

# Coffee - Ireland - December 2013

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## This report looks at the following areas:

- What types of coffee are Irish consumers drinking?
- What opportunities are there for brands to add value to the in-home coffee market?
- Are health concerns impacting the market and causing consumers to switch to decaffeinated coffee and reduce their daily consumption?
- What influences are high street coffee shop chains having on the retail market?

Ireland is a nation of coffee lovers, with over half of NI and four in 10 RoI consumers drinking at least one cup per day. Benefiting from its convenience and affordable positioning, instant coffee is most popular with 80% of NI and 70% of RoI consumers drinking it in the last six months, followed by the more premium option of ground coffee. Rich taste is the most influential factor for Irish consumers when choosing coffee, particularly amongst men and over-35s, whilst ABC1 consumers seek premium brands and their associated perceptions of quality.

With 2013 marking the first year that retail sales are expected to exceed their pre-recessionary levels, the market is well positioned to achieve growth of around 20% between 2013 and 2018, with the pods/capsules sector offering the greatest opportunity to drive this growth.



"Coffee's appeal as part of a morning routine, as a 'pick-me-up' or as a treat amongst Irish consumers, is likely to see the category continue to perform well in the coming years. In order to drive growth within the market, brands should look to engage in NPD (New Product Development) and extend their 'top-tier' and pod/capsule ranges."

– Sophie Dorbie, Research Analyst

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