

# Russia Instant Coffee Market - Forecasts from 2020 to 2025

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## Abstracts

Russia instant coffee market is projected to attain a market size of US\$2,663.561 million by the end of 2025.

The rising number of consumers of different type of coffee, specifically instant coffee, has led the beverage to gain popularity in the country and pulled the Russia instant coffee market to a significant position in Europe.

Russia is considered to be one of the largest instant coffee consumer in the European region. The popularity of coffee has grown and slowly ingrained itself within the individuals. One of the leading players Strauss Coffee Russia has acquired the Chernaya Karta brand in the Russian Coffee market landscape to cater to the different demands of the consumers and the rising popularity of coffee in the country. In addition, healthier variants are also being made available such as coffee with added chicory or green coffee extract.

Moreover, the consumption of tea has fallen slightly as some of the tea consumers in the country have shifted to drinking instant coffee due to its greater health benefits, better and rich taste and the convenience associated with the preparation of coffee. This can also be attributed to the influence of the culture of other European countries, which has spread into the country by the younger population. Thus, these factors are leading to the rising demand for instant coffee and are augmenting the market growth.

Product Offerings by the market players in the Russian instant coffee market.

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

HORS', which is a coffee-producing company offers different varieties of coffee including instant coffee under its product portfolio under its different brands such as EGOSITE CAF? and Moskofe. Under its EGOSITE CAF? brand, it offers 4 types of instant coffee, called the "Egoiste Special 100", "Egosite Special 50" and "Egoiste VS 100" and Egosite X.O. 100". Egoiste Special 100 is a product that has a full-bodied flavor and is a type of a whole bean instant coffee and is made up of 20% ground and 80% instant coffee with premium Arabica beans. The Egoiste X.O 100 is a unique and rare coffee product that has been made using GRAND CRU Arabica beans and is a composition of 30% ground and 70% instant coffee.

SOBRANIE is a manufacturer of different brands of coffee such as SOBRANIE, BUCHERON, SWISS ORIGINAL, SPORTMAX, and CAF? CR?ME among others. Under its CAF? CR?ME BRAND, it sells different types of instant coffee such as "COFFEE CAF? CR?ME INSTANT AROMA GOLD", which is a type of a freeze-dried instant coffee that is offered in a pouch of 100g as well as a jar of 100g. Some of its other products include "CAF? CR?ME GRANDE RESERVA" is a type of freeze-dried instant coffee, has a creamy smooth and thick flavor, and is offered in a jar of 100g as well as 45g.

## 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

Moscow

Saint Petersburg

Yekaterinburg

Others

## Contents

### **1. INTRODUCTION**

- 1.1. Market Definition
- 1.2. Market Segmentation

### **2. RESEARCH METHODOLOGY**

- 2.1. Research Data
- 2.2. Assumptions

### **3. EXECUTIVE SUMMARY**

- 3.1. Research Highlights

### **4. MARKET DYNAMICS**

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porters Five Forces Analysis
  - 4.3.1. Bargaining Power of Suppliers
  - 4.3.2. Bargaining Power of Buyers
  - 4.3.3. The threat of New Entrants
  - 4.3.4. Threat of Substitutes
  - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

### **5. RUSSIA INSTANT COFFEE MARKET ANALYSIS, BY TYPE**

- 5.1. Introduction
- 5.2. Freeze-Dried Instant Coffee
- 5.3. Spray-Dried Instant Coffee
- 5.4. Others

### **6. RUSSIA INSTANT COFFEE MARKET ANALYSIS, BY DISTRIBUTION CHANNEL**

- 6.1. Introduction
- 6.2. Offline

- 6.2.1. Foodservices
- 6.2.2. Retail
  - 6.2.2.1. Supermarket/Hypermarket
  - 6.2.2.2. Convenience Stores
  - 6.2.2.3. Others
- 6.3. Online

## **7. RUSSIA INSTANT COFFEE MARKET ANALYSIS, BY PROVINCE**

- 7.1. Introduction
- 7.2. Moscow
- 7.3. Saint Petersburg
- 7.4. Yekaterinburg
- 7.5. Others

## **8. COMPETITIVE ENVIRONMENT AND ANALYSIS**

- 8.1. Major Players and Strategy Analysis
- 8.2. Emerging Players and Market Lucrativeness
- 8.3. Mergers, Acquisitions, Agreements, and Collaborations
- 8.4. Vendor Competitiveness Matrix

## **9. COMPANY PROFILES**

- 9.1. Nestl?
- 9.2. KRAFT Foods
- 9.3. HORS'
- 9.4. Strauss Russia LLC
- 9.5. SOBRANIE

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