

Sweden Instant Coffee Market - Forecasts from 2020 to 2025

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Abstracts

Sweden instant coffee market is projected to decline by 2.77% during the forecast period.

Sweden is considered one of the countries in the European region after Finland and Scandinavia, which has one of the highest consumptions of coffee by the different age groups and the exuberance of its coffee culture. The workplaces in Sweden follow a common workplace culture, which is referred to by the term “fika”, which essentially translates to have a coffee. According to this practice the working individuals take one break or two breaks around the time 9 am and 3 pm to consume a cup of high-quality coffee and it has even gained popularity as an ethical trend. Generally, whole bean coffee or coffee pods are preferred due and added to the Keurig or other coffee machines by the individuals. In addition, the consumption of coffee has even increased in some of the developed and larger cities such as Gothenburg and Stockholm. Thus, these factors have led to a fall in the demand for instant coffee and are slowing the instant coffee market growth over the forecast period.

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

The offering of better and advanced varieties of instant coffee with enhanced flavor and aromas among others by existing and new market players.

L?fbergs Lila AB, which is a coffee-producing and distributing company and is considered to be one of the famous brands of different types of coffee in Sweden offers two types of instant coffee products under its vibrant portfolio. It offers a product called “Bold Espresso Instant Coffee” and “Fair Fresh Instant Coffee”. The Bold Espresso Instant Coffee is a product that comes under the category of a dark roasted and freeze-

dried coffee. It is made using 100% Arabica beans, which are organic. and Fairtrade certified The Fair Fresh Instant Coffee, on the other hand, belongs to the light roasted and freeze-dried variety which is organic and fair trade certified and is made using 100% Arabica beans. Both of the coffees are offered in glass jars that are able to hold about 3.5 oz. or 100g of the product.

Robusta coffee is a type of coffee, which is more full-bodied and has a more earthy flavor as compared to other varieties available, known as Arabica. By Coffee Type, arabica based fresh coffee is estimated to hold a considerable share over the forecast period owing to the preference to drink a lighter and sweet coffee among the Swedish consumers.

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

Stockholm

Gothenburg

Malm?

Others

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