

# India instant Coffee Market - Forecasts from 2020 to 2025

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## Abstracts

India instant coffee market is estimated to grow at a CAGR of 12.27% during the 2020-2025 forecast period. Instant coffee in India is estimated to fuel in the forecast period owing to the growing coffee consumption in the country. The growing hospitality industry is further augmenting the market growth in the forecast period. Growing coffee consumption in households is further adding to increasing the market growth in the forecast period. The growing out-of-home coffee consumption in the country is further providing an impetus in fueling the market growth during the course of the forecast period. The growing adoption of a busy lifestyle among the citizens of the country along with rising urbanization is contributing to the increase in coffee consumption in the office and home environment. This is because of the fact that coffee provides alertness and hence its gaining popularity among the consumers as one of the refreshment drinks. Furthermore, with increasing awareness regarding the health benefits of coffee among a wide consumer base, the demand for coffee is rising, further supporting the market growth during the forecast period.

Instant coffee in the form of powder is quite convenient to make and hence holds immense importance with the changing lifestyle of people in India. The growing urbanization along with the adoption of a busy schedule, the market for instant coffee holds strong growth prospects to proliferate in the forecast period. However, in the current novel coronavirus pandemic scenario, the market is accounted to experience a slight decline due to the lockdown and self-quarantine measures. Also, the change in consumer buying patterns will contribute to impeding market growth in 2020. The closure of public places in order to avoid huge public gatherings has led to the shutdown of cafes, coffee houses, and restaurants, further restraining the market growth in the current year.

The presence of companies offering a wide range of instant coffee products is further augmenting the market growth in the forecast period. For example, Nestle India offers a variety of instant coffee products through its Nescafe brand. The product variants include Nescafe Classic, Nescafe Gold, Nescafe Sunrise, and Nescafe Gold Cappuccino. Another company by the name Hindustan Unilever Limited with its brand “BRU” is quite popular among consumers on a wide scale. BRU coffee is available in the form of two variants for instant coffee, BRU instant, and BRU Gold. The brand is a leader in providing authentic coffee to Indian customers. It was launched in 1962 under the brand name, Brooke Bond Green Label.

#### Segmentation:

##### By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

##### By Distribution Channel

Offline

§ Retail

§ Food Services

Online

##### By Zone

North

East

West

South

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