

The Netherlands Instant Coffee Market - Forecasts from 2020 to 2025

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Abstracts

The Netherlands instant coffee market is anticipated to decline at a CAGR of 2.16% during the forecast period 2020-2025.

According to the information provided by the Center for the Promotion of Imports (CBI), the total coffee consumption amounted to approximately 1,404 tonnes in 2018. Out of this, the consumption of single-serve and coffee pods was recorded to be 31% in the Netherlands, where the retailers are expanding their single-serve assortments. One of the major reasons for the growth and rise in the consumption of single-serve and ready to drink coffee among the Dutch individuals is the ease of use and convenience that is associated with these products. In addition, the popularity of the ready to drink variant of coffee is also rising and many individuals are consuming it in place of soda, thus minimizing the ill effects of the former beverage on their health, and is thereby fueling the market growth over the forecast period.

Furthermore, some of the consumers are ready to spend on high-quality coffee as compared to others who just buy mainstream and standard quality coffee, which is attributed to the rise in their disposable income. Thus, this is another factor contributing to the surge in demand for instant coffee.

Some of the consumers prefer going to artisan and specialty cafes and drinking coffee out-of-home rather than instant coffee.

Although the branded coffee shop culture has penetrated the Netherlands relatively slower than the other European countries, some consumers prefer and appreciate artisan and specialty cafes and display preference of consuming coffee in-store rather than making instant coffee at home. This preference for going to cafes for a cup of

coffee is seen among adolescents more than the older individuals and stems from their evolving habits and other cultural influences. Moreover, there are a good number of artisan cafes opening up, and some of the famous cafes such as 30ml Coffee Roasters are expanding in different cities to cater to the changing to the slowly rising demand. Hence, this factor limits the market growth to some extent over the forecast period.

Product Offerings by the market players in the Netherlands instant coffee market

The involvement and the participation of the market players can be seen in the industry through the products being offered by them. BLASERCAF? AG, which is considered to be one of the famous brands of different types of coffees and coffee making equipment in the Netherlands, offers three types of instant coffees under its product portfolio. The varieties available are Blaser-Jet Standard, Blaser-Jet Calypso, and Blaser-Jet decaffeinated. All the variant is processed using the freeze-dried method. The calypso variant contains a mixture of 50% pure coffee extract with a 20% chicory and 30% grain extract.

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

Amsterdam

Rotterdam

The Hague

Others

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