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Global Instant Coffee Market: Analysis By Type, By Packaging Type, By Distribution Channel, By Application, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026

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Abstracts

Instant coffee is brewed coffee that has had nearly all of the water lost from it. It's a simple procedure that involves no chemical changes. Instant coffee is simply a coffee that has been devoid of its liquid. However, one significant difference is that instant coffee is typically made from Robusta coffee beans rather than the more expensive Arabica coffee beans. The global instant coffee market in 2021 was valued at US$33.07 billion, and is likely to reach US$41.77 billion by 2026. The global instant coffee market by volume stood at 1.81 million tonnes and would reach 2.08 million tonnes by 2026.

Coffee is still perceived as a luxury beverage in developing countries. Per capita consumption is rising with increase in consumer income levels and concurrent shift to more premium product offerings. The instant coffee market is projected to grow at a CAGR of 5.11%, in terms of value and 2.97%, in terms of volume, during the forecast period of 2022-2026.

Market Segmentation Analysis:

By Type: The report splits the global instant coffee market into four different segments based on the type: roast and ground, soluble, ready to drink (RTD) and portioned. The roast and ground segment accounted for approximately of 34% of the instant coffee market in 2021, owing to the health benefits as roast and ground coffee powder contains vitamin B3 which helps the body to support the health of skin and nerves and to manage cholesterol. Roasting coffee changes the physical and chemical properties of coffee beans into roasted coffees, which produces the distinctive flavor of coffee, which

would accelerate the demand for instant coffee in the future.

By Packaging Type: The market report has segmented the global instant coffee market into four segments on the basis of packaging type: jar, pouch, sachet, and others. Jar segment held more than half of the share in instant coffee market in 2021, while the fastest growing segment is pouch during the forecast period, as the pouch packaging require significantly lesser raw materials and reduce the overall cost associated with the product packaging while improving the profit margin of the end-use companies.

By Distribution Channel: The instant coffee market report has segmented the global market into two segments on the basis of distribution channel: offline and online. Offline channel held more than three fourth of the share in instant coffee market in 2021, even though the fastest growing segment is online channel due to rising demand for ordering products online as people find it more convenient, and many selling companies will provide good discounts and offers to attract customers.

By Application: As per the report, the global instant coffee market into two segments on the basis of application: commercial, and residential. Commercial segment held approximately 77% of the share in instant coffee market in 2021. The commercial places such as offices, restaurants, cafes, etc. have increased and they usually purchase instant coffee in bulk from the manufacturers as people's demand for coffee has also skyrocketed.

By Region: According to this report, the global instant coffee market can be divided into five major regions, on the basis of geographical areas: Asia Pacific (China, Japan, and Rest of Asia Pacific), North America (The US, Mexico, and Canada), Europe (Germany, UK, France, and Rest of Europe), Latin America, and the Middle East and Africa. The Asia Pacific instant coffee market enjoyed the major share of 33.5% of the global market share in 2021, primarily owing to the dominance of India and China which are the Asia-Pacific region's fastest expanding economies. Europe is also considered the most attractive market for instant coffee. East Europe, Russia, India and China are fast growing geographies for instant coffee.

Global Instant Coffee Market Dynamics:

Growth Drivers: Instant Coffee industry intended audience is people living in urban areas with higher disposable income. People with higher disposable income are capable of affording premium range of instant coffee and constant rise in their income have provided the industry many opportunities to grow. Further, the market is expected

to increase due to rapid urbanization, growth in high end coffee chains, increased use of internet, increasing popularity of instant coffee among millennials etc. in recent years.

Challenges: As there are fluctuations in the prices of the raw material used to make instant coffee, the pressure of prices inflating of instant coffee is also increasing. This is a challenge to the market as it would lead to shift in the consumer preferences to other substitutes such as tea. Additionally, other factors like, threats of substitutes, caffeine addiction and rising health care concerns, etc. are some challenges to the market.

Trends: A major trend gaining pace in instant coffee market is the increasing demand for flavored coffee. Due to the preference of the people, instant coffee manufacturers are introducing new coffee flavors in the market, such as mocha, green bean, Italian roast, French vanilla, ginger-bread cookie, etc., to expand their consumer base. More trends in the market are believed to augment the growth of instant coffee market during the forecasted period include increasing preparation of instant espresso coffee at home, premiumization of instant coffee in food and beverages, specialty drinks and artisan coffee would be on the rise, healthy coffee and additives, etc.

Impact Analysis of COVID-19 and Way Forward:

Due to the pandemic, instant coffee exports saw a fall in 2020 and the supply chain was disturbed. There were government restrictions imposed on operation of hotels, restaurants and cafes as well as a significant drop in the presence of employees in the office. While in 2021, the instant coffee market rebounded because the manufactures produced variety of flavors of instant coffee according to the changing customer tastes and made it available in the online channel. Also, increasing number of coffee chains and restaurants generated demand for instant coffee.

Competitive Landscape and Recent Developments:

The market for instant coffee is fragmented, with the presence of large number of players. The key players offer a wide range of instant coffee components such as Roast and Ground instant coffee, and ready to drink instant coffee. Further, the major players are investing heavily in R&D of products and incorporation of new technologies. Various businesses are concentrating on sustainable growth initiatives such as new launches, product approvals, and other things like patents and events. Acquisitions, partnerships, and collaborations were among the external growth strategies observed in the industry. These initiatives have opened the road for market participants to expand their business and customer base.

Further, key players of the instant coffee market are:

Nestle S.A

Dougsuh Companies Inc

Ajinomoto Co. Inc

PT Mayora Indah TBK

Strauss Coffee Ltd

PT Java Prima Abadi

Tata Consumer Products

Starbucks Corporation

Unilever Plc

The Karaft Heinz Company

Jacobs Douwe Egberts

Tchibo Coffee International Ltd

JM Smuckers Company

Nestle maintained its leadership in the instant coffee market even after the launch of so many coffee brands across the world. However, many manufacturing companies are innovating and launching products according to the taste and preferences of their customers. For example, Strauss Coffee had launched Unique coffee beans in Romania and Poland in which the products are personally tailored to the consumer's taste (coffee origin, roasting method, grinding thickness, etc.) and delivered to the consumer directly after roasting to preserve maximum freshness, sold online and through the retail channel.

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Scope of the Report

The report titled “Global Instant Coffee Market: Analysis By Type, By Packaging Type, By Distribution Channel, By Application, By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026”, includes:

An in-depth analysis of the global instant coffee market by value, by volume, by type, by packaging type, by distribution channel, by application, by region, etc.

The regional analysis of the instant coffee market, including the following regions:

Asia Pacific (Japan, China, and Rest of Asia Pacific)

North America (The US, Mexico and Canada)

Europe (Germany, UK, France, and Rest of Europe)

Latin America

Middle East and Africa

Comprehensive information about emerging markets. This report analyses the market for various segments across geographies.

Brief analysis of the China and the US instant coffee market along with its segment.

Provides an analysis of the COVID-19 impact on the global instant coffee market, with post COVID impact analysis.

Assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall instant coffee market has also been forecasted for the period 2022-2026, taking into consideration the previous growth patterns, the growth drivers, and the current and future trends.

Evaluation of the potential role of instant coffee to improve the market status.

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Identification of new technological developments, R&D activities, and collaborations occurring in the instant coffee market.

In-depth profiling of the key players, including the assessment of the business overview, market strategies, regional and business segments of the leading players in the market.

The recent developments, mergers and acquisitions related to mentioned key players are provided in the market report.

The in-depth analysis provides an insight into the market, underlining the growth rate and opportunities offered in the business.

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