

Czech Republic Instant Coffee Market - Forecasts from 2020 to 2025

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Abstracts

The Czech Republic instant coffee market is projected to grow at a CAGR of 3.24% to reach a valuation of US\$283.640 million by 2025, from US\$234.266 million in 2019.

The shifting preferences of consumers towards instant coffee due to the influence of other cultures from the European region.

Hot beverages are consumed at a large scale in the country out of which hot chocolate and hot coffee are famous among all age groups. However, the individuals that drink coffee in this country generally prefer Turkish type brewed coffee. Therefore, the demand for the instant type coffee is rising but at a slower rate, on account of the changing tastes and preferences of the consumers owing to the influence of other cultures from countries in the European region, the aroma and the taste, and the convenience associated with its preparation. Thus, these factors are acting as driving factors and contributing to the market growth over the forecast period.

Product Offerings by the market players in the Czech Republic instant coffee market

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.

Some of the product offerings have been mentioned below-

Robusta coffee type to grow at a significant pace over the forecast period owing to the changing tastes and preferences of the individuals among the population

Robusta type coffee is also called *Coffea canephora* and is known for its bitter and grain-like flavor with a pea-nutty aftertaste. By coffee type, Robusta coffee is expected to grow at a significant pace over the forecast period owing to the fact that it is increasingly used to make instant coffee, which is slowly gaining traction and popularity among the consumers in this country and thus contributing to the increasing market share of this segment over the forecast period.

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

Prague

Brno

Ostrava

Others

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