

Ireland Instant Coffee Market - Forecasts from 2020 to 2025

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Abstracts

Ireland instant coffee market is estimated to reach a market size of USD31.266 million by the end of 2025. The market for instant coffee in Ireland is projected to experience slow growth owing to the adoption of fresh coffee by the citizens. The rich coffee culture of the country will however retain the instant coffee market among a substantial number of customers. The market is further projected to increase at a steady pace due to the growing demand for portable and convenient coffee products like an instant or soluble coffee that matches in accordance with an individual busy lifestyle. Additionally, in order to meet the fluid lifestyle of the citizens, the retailers in the European region including Ireland are working towards opportunities offering food-to-go products. The Institute of Grocery Distribution refers Ireland to as best practice for the development of addictive food-to-go retail offerings and also mentioned that coffee is effectively integrated into its retail shops throughout many convenience store outlets, hence fueling the market growth in the forecast period. The coffee has become an important pillar of the evolving food-to-go sector, strongly offering high market growth prospects in the country. Hence, the evolving food-to-go sector is driving the market demand in the forecast period.

In Ireland, with the thriving coffee culture, the consumers are quite enthusiastic about coffee drinking, whether it is in the form of instant coffee, an espresso, or filter coffee, the people are experimenting with different coffee flavours, new bean types, and different brewing techniques, hence, even if the market share for instant coffee is low in the total coffee market, the instant coffee industry is set to experience a steady growth during the forecast period. Furthermore, with the growing coffee industry in the country in terms of coffee manufacturing, distribution, and consumption, the market will continue to hold a significant market share over the next five years. The growing culture of independent coffee houses in the country is escalating the market growth in the forecast period. This can be noticed by the emergence of international coffee chains in the

country, these include Starbucks, Costa, and Caf? Nero.

Moreover, with the prevalent popularity of instant coffee along with new product launches in the recent past, the instant coffee holds a significant market share in the total coffee market in Ireland during the forecast period. Also, with the growing preference for high-quality instant coffee, the presence of special boutiques such as Nespresso boutique serving high-quality instant coffee is driving the market growth in the forecast period.

In 2018, the Irish foodservice industry growth correlated along with the GDP, in fact, the overall food industry grew with a significant growth rate in terms of employment and income as well. Exceptional growth occurred in the big cities of Cork and Dublin. Additionally, significant growth in consumer spending in the commercial segments which include restaurants, pubs, coffee shops, and hotels was observed. In the commercial channel category, consumer spending in coffee shops was projected to be the fastest-growing, hence, providing an impetus in fueling the market growth during the course of the forecast period.

The spread of novel coronavirus is projected to have a significant impact on coffee sales in restaurants and coffee shops. This is because of the fact that due to lockdown measures and keeping away from visiting public places, the coffee shops are closed, hence, this will negatively impact the instant coffee market in 2020. However, with concerns regarding loss of livelihood, it is concluded that adjustments need to be made keeping in view the workplace safety and cope up with the current economic crisis which is projected to last for a longer period of time.

Segmentation:

By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

Robusta

By Distribution Channel

Offline

§ Retail

§ Food Services

Online

By Province

Connacht

Leinster

Others

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