

# Germany Instant Coffee Market - Forecasts from 2020 to 2025

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## Abstracts

Germany instant coffee market is estimated to reach a market size of US\$1,039.439 million in 2025.

The penetration of branded coffee shops and the rising popularity of instant coffee among the younger and the middle-aged population are significantly driving the Germany instant coffee market.

Although the penetration of the specialty coffees, cold brew coffees has been slow in the country, the consumers' tastes and preferences have moved towards the consumption of good quality and flavorful coffee owing to rapid economic development and a rise in disposable incomes. This has not only led to the penetration of well-established and branded coffee shops but also allowed different individuals including the younger generation to visit coffee shops. In addition, recently, the instant coffee has also been gaining traction among the consumers owing to the wide variety and specialty flavors being offered and are leading to a surge in the market growth.

Product Offerings by the market players in the German Instant Coffee Market.

The offering of better and advanced varieties of instant coffee with enhanced flavor and aromas among other by existing and new players in different markets are 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-

Melitta Group, which is a company that is involved in the manufacture and sale of instant cappuccino, which is available in a variety of flavours among other

products. They offer Cappuccino Classico, White Cappuccino, Cappuccino Choco, and Cappuccino Double Choc among other products.

Flavored coffee is expected to witness an increase in its popularity over the forecast period owing to the increasing new specialty blends and flavors available.

Flavored instant coffee is expected to increase its popularity over the forecast period owing to the robust and strong flavors, without the bitterness, which is preferred by a majority of the population. In addition, the availability of a variety of flavors such as Cappuccino Double Choc and other rich blended flavors by the market players in order

to cater to the tastes and preferences of the younger consumers and encouraging them to consume coffee more

## 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

Berlin

Munich

Frankfurt

Others



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### 9.5. Melitta Group

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