

South Africa Instant Coffee Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/S6EC42519E86EN.html>

Date: June 2020

Pages: 63

Price: US\$ 2,850.00 (Single User License)

ID: S6EC42519E86EN

Abstracts

South Africa instant coffee market is projected to grow at a CAGR of 4.91% during the forecast period of 2020-2025.

The demand and the popularity of the instant coffee has risen in South Africa in the past few years owing to the availability and the convenience instant coffee offers.

The coffee culture in South Africa is evolving, which can be attributed to that fact that the influence of the western culture is spreading further and the coffee product such as instant coffee and coffee pods among others are gaining traction among the working class and middle-aged individuals. This is due to the fact that instant coffee products are able to save time and add to the convenience of the people as it takes less time to prepare the product.

Moreover, as the younger individuals are getting attracted towards consuming coffee out of home, many coffee shops and specialty cafes are opening up in order to cater to the rising demand for blended and flavored instant coffee. Thus, these factors are leading to an increased demand for different roasts and flavors of instant coffee and is causing the market growth to propel over the forecast period.

Product Offerings by the market players in the South African 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.

Gibsons Coffee Ltd., which is considered as one of the popular distributors of a variety of coffee in South Africa and is gaining traction among the consumers as it offers different types of coffee in order to cater to the consumers' demands effectively. They offer different types of product under their variety of product ranges. Some of the product they are involved in providing are "Kenya Gourmet Ground Dark Roast" which is a product that has a darker roast that is available in a packet of 454g. They provide their product called the "Kenya Espresso Ground Dark Roast" which is also a dark roast product available in a fine texture and in a packet of 454g. Another product they offer for household uses is called the "KENYA HOUSEHOLD GROUND MEDIUM ROAST 454GM", which is a product that has been roasted to a medium level, is in a coarser and ground form and is available in a packet containing 454g of the product.

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

Cape Town

Johannesburg

Durban

Others

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