

France Instant Coffee Market - Forecasts from 2020 to 2025

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Abstracts

France instant coffee market is projected to grow at a CAGR of 1.21% to reach a value of US\$508.892 million by 2025, from US\$473.388 million in 2019.

The rising disposable income of the individuals is leading them to consume specialty and instant coffee owing to their hectic work life and thus contributing to the market growth over the forecast period.

The rapid industrialization and urbanization have led to an increase in job opportunities that has facilitated a rise in the disposable income among the middle income and low-income individuals in the population and increased their spending power. This is allowing them to consume specialty instant coffee blends as the workload has increased in the past few years leaving them with lesser time to prepare premium beverages such as coffee. Instant coffees such as Instant Latte are increasingly preferred by the French population and are leading to a surge in the demand for instant coffee, thereby propelling the market growth over the forecast period.

The preference of the individuals to consume-out-of-home and freshly brewed coffee, and the rise in the demand of the pod machines is posing as an obstacle in the instant coffee market growth.

France displays a rich coffee drinking culture, and generally, the majority of the individuals that drink coffee prefer drinking in small amounts for taste and relaxation purposes rather than caffeinating or other purposes. In addition, according to the survey carried out by the World Coffee Portal in 2019, around one-third of the consumers in France visit a coffee shop 4-5 times a week and prefer to consumer domestic brands and products, Marie Blach?re, Paul, and La Croissanterie, which contribute to the

domination of the domestic brands in France.

Moreover, the coffee pods have risen in popularity in the last few years owing to the proliferation of the coffee pod machines in the developed regions, which is attributable significantly to the rise in the spending power among the middle-income and high-income individuals. Thus, these factors are acting as an obstacle in the market growth.

Product offerings by the market players in the French 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.

CARTE NOIRE SAS, which is among one of the famous brands that manufacture and distribute different types of coffee ranging from coffee beans to instant coffee, offer a variety of instant coffees in their portfolio. They offer their products called the Carte Noire Classique and the Carte Noire BIO. Carte Noire Classique is a type of a freeze-dried coffee with a delicate taste and an aromatic aroma and is available in a 100g glass jar or as 25 sticks of 45g each. The Carte Noire BIO is a coffee that has been blended using the organic variety of coffee from different plantations and is available in a 95g glass jar.

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

Paris

Marseille

Lyon

Others

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