



HOT DRINKS

Consumer Market Outlook 2017

AGENDA

Agenda of the full Hot Drinks Report

Introduction

Market Overview

- › Key figures
- › Top 10 Ranking: Compound Annual Growth Rate
- › Price
- › Market segments overview

Market Segments

15

- › Market segment: Coffee
- › Market segment: Tea
- › Market segment: Cocoa

Consumers & Trends

36

- › Encapsulating trends
- › Third wave Coffee
- › Drinking takes on a new purpose
- › Comparative survey data: a view from the shopping aisles

Key Players

42

- › Profile: Nescafé
- › Profile: Lipton
- › Profile: Twinings of London

More than just coffee: trends within the market come with opportunities for business

Background

Approximately 2.25 billion cups of coffee in different varieties are consumed on a daily basis worldwide. Coffee is the world's most popular drink and coffee beans are among the most treasured raw materials.

User preferences and trends have a huge impact on the ways in which coffee is prepared, and inadvertently also on how much coffee is sold.

Coffee pads and capsules have seen massive growth in recent years. Furthermore, organic and fair trade coffee, as well as artisan and specialty coffee, have added new dimensions for consumers and distributors alike. These days retail prices for coffee products vary greatly, depending on the quality and the demand for a certain coffee product.

Coffee is a prime example of how important it is for brands, marketers and sellers to take trends and consumer preferences seriously. To fully understand the market for hot drinks, also means to fully embrace its potential.

This whitepaper provides insight on growth within the market for coffee, compares consumption in select countries and identifies coffee drinker preferences.



[More at Statista.com](https://www.statista.com)



The bean is booming: the market for coffee is ever-growing

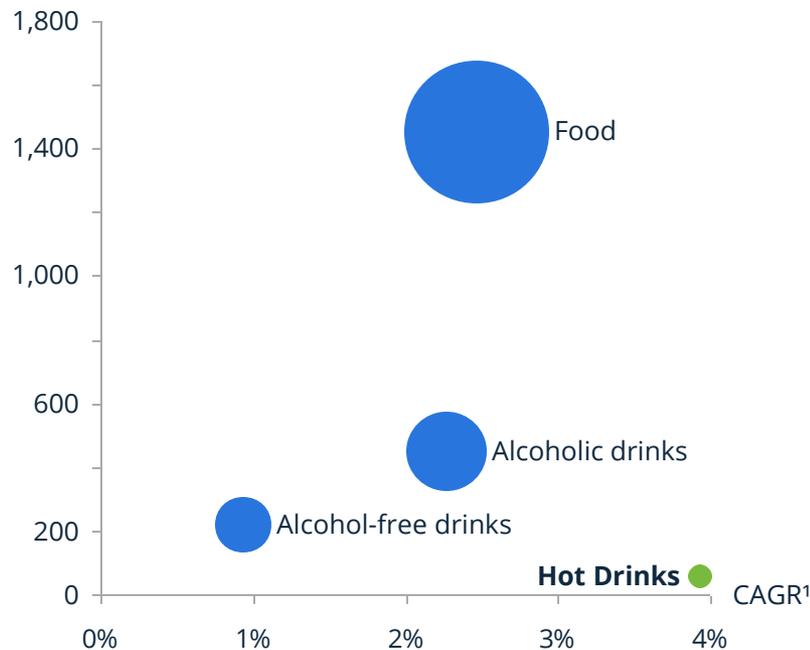
Key Takeaways

1. **Hot drinks market** grows **strongly** – bountiful **market driver** is **coffee**
2. Revenues show an **upward trend** – in spite of **coffee consumption** remaining **stable**
3. **Fins** may drink the **most amount** of **coffee** – but **less instant coffee** than **US consumers**
4. **A third** of **US** consumers feels **coffee** is a ‚**Pick-me-up**‘ – **few** want to **drink less**
5. To the **vast majority** **coffee** is **more** than **just a beverage** - coffee **brings joy**

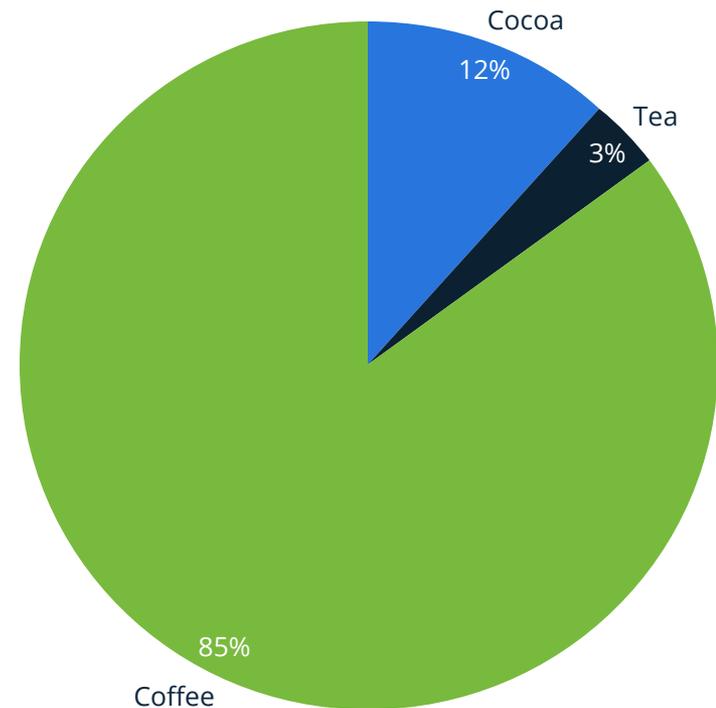
Hot drinks market grows strongly – bountiful market driver is coffee

Growth

Per capita spending and growth in US\$ between 2010 and 2015¹



Distribution within the hot drinks market, by drink type in 2015

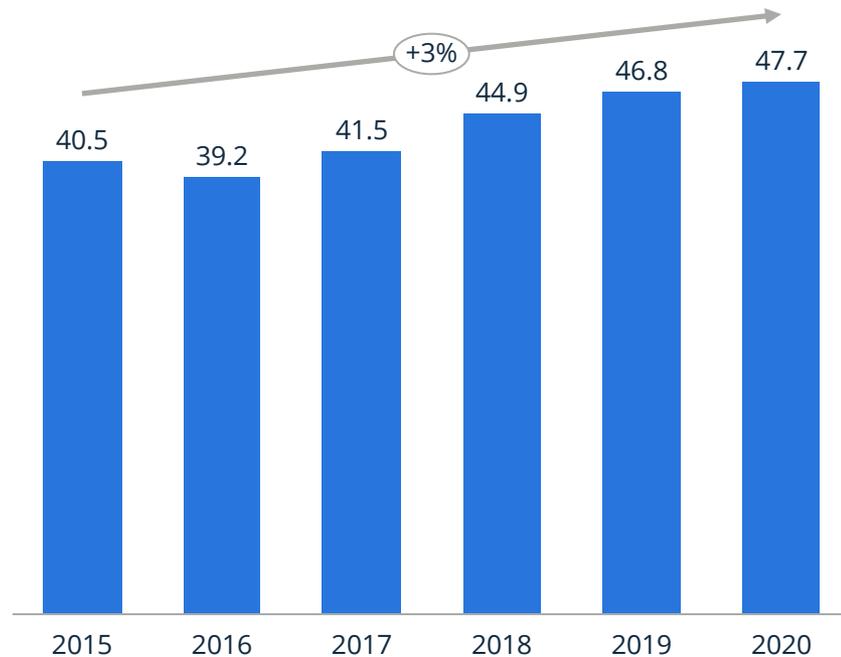


1: CAGR = Compound Annual Growth Rate
Source: Statista Consumer Market Outlook 2017

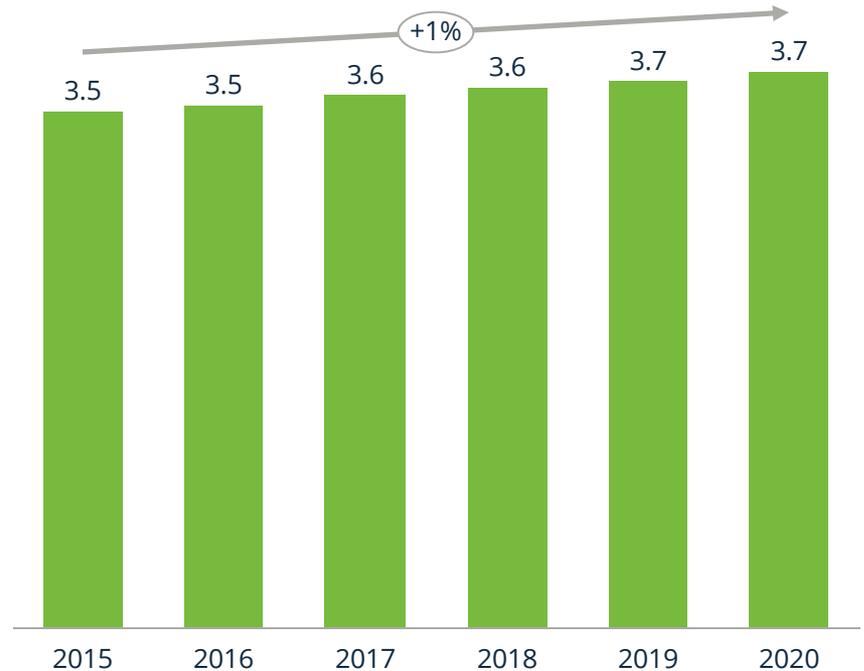
Revenues show an upward trend – in spite of coffee consumption remaining stable

Growth

Worldwide¹ coffee spending and growth in US\$ between 2010 and 2015



Worldwide coffee consumption in billion kg in 2015

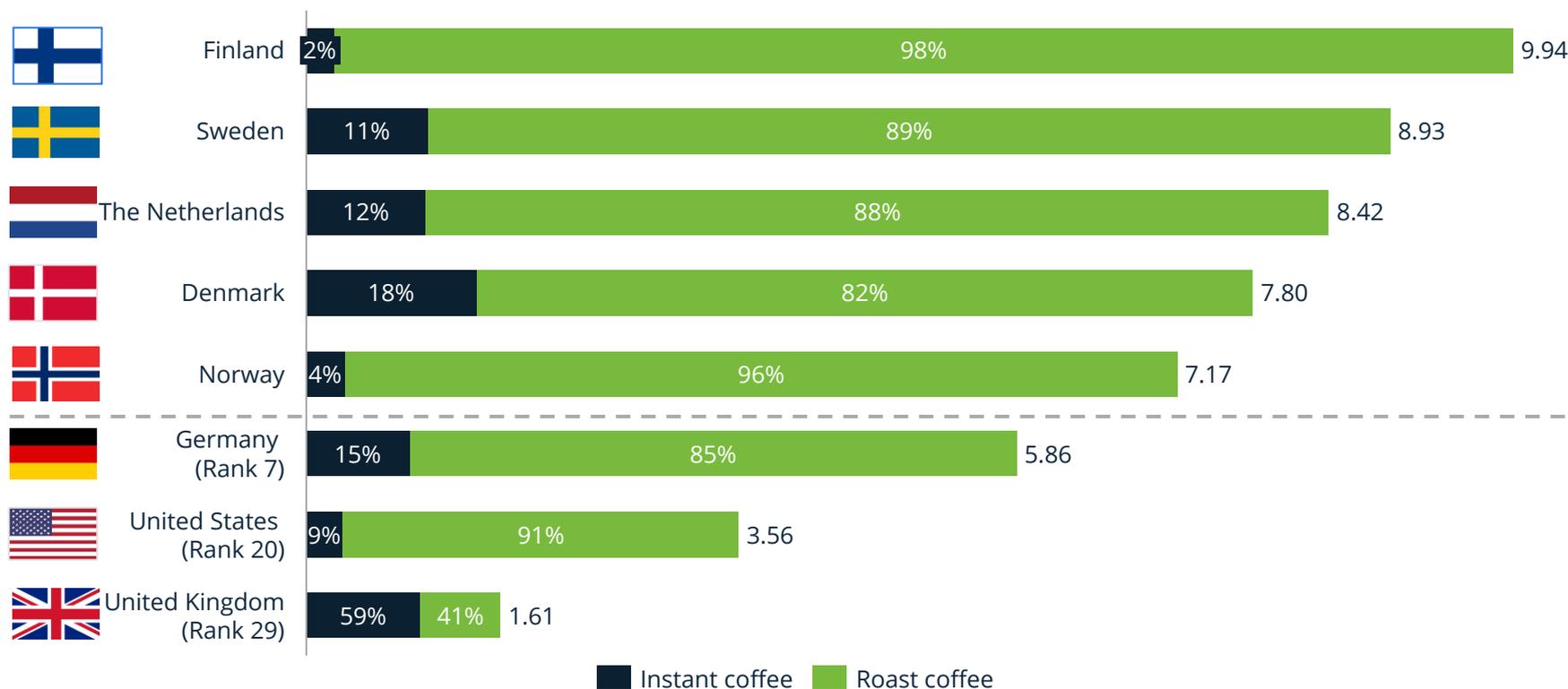


1: Worldwide refers to markets covered by the Statista Consumer Market Outlook
Source: Statista Consumer Market Outlook 2017

Finns may drink the most amount of coffee – but less instant coffee than US consumers

Country comparison

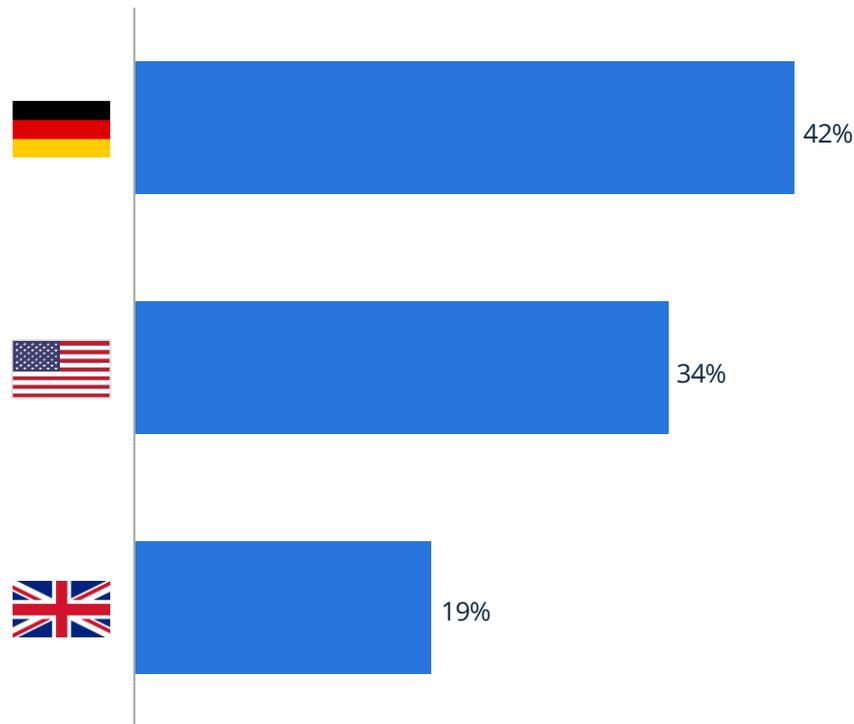
Top 5 countries and select countries with the highest coffee consumption per capita in 2015 in kg



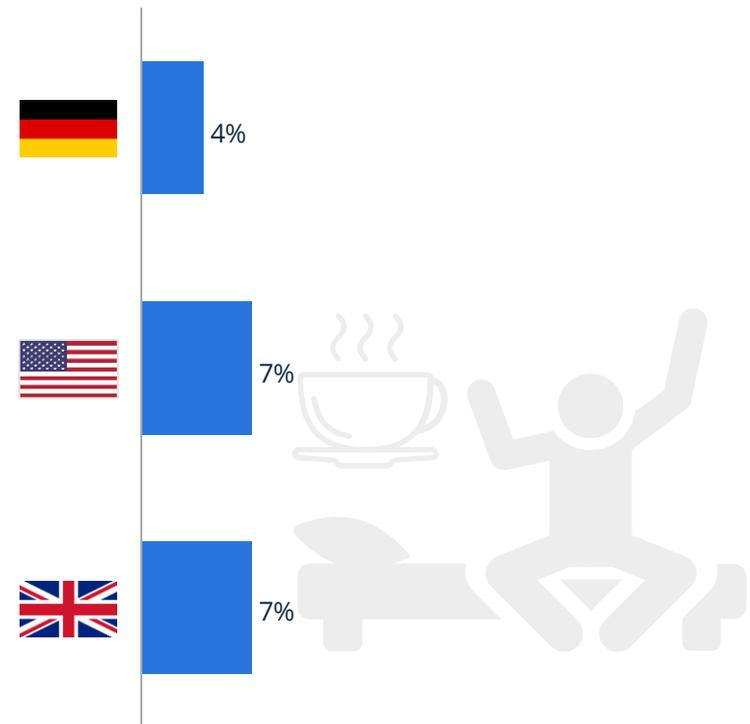
A third of US consumers feels coffee is a 'Pick-me-up' – few want to drink less

Consumer View

I have a hard time to get going without coffee in the morning¹



I would like to drink less coffee



To the vast majority coffee is more than just a beverage - coffee brings joy

Consumer View

Drinking coffee is pure pleasure to me¹



About the Consumer Market Outlook

16 markets, 49 segments, 29 countries

Further data

This report showcases insights from the **Statista Hot Drinks Report** that provides comprehensive data on **tea, coffee** and **cocoa**.

Further data on current developments within key markets of the consumer market are provided by Statista's **Consumer Market Outlook**.

These are currently available for the following 16 markets within 29 countries: alcoholic drinks, alcohol-free drinks, hot drinks, food, tobacco products, home and laundry care, clothes, footwear, eyewear, accessories, toys and games, consumer electronics, household appliances and furniture.

The Consumer Market Outlook is available at Statista.com for customers with corporate and enterprise accounts.

Contact



Madeleine Brinckmann
Analyst

Madeleine.Brinckmann@statista.com

Madeleine Brinckmann studied social science at the University of Hamburg.

Before joining Statista she worked as a Business Partner in Category Management & Retail Environment Management at CP GABA GmbH (formerly Colgate-Palmolive).

More at [Statista.com](https://www.statista.com)



Imprint

Statista ▪ Johannes-Brahms-Platz 1 ▪ 20355 Hamburg ▪ +49 40 413 49 89 0 ▪ www.statista.com

Disclaimer

This study is based on survey and research data of the previously mentioned sources. The forecasts and market analysis presented were researched and prepared by Statista with great care.

For the presented survey data, estimations and forecasts Statista can not assume any warranty of any kind. Surveys and forecasts contain information not naturally representing a reliable basis for decisions in individual cases and may be in need of further interpretation. Therefore Statista is not liable for any damage arising from the use of statistics and data provided in this report.