

## Coffee - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Britain today is a nation of coffee drinkers as much as tea lovers, usage of each standing at four out of five adults. The industry stalwarts, however, face a challenge in that the younger age groups are noticeably less brand-loyal than older coffee lovers.”

– **Kiti Soininen, Category Director, UK Food & Drink Research**

This report looks at the following areas:

Compelling storytelling can win them over, but this is a sphere in which craft brands have taken the lead.

- **Storytelling has potential to engage the young**
- **Tangibility is needed for brands to capitalise on their ethical endeavours**
- **Coffee in the style of different countries interests half of users**

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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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The implications

Coffee in the style of different countries interests half of users

The facts

The implications

### The Market – What You Need to Know

Falling prices see coffee volumes grow ahead of values in 2018 and 2019

Further modest volume growth expected going forward

Instant coffee remains dominant

Household incomes are up but future remains uncertain

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Environmentally friendly claims rise further

Nestlé moves into coffee bags, organic and plant-based

Rise in above-the-line spending in 2018

2019 themes range from curiosity to authenticity and coffee bags

### Market Share

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### Environmentally friendly packaging claims rise

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Four in five adults drink coffee  
 Favourite brand matters to half of coffee drinkers  
 Ethical factors valued by just one in four  
 One in three are interested in coffee to help them relax  
 Coffee that is good for digestion appeals to one in three  
 Coffee in the style of different countries interests half of users  
 Subscription services appeal to one in three

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Subscription services appeal to one in three

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