

# Belgium Instant Coffee Market - Forecasts from 2020 to 2025

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## Abstracts

Belgium instant coffee market is estimated to be valued at US\$75.154 million in 2019 and is projected to witness a modest growth during the forecast period of 2020-2025.

The influence of European coffee cultures and the rising popularity of instant coffee among the adolescent and working population are augmenting the Belgium instant coffee market growth.

Belgium's coffee culture is considered to be diverse due to the different varieties of coffee available, consumed, and is influenced majorly by the European coffee culture. In addition, the preferences of the consumers are divided over the two types of coffee available in the market, which are stronger coffee and the less strong coffee. In addition, the instant coffee culture has also gained traction and popularity in this country owing to the impact of the western culture from other countries on the adolescent population, which is leading to a slow increase in the demand of the instant coffee.

New and upcoming coffee making methods and the rising popularity of coffee roasters and micro-roasters are limiting the market growth.

However, significant proportion of the population prefer richer and aromatic varieties of coffee that are prepared by methods such as the filter coffee, freshly brewed coffee, and particularly the French press, which is also preferred by many individuals in the neighboring French region. In addition, the proliferation of micro-roasters, roasters, and specialty cafes has led to an increasing number of individuals to consume freshly brewed coffee out of the home to enjoy the rich flavors and aromas and therefore is slowing down the market growth.

Product offerings by the market players in the Belgian instant coffee market are further complementing the instant coffee market demand.

The offering of better and advanced varieties of instant coffee with enhanced flavor and aromas among others by existing and new players in different markets is estimated to lead to increased adoption and propel the market growth further over the forecast period.

KRAFT Foods, which is among the major food and beverage players in the industry sells different instant coffee under its two brand names namely Maxwell House and SANKA. The products that are provided under the brand name SANKA are called the “SANKA Instant Decaf Coffee” and the “SANKA Instant Single Serve Decaf Coffee”, which have a rich flavor and aroma. The single-serve option is available in a 0.067 oz. packet in a pack of 100 sachets and the former product is offered in a 6.7 oz. packet in a pack of 500. Maxwell House on the other hand has different products under its portfolio such as “MAXWELL HOUSE Instant Soluble Decaffeinated Coffee”, which is available in an 8 Oz. Bag and “MAXWELL HOUSE Instant Soluble Coffee”, which is available in a 4 Oz. Bag as a pack of 24.

Online Channel is an increasingly popular method of purchasing coffee among the individuals

The convenience and the time savings coupled with the lucrative discounts associated with the online distribution channel have made it increasingly popular among the individuals of every age group for ordering daily necessities such as instant coffee among other groceries and is thus, contributing to the market share it holds.

## Segmentation

### By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

### By Distribution Channel

Offline

§ Foodservices

§ Retail

Supermarket/Hypermarket

Convenience Stores

Others

Online

By Province

Antwerp

Brussels

Luxembourg

Others

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