

Coffee - UK - August 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“While the market continues to enjoy value growth, recent stagnation in household penetration of coffee pod machines is curbing the volume performance. Exploring subscription models could tackle the barrier that the upfront cost of the machines poses.”
- Anita Winther, Research Analyst

This report looks at the following areas:

- Scope for instant coffee to capitalise on users' adventurousness
- Subscription models could overcome price barrier to pod machine purchase
- Scope to reposition decaffeinated coffee as an evening drink

While the overall coffee market has grown over the last five years, this masks mixed fortunes across the segments. The biggest segment in the market, instant coffee, continues to feel the pinch as Britain's coffee drinkers look to ground coffee/coffee beans and coffee pods to deliver more of a coffee shop-style experience. Meanwhile, growth in pod machine ownership is stalling, slowing the previously stellar growth seen in coffee pods.

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DID YOU KNOW?

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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...while a sizeable 24% consider themselves a coffee connoisseur

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