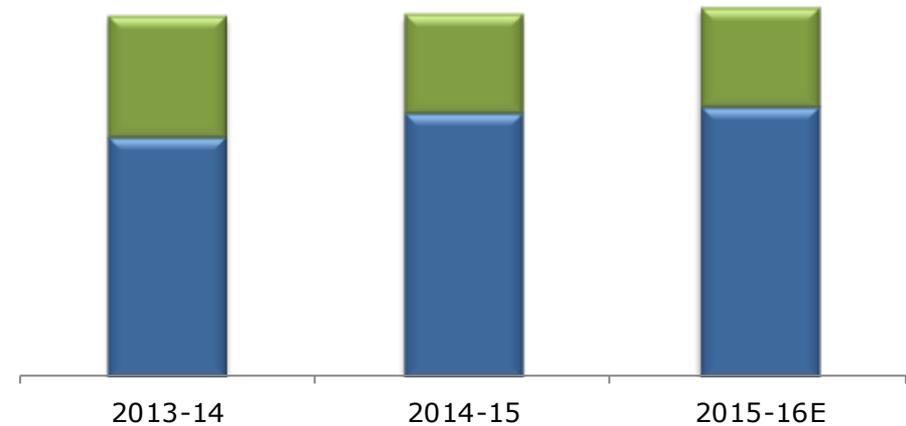
Indonesian coffee production is expected to increase by ...% in 2015-2016 after experiencing two years of declining production.

Country Analysis: Market Overview

**Ethiopia Coffee Production by Volume ;
2013-2016E**



**India Coffee Production by Volume; 2013-
2016E**



Ethiopia, which is considered as coffee's birthplace, produces high-quality Arabica coffee for both the domestic and international markets. Production in 2015-2016 is expected to hold relatively steady at ... million bags increasing at an annual growth rate of ...% from 6.48 million bags in 2014-2015.

In 2015-2016 coffee production is forecasted to reach ... million bags. The 2015-2016 crop is expected to be higher than the 2014-2015 production estimate on account of higher Arabica and Robusta crop production as favorable blossom showers are expected to boost crop yields