

Coffee - Brazil - September 2015

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"The growing interest in specialty or gourmet coffees is generating demand for value-added products in the category, although the majority of consumers still do not see all the qualities of a gourmet coffee, leaving a hard task for brands."

—
Andre Euphrasio, Research Analyst

This report looks at the following areas:

- **Roast and ground (fresh):** This is when coffee is sold in the form of coffee beans or when the coffee beans are sold ready-ground. It also includes premium coffee, and coffee capsules/pods. This is the largest sector accounting for 97% of volume share of the market.
- **Instant coffee:** This is where, through various processes, the coffee is dehydrated into the form of powder or granules for sale, and prepared by adding these to hot water. It is subdivided into:
 - **Instant plain:** Requires only the addition of hot water but contains no added ingredients.
 - **Instant specialty:** Requires only the addition of hot water and can have added ingredients such as milk powder, sugar, sweeteners in products like latte or cappuccino.

The market data compiled for this report covers coffee consumption for the in-home market only. It does not include coffee shops or other outlets where coffee is purchased and consumed outside the home, including from vending machines.

Market size is based on retail packaged sales through all retail channels including direct to consumer. The retail market is divided into the following segments:

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- **Instant coffee:** This is where, through various processes, the coffee is dehydrated into the form of powder or granules for sale, and prepared by adding these to hot water. It is subdivided into:

Instant plain: Requires only the addition of hot water but contains no added ingredients.

Instant specialty: Requires only the addition of hot water and can have added ingredients such as milk powder, sugar, sweeteners in products like latte or cappuccino.

Excluded

The market size excludes ready-to-drink (RTD) coffee and coffee-flavored milk drinks, although they are discussed where relevant throughout the report.

Sales of coffee machines are excluded.

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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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Yawning requires coffee

Companies and Brands

3corações Alimentos S.A

Product range

D.E. Master Blenders 1753 (Douwe Egberts)

Product range

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