

Coffee - Brazil - February 2013

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“Coffee shops are an important channel that can be used to drive interest in the existing diversity among coffee varieties and drink types. While most consumers are not very adventurous, patrons of coffee shops are more open to experimentation.”

– Lucas Marangoni, Senior Drinks Analyst

In this report we answer the key questions:

- What are the main attitudes underpinning consumers' relations to coffee?
- What are the main consumption patterns established in the category?
- What are the main ways operators can generate added value in the category?
- How can operators most effectively tap into the growth potential of specialty or gourmet coffee?
- What are the best ways to introduce young people to the category?

This report deals with the coffee market in Brazil and covers all instant and fresh coffee. Market size is based on retail packaged sales and other (unpackaged retail, Horeca, and any supplies to the food/other industries) sales.

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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