

Poland Instant Coffee Market - Forecasts from 2020 to 2025

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Abstracts

Poland instant coffee market is estimated to be valued at US\$451.279 million in 2019 and is anticipated to grow at a steady pace over the 2020-2025 forecast period. Coffee is one of the most consumed beverages in Poland. Instant coffee comprises a significant share in the overall coffee consumption, while the rest is shared by roasted coffee. It has been observed that around more than 80% of adults consume coffee every day. A notable number out of those adults are known to consume coffee at least once a day, and over 10% is known to consume many cups of coffee regularly. Thus, the market for instant coffee holds strong growth prospects during the forecast period owing to its high demand. In Europe, Poland is among the largest instant coffee consumers. The increasing per capita coffee consumption is further adding to increase in sales of coffee products including the sales of instant coffee as well. Hence, manufacturers in the region are working on the expansion of their product portfolio through innovation for satiating the coffee needs of Poles. A major share of the total amount of instant coffee in the country is being utilized in households. The people of Poland show a preference for instant cappuccino and 3-in-1 coffee.

The preference for international instant coffee brands is quite common among the urban areas of the country. On the other hand, the local instant coffee brands are highly preferred among the people residing in rural areas. The growing out-of-home coffee consumption will further contribute to surge the market growth in the forecast period. The growth is realized among the coffee shops, coffee retail chains, and restaurants in the form of end-users for processed coffee powder as an ingredient for the preparation of hot or cold coffee beverages. However, in the current year, owing to the outbreak of the novel coronavirus pandemic, the market is expected to experience a slight decline in 2020 in the hospitality sector. This is due to the closure of the restaurants and coffee stores in the region, due to the lockdown and self-quarantine initiatives. After recovery,

post-lockdown, the market is forecast to rise at a sustainable pace along with preventive measures like social distancing in order to avoid the further rise of the coronavirus infection curve.

The most common instant coffee brands in Poland include Nescafe Classic, Jacobs, and Tchibo Family. Other brands utilized in the country include Nescafe Gold, Nescafe Sensazione, Maxwell House, Tchibo Exclusive, Prima, Nescafe Espresso, Mk Caf? Premium, Carte Noire, Mokate, Pedros, Davidoff, Nescafe Espiro, and Astra. Out of these, the preferred instant coffee brands include Jacobs, Nescafe Classic, Carte Noire, Nescafe Gold, Davidoff, Nescafe Sensazione, Tchibo Family, Nescafe Espresso, Tchibo Exclusive, Pedros, Mk Caf? Premium, Maxwell House, Prima, Nescafe Espiro, and Mokate.

The instant coffee brands offered by small and local manufacturers hold lesser importance in Poland in terms of awareness, consumption, and sales. On the other hand, instant coffee brands offered by big coffee manufacturers are preferred holding a major market share in Poland. Polish consumers are loyal towards their favorite coffee brands and are also loyal to their specific flavors, hence, significant challenges are faced by the coffee producers and distributors who are interested in maintaining or raising their market share in the country.

Segmentation:

By Type

Freeze-Dried Instant Coffee

Spray-Dried Instant Coffee

Others

By Distribution Channel

Offline

§ Retail

§ Food Services

Online

By Cities

Warsaw

Krakow

Others

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