

# Coffee Market in Tanzania 2021

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## Abstracts

Coffee is a beverage brewed from the roasted and ground seeds of the tropical evergreen coffee plants of African origin. Coffee contains caffeine, a stimulant that has been shown to increase energy levels and decrease fatigue by altering levels of certain neurotransmitters in the brain. A study by StrategyHelix indicates that the coffee market in Tanzania is projected to expand by a CAGR of 5% from 2021 through 2027.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for coffee. The Tanzania coffee market is segmented on the basis of product, and distribution channel. Based on product, the coffee market in Tanzania is categorized into ground coffee, instant coffee, whole bean. In Tanzania, the ground coffee segment made up the largest share of the coffee market. On the basis of distribution channel, the coffee market in Tanzania has been segmented into grocery stores, online retailing, supermarkets & hypermarkets, others.

The key players in the coffee market include Chai Bora Limited, Nestle S.A., Tanganyika Instant Coffee Public Limited Company (TANICA PLC), C. Dorman Ltd.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the coffee market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

### Report Scope

Product: ground coffee, instant coffee, whole bean

Distribution channel: grocery stores, online retailing, supermarkets & hypermarkets, others

Years considered: this report covers the period 2017 to 2027

### Key Benefits for Stakeholders

Get a comprehensive picture of the Tanzania coffee market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Instant coffee  
Whole bean

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Online retailing  
Supermarkets & hypermarkets  
Others

### **PART 5. KEY COMPANIES**

Chai Bora Limited  
Nestle S.A.  
Tanganyika Instant Coffee Public Limited Company (TANICA PLC)  
C. Dorman Ltd.  
About StrategyHelix  
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