

Coffee - UK - August 2014

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“While tea has long been regarded as the nation’s favourite hot drink, the UK is equally a nation of coffee drinkers. While usage remains biased towards standard instant, a greater focus on the convenience and quality of micro-ground can support trading up.”
 – Douglas Faughnan, Senior Food & Drink Analyst

This report looks at the following areas:

- The UK is a nation of coffee drinkers – The challenge is getting them to trade up
- Falling prices should fuel growth in the coffee pod market
- Coffee can borrow from bakery and other indulgent categories

Coffee is a hugely popular drink in the UK, with more than eight in 10 people drinking it. The market is expected to remain stable in 2014 following a sustained period of falling wholesale prices and the impact of the Brazilian drought unlikely to be felt until 2015.

Value sales are dominated by instant coffee. Coffee pods continue to be the star performing segment.

Coffee is an innovative market, with the total number of new products launched in the UK rising year on year since 2011. Much of this growth is coming from fresh coffee in the form of ground coffee or beans and also pods.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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