

Global Coffee: Understanding Threats to Growth in 2020 and Beyond

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Abstracts

Though the global coffee industry's prospects are positive, several historic growth drivers, such as pods, are slowing rapidly, while expansion is increasingly reliant on a limited array of markets - notably Brazil and tea-drinking markets such as China. Demand is shifting to an array of away-from-home environments, while climate change and low coffee prices bring further disruption. This report examines these threats and others, while suggesting ways forward.

Euromonitor International's Global Coffee: Understanding Threats to Growth in 2020 and Beyond global briefing offers an insight into to the size and shape of the Hot Drinks market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The analysis can focus on both retail and foodservice.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Hot Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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