

## Coffee - UK - August 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Instant coffee, which still accounts almost three quarters of all value sales of UK coffee, has seen a sales fall as it loses drinkers. Meanwhile the pods segment continues to go from strength to strength.”

– Douglas Faughnan, Senior Food and Drink Analyst

### This report looks at the following areas:

- Instant coffee set for a long, slow decline
- Pod sales break through £100 million for the first time in 2014
- Instant coffee with artisan credentials sparks wide interest

The UK coffee market is undergoing a process of gradual change. The instant segment is in long term decline, while pods continue to record strong growth.

The pods segment is expected to continue to drive volume growth, as more operators bring coffee pod products to market and the cost of pod machines fall further, lowering two key barriers around the price of machines and the price of pods.

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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 facts

The implications

Instant coffee with artisan credentials sparks wide interest

The facts

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### The Market – What You Need to Know

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Replicating the coffee shop experience is at the centre of successful NPD

## Usage of Coffee

Usage of instant coffee drops

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