# Coffee - UK - August 2016

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Growth in the coffee market in 2015 was helped by strong sales of coffee pods, which was in contrast to a continuation of the decline seen in recent years in sales of instant coffee. Coffee pods offer further opportunities for growth, while premiumisation is helping to support sales of instant coffee."

- Richard Caines, Senior Food & Drink Analyst

## This report looks at the following areas:

- New flavours can help bolster the appeal of instant coffee to a younger audience
- Potential for more growth in coffee pods
- Brands and retailers can add value through encouraging more experimentation

Retail value sales of coffee increased by 3.2% in 2015 to £1.12 billion, with the market boosted by strong growth in sales of pods. Sales of instant coffee continued to decline but were helped to some extent by trading up to newer microground instant coffees.



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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Appendix – Segment Performance



Appendix – Launch Activity and Innovation