

# Australia Instant Coffee Market - Forecasts from 2020 to 2025

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## Abstracts

Australia instant coffee market is estimated to attain a market size of USD1,343.726 million by the end of 2025. The market for instant coffee is projected to grow at a steady pace in the forecast period as coffee is one of preferred beverages among the citizens of the country. It has been observed that a substantial number of people in Australia prefer coffee every single day. Hence, the market holds strong prospects for growth with the prevalence of coffee consumers in the country. Furthermore, the consumers' willingness to spend for coffee is driving the market demand during the course of the forecast period. It has been observed that around more than 4 in 5 Australians spend money on coffee in an average week, indicating that Australia has a well-established coffee culture.

The growing popularity of coffee among the younger generation of Australia is further augmenting the market demand in the forecast period.

In terms of preferences, instant coffee is preferred equally to an espresso coffee, however, it is preferred more among the older generations, hence, contributing to surging the market growth over the next five years.

The high prevalence of coffee drinking in households will continue to soar the market demand in the forecast period. Instant coffee holds a higher share in households compared to the cafes. On the other hand, the younger generation of the country prefer coffee drinking at caf? and restaurants, this will further enhance the market growth among these end-users. Additionally, in Australia, one can see more of independent caf? rather than the prevalence of coffee chains. There are around more than 90% independent coffee houses or cafes in the country.

Keeping in view the current COVID-19 scenario, the market is projected to decline with the shutting-down of coffee shops and restaurants owing to lockdown and self-quarantine measures in 2020. After recovery, i.e. post-lockdown, the market is further poised to experience a steady growth by the end of 2025 along with workplace safety measures which include practicing social distancing.

Significant strategic initiatives in the form of partnerships and collaboration will propel the market growth in the forecast period.

The coffee alliance or partnership between Starbucks and Nestle in 2018 predicted that the development of new products under the coffee alliance will help in increasing sales around the world, this included coffee sales in Australia as well. In May 2018, Nestle achieved the rights to sell Starbucks packaged coffee products, the transaction was completed in USD7.15 billion, allowing Starbucks to focus on their cafe business. The collaboration was projected to help Nestle in tackling tough competition in the coffee market from the rivals. In fact, Starbucks is aiming for a higher market share. For this, Nestle developed a range of novel products which included Starbucks-branded capsules among other products and made available to over 40 markets by the end of 2019. Also, the company stated that it was introducing Starbucks premium soluble coffee at the global level, it further stated that the soluble coffee is growing at a fast pace in China, but in Japan, Australia, Malaysia, Singapore, and UK where the popularity of soluble coffee is higher, the products should perform well.

Segmentation:

By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

By Distribution Channel

Offline

§ Retail

## § Food Services

Online

By Province

New South Wales

Queensland

Victoria

Others

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