

The Global Coffee Industry and the Impact of COVID-19 on Its Development in the Medium Term

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Abstracts

Description

Short Description

This report presents a strategic analysis of the global coffee industry and a forecast for its development in the short and medium term, taking into account the impact of COVID-19 on it. It provides a comprehensive overview of the industry volume and value, dynamics, segmentation, characteristics, main players, prices, international trade, trends and insights, growth and demand drivers, challenges, etc. This is the most detailed and comprehensive report about the global coffee industry, covering all global regions and 151 single countries. The report presents information on each indicator for each of the 151 countries covered, offering unmatched value, accuracy and expert insights. Moreover, it also presents separate data on each product group for each country, offering granular data on 453 different product and country combinations!

Report Purpose

The purpose of the report is to describe the state of the global coffee industry and to present real and expert-verified information about the volumes, values, dynamics, segmentation and characteristics of consumption, prices, imports, and exports. The report also presents a forecast for the industry development in the short and medium term and the impact COVID-19 has and will have on it. In addition, the report presents an elaborate analysis of the main industry participants, industry trends and insights, growth and demand drivers and challenges and all other factors, influencing the industry development.

Questions This Report Answers

The report on the global coffee industry covers:

Industry volume, value and dynamics for the last five years;

Industry segmentation (by region and each covered country; by product groups, presenting separate data on each major product group for each country) for the last five years;

Analysis of the factors, influencing the industry development (industry trends and insights, drivers and challenges);

The impact COVID-19 has and will have on the industry in both the short and the medium term;

Value chain analysis and structure of price formation;

Analysis of retail price levels and their dynamics for the last five years (broken down by region and each covered country);

Analysis of the major international trade flows;

Volume, value, dynamics, segmentation (by region and each covered country and by product groups) and analysis of imports for the last five years;

Volume, value, dynamics, segmentation (by region and each covered country and by product groups) and analysis of exports for the last five years;

Volume and dynamics of the average import and export prices for the last five years (broken down by region and each covered country and by product groups);

Volume, value, dynamics, segmentation and analysis of per capita consumption for the last five years (broken down by region and each covered country and by product groups);

Forecast for industry development in the medium term (volume, value and segmentation by region and each covered country and by product groups);

Characteristics of the main market players;

Analysis of the competitive landscape;

Five Forces analysis;

Analysis and forecast for the global economy and demographics.

How Can You Benefit from This Report?

With the help of this report you can:

Discover reliable and expert-verified industry data, with which you can confidently make smarter business decisions and drive your business forward;

Track industry data, including volume, value, segmentation, forecasts, dynamics and structure – past, present and future;

See what impact COVID-19 has and will have on the industry in both the short and the medium term;

Quickly and cost-effectively own a strategic analysis and gain competitive intelligence about the industry;

Track and identify key industry trends and insights and key drivers behind recent industry changes;

Strategically assess growth potential, opportunities, demand drivers and challenges in the industry;

Own and compare information at both aggregate level (globally and regionally) and for each individual country, covered in the report;

Discover the top-performing markets (strongest and weakest performers) as well as the markets, that are forecast to grow the most in the medium term (rising stars vs. yesterday's news) within the industry in each global region;

Discover the top-performing product categories (strongest and weakest performers) as well as the product categories, that are forecast to grow the most in the medium term in each region and country covered;

Build and execute upon a strong strategy based on verified industry data and expert insights;

Explore and identify new market opportunities in the different product categories in the countries and regions within the industry;

Discover how each of the markets within the industry performed in the past (in the last 5 years) and how it will perform in the future (in the next 6 years);

Strategically assess the competitive position of the main market players;

Evaluate how diversified the industry is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Make important strategic decisions safely and with confidence;

Discover data your competitors might already have and be acting upon;

Evaluate your position on the market, choose a new market to enter or get to know a completely new market;

Receive professional expertise on the industry and everything important, connected with its development;

Save your time and resources by not having to compile the whole research by yourself;

Save money by not having to invest in 453 product and country reports separately;

Get all the data you need in one place;

Empower your marketing, branding, strategy, product and business development, consumption and supply functions with valuable market and industry insights;

Build your investment strategy by assessing market attractiveness, regional/country attractiveness, product category attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add value to pitches and presentations by using verified market data and expert insights;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics.

What Kind of Data Is Presented in This Report?

This report presents data, which is:

Reliable (the report is prepared using a proven methodology, including both primary and secondary research);

Expert-verified (the data is cross-checked and confirmed by more than 50 global and local experts, representatives of the main market players);

Real (allowing you to confidently make smarter business and strategic decisions);

Comprehensive (breaks down the overall global data into separate data for 151 countries; in the same way, it breaks down the industry data into separate data for the different major product groups for each region and country);

Comparable (the report covers information, which has been calculated in the same units for each indicator, making it comparable among all global countries and regions but still taking into account the local differences of the markets);

Easy to read, perceive and understand (you do not have to be a market expert to understand what really is happening on the market and how it works);

Valuable (the value you get from this report is much higher than the investment you make for it);

Quick and hassle-free to get;

Commercially feasible - you do not have to invest in 453 product and country reports separately;

All in one place;

Easy to get - just a few clicks away!

What Kind of Decisions You Can Make Based on the Data in This Report?

This report presents reliable and real industry data, providing valuable support to make important strategic decisions regarding:

Strategic planning;

Marketing and sales;

Market and industry evaluation;

Evaluation of market opportunities, risks and challenges;

Regional and country evaluation and opportunity analysis;

Product category evaluation;

Market entry;

Market growth;

Pricing and promotion;

New product development;

Distribution;

Sourcing and supply chain management;

Company evaluation;

Mergers and acquisitions.

Who Is This Report for?

This report is for people who already are actively working in this industry, representatives of producers, distributors, importers, exporters, wholesalers, retailers, suppliers, including, but not limited to:

Industry C Level executives;

Directors;

Industry strategists;

Marketing professionals;

Business development professionals;

Product developers;

Product marketers and strategists;

Product managers;

Project managers;

Suppliers;

Traders;

This report is also for people, not directly and actively involved in the industry, representatives of investors, consultants, advisors and financial institutions:

Management consultants;

Investment managers;

Financial professionals;

Bank managers;

M&A managers.

Short Methodology

This research report has been prepared using the proven WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from industry experts (representatives of the main market participants), gathered by semi-structured interviews. For this particular report, more than 50 market expert interviews have been conducted with experts from the leading market companies (producers, distributors, retailers, suppliers, etc.). The full list of interviewed experts and a detailed methodology are available upon request.

Regional Coverage

The report on the global coffee industry breaks down the world into the following regions and countries and covers every single one of them:

Africa (Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Chad, Republic of the Congo, Egypt, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Ivory Coast, Kenya, Lesotho, Madagascar, Malawi, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Seychelles, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe);

Asia and Pacific (Australia, Bangladesh, Bhutan, Brunei Darussalam, Cambodia, Fiji, India, Indonesia, Laos, Malaysia, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, Sri Lanka, Thailand, Timor-Leste, Vietnam)

The CIS countries (Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan,

Kyrgyzstan, Moldova, Russian Federation, Tajikistan, Turkmenistan, Ukraine, Uzbekistan);

Europe (Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, The Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Montenegro, The Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, The United Kingdom);

The Middle East (Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, The United Arab Emirates);

North America (Canada, Mexico, The United States of America);

North East Asia (China, Hong Kong, Japan, South Korea);

South and Central America (Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Honduras, Jamaica, Nicaragua, Panama, Paraguay, Peru, Suriname, Uruguay).

Besides the fact that this report provides data on each indicator for each and every covered country, the report also breaks down the world into more regions than any other report. For example, North East Asia has been presented separately from Asia and Pacific due to the economic importance of China, Japan and South Korea and their cultural differences from the other countries in Asia and Pacific.

Product Coverage

This report breaks down the global coffee industry into the following product categories and covers every single one of them:

Total Coffee;

Instant Coffee (including Soluble Coffee, Soluble Coffee Specialties (e.g. Cappuccino));

Roast Coffee (including Coffee Pads and Pods (Single-Serve Coffee), Ground Coffee Beans, Whole Coffee Beans).

Recap

This is the most valuable, detailed and comprehensive report about the global coffee industry currently available, covering all global regions and 151 single countries! Moreover, it also presents separate data on each product group for each country, offering data on 453 possible product and country combinations! In the same way, the report includes analysis of the impact of COVID-19 on the industry in both the short and the medium term. We have all the data for this report. However, as the situation with COVID-19 is changing by the hour globally, the report will be updated with the latest available information after each purchase. That is why the report will be dispatched in up to 5 working days after order confirmation. We also offer similar reports, covering every global country and region separately and offer special terms for bundle purchases. So, if you are interested in the global coffee industry, this research report will provide you with reliable, expert-verified and real industry data you can safely and confidently base your decisions on. In a quick and hassle-free way, it will provide you with a strategic analysis of the industry, its recent and future development. In addition, this solution will save you time and money while presenting you all the necessary information, empowering you to make informed commercial decisions and move your business forward!

This report is the most in-depth available business analysis that exists on this particular industry. And it is all here in one place, just a few clicks away!

Report Customization

If the report as is does not work for you, you can get it customized, according to your own specific requirements and criteria. Feel free to contact us for more information!

Contents

1. INTRODUCTION

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. PRODUCT DESCRIPTION

5. STATE OF THE GLOBAL DEMOGRAPHICS AND ECONOMY

5.1. Characteristics of the Global Demographics in 2014-2018

5.2. Characteristics of the Global Economy in 2014-2018

5.3. Forecast for the Development of the Global Economy in the Short Term

6. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL COFFEE INDUSTRY

6.1. Volume, Value and Dynamics of the Global Coffee Industry in 2014-2018

6.2. Segmentation of the Global Coffee Industry in 2014-2018 by Main Regions

6.3. Segmentation of the Global Coffee Industry in 2014-2018 by Countries

6.4. Trends and Insights of the Global Coffee Industry

6.5. Profiles of the Main Players on the Global Coffee Industry

6.6. Five Forces Analysis

6.7. Competitive Landscape on the Global Coffee Industry

6.8. Drivers and Challenges That Will Affect the Future Development of the Global Coffee Industry

7. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF COFFEE IN 2014-2018

7.1. Value Chain Analysis

7.2. Structure of Price Formation

7.3. Segmentation of the Average Retail Prices of Coffee Globally in 2014-2018 by Main Regions

7.4. Segmentation of the Average Retail Prices of Coffee Globally in 2014-2018 by Countries

8. GLOBAL FOREIGN TRADE OPERATIONS OF COFFEE

8.1. Global Foreign Trade Operations of Coffee in 2014-2018

9. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF COFFEE

9.1. Volume, Value and Dynamics of the Global Imports of Coffee in 2014-2018

9.2. Segmentation of the Global Imports of Coffee by Importing Regions in 2014-2018

9.3. Segmentation of the Global Imports of Coffee by Importing Countries in 2014-2018

9.4. Segmentation of the Average Import Prices of Coffee by Importing Countries in 2014-2018

10. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF COFFEE

10.1. Volume, Value and Dynamics of the Global Exports of Coffee in 2014-2018

10.2. Segmentation of the Global Exports of Coffee by Exporting Regions in 2014-2018

10.3. Segmentation of the Global Exports of Coffee by Exporting Countries in 2014-2018

10.4. Segmentation of the Average Export Prices of Coffee by Exporting Countries in 2014-2018

11. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF COFFEE PER CAPITA

11.1. Segmentation of the Global Coffee Consumption per Capita by Main Regions in 2014-2018

11.2. Segmentation of the Global Coffee Consumption per Capita by Countries in 2014-2018

12. FORECAST FOR DEVELOPMENT OF THE GLOBAL COFFEE INDUSTRY IN 2020-2024

12.1. Forecast for Development of the Global Coffee Industry in 2020-2024 in Three Possible Scenarios

12.2. Forecast for Development of the Global Coffee Industry, Broken down by Main Regions in 2020-2024

12.3. Forecast for Development of the Global Coffee Industry, Broken down by

Countries in 2020-2024

13. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL INSTANT COFFEE MARKET

- 13.1. Volume, Value and Dynamics of the Global Instant Coffee Market in 2014-2018
- 13.2. Segmentation of the Global Instant Coffee Market in 2014-2018 by Main Regions
- 13.3. Segmentation of the Global Instant Coffee Market in 2014-2018 by Countries

14. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF INSTANT COFFEE IN 2014-2018

- 14.1. Segmentation of the Average Retail Prices of Instant Coffee Globally in 2014-2018 by Main Regions
- 14.2. Segmentation of the Average Retail Prices of Instant Coffee Globally in 2014-2018 by Countries

15. GLOBAL FOREIGN TRADE OPERATIONS OF INSTANT COFFEE

- 15.1. Global Foreign Trade Operations of Instant Coffee in 2014-2018

16. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF INSTANT COFFEE

- 16.1. Volume, Value and Dynamics of the Global Imports of Instant Coffee in 2014-2018
- 16.2. Segmentation of the Global Imports of Instant Coffee by Importing Regions in 2014-2018
- 16.3. Segmentation of the Global Imports of Instant Coffee by Importing Countries in 2014-2018
- 16.4. Segmentation of the Average Import Prices of Instant Coffee by Importing Countries in 2014-2018

17. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF INSTANT COFFEE

- 17.1. Volume, Value and Dynamics of the Global Exports of Instant Coffee in 2014-2018
- 17.2. Segmentation of the Global Exports of Instant Coffee by Exporting Regions in 2014-2018
- 17.3. Segmentation of the Global Exports of Instant Coffee by Exporting Countries in

2014-2018

17.4. Segmentation of the Average Export Prices of Instant Coffee by Exporting Countries in 2014-2018

18. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF INSTANT COFFEE PER CAPITA

18.1. Segmentation of the Global Instant Coffee Consumption per Capita by Main Regions in 2014-2018

18.2. Segmentation of the Global Instant Coffee Consumption per Capita by Countries in 2014-2018

19. FORECAST FOR DEVELOPMENT OF THE GLOBAL INSTANT COFFEE MARKET IN 2020-2024

19.1. Forecast for Development of the Global Instant Coffee Market in 2020-2024 in Three Possible Scenarios

19.2. Forecast for Development of the Global Instant Coffee Market, Broken down by Main Regions in 2020-2024

19.3. Forecast for Development of the Global Instant Coffee Market, Broken down by Countries in 2020-2024

20. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL ROAST COFFEE MARKET

20.1. Volume, Value and Dynamics of the Global Roast Coffee Market in 2014-2018

20.2. Segmentation of the Global Roast Coffee Market in 2014-2018 by Main Regions

20.3. Segmentation of the Global Roast Coffee Market in 2014-2018 by Countries

21. CHARACTERISTICS AND ANALYSIS OF THE GLOBAL PRICES OF ROAST COFFEE IN 2014-2018

21.1. Segmentation of the Average Retail Prices of Roast Coffee Globally in 2014-2018 by Main Regions

21.2. Segmentation of the Average Retail Prices of Roast Coffee Globally in 2014-2018 by Countries

22. GLOBAL FOREIGN TRADE OPERATIONS OF ROAST COFFEE

22.1. Global Foreign Trade Operations of Roast Coffee in 2014-2018

23. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL IMPORTS OF ROAST COFFEE

23.1. Volume, Value and Dynamics of the Global Imports of Roast Coffee in 2014-2018

23.2. Segmentation of the Global Imports of Roast Coffee by Importing Regions in 2014-2018

23.3. Segmentation of the Global Imports of Roast Coffee by Importing Countries in 2014-2018

23.4. Segmentation of the Average Import Prices of Roast Coffee by Importing Countries in 2014-2018

24. OVERVIEW, SEGMENTATION AND ANALYSIS OF THE GLOBAL EXPORTS OF ROAST COFFEE

24.1. Volume, Value and Dynamics of the Global Exports of Roast Coffee in 2014-2018

24.2. Segmentation of the Global Exports of Roast Coffee by Exporting Regions in 2014-2018

24.3. Segmentation of the Global Exports of Roast Coffee by Exporting Countries in 2014-2018

24.4. Segmentation of the Average Export Prices of Roast Coffee by Exporting Countries in 2014-2018

25. CHARACTERISTICS AND SEGMENTATION OF THE GLOBAL CONSUMPTION OF ROAST COFFEE PER CAPITA

25.1. Segmentation of the Global Roast Coffee Consumption per Capita by Main Regions in 2014-2018

25.2. Segmentation of the Global Roast Coffee Consumption per Capita by Countries in 2014-2018

26. FORECAST FOR DEVELOPMENT OF THE GLOBAL ROAST COFFEE MARKET IN 2020-2024 **26.1. FORECAST FOR DEVELOPMENT OF THE GLOBAL ROAST COFFEE MARKET IN 2020-2024 IN THREE POSSIBLE SCENARIOS**

26.2. Forecast for Development of the Global Roast Coffee Market, Broken down by Main Regions in 2020-2024

26.3. Forecast for Development of the Global Roast Coffee Market, Broken down by

Countries in 2020-2024

About us

We have all the data for this report. However, as the situation with COVID-19 is changing by the hour globally, the report will be updated with the latest available information after each purchase. That is why the report will be dispatched in up to 5 working days after order confirmation.

List Of Tables

LIST OF TABLES

Global population, broken down by main regions in 2014-2018, in millions of people and in %

Global population growth rate, population density, urban population and life expectancy, broken down by regions in 2014-2018, in %, people per sq.km. and years

Age structure of the global population, broken down by main regions, in %

Sex structure of the global population, broken down by main regions, in %

Global GDP, broken down by main regions, in millions of USD

Global GNI per capita (Atlas method), broken down by main regions, in USD

Global GDP per capita and GDP annual growth, broken down by main regions, in USD per capita and in %

Global unemployment rate, labor force participation rate and GDP per person employed, broken down by regions in 2014-2018, in % and in constant 2011 PPP USD

Global school enrollment (tertiary education), broken down by main regions, in % of gross education

Global inflation rate – consumer prices, GDP deflator, bank capital to assets ratio, and bank nonperforming loans to total gross loans, broken down by main regions, in %

Global imports and exports of goods and services, BoP, broken down by main regions, in millions of USD and in %

Forecasted global GDP, broken down by main regions, in billions of USD

Forecasted global GDP growth, broken down by main regions, in %

Forecasted global GDP per capita, current prices, broken down by main regions, in %

Volume and dynamics of the global coffee industry in 2014-2018, in thousands of tons and in %

Value (in RSP) and dynamics of the global coffee industry in 2014-2018, in million USD and in %

Volume and dynamics of the global coffee industry, broken down by main regions in 2014-2018, in thousands of tons and in %

Value (in RSP) and dynamics of the global coffee industry, broken down by main regions in 2014-2018, in million USD and in %

Segmentation of the coffee industry in Africa by countries in 2014-2018, in thousands of tons and in %

Segmentation of the coffee industry in Africa by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the coffee industry in Asia and Pacific by countries in 2014-2018, in thousands of tons and in %

Segmentation of the coffee industry in Asia and Pacific by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the coffee industry in the CIS countries by countries in 2014-2018, in thousands of tons and in %

Segmentation of the coffee industry in the CIS countries by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the coffee industry in Europe by countries in 2014-2018, in thousands of tons and in %

Segmentation of the coffee industry in Europe by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the coffee industry in the Middle East by countries in 2014-2018, in thousands of tons and in %

Segmentation of the coffee industry in the Middle East by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the coffee industry in North America by countries in 2014-2018, in thousands of tons and in %

Segmentation of the coffee industry in North America by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the coffee industry in North East Asia by countries in 2014-2018, in thousands of tons and in %

Segmentation of the coffee industry in North East Asia by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Segmentation of the coffee industry in South and Central America by countries in 2014-2018, in thousands of tons and in %

Segmentation of the coffee industry in South and Central America by countries in 2014-2018 in value terms (in RSP), in million USD and in %

Key financial indicators of Company A for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company B for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company C for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company D for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company E for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company F for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company G for the FY 2014 – FY 2018, in millions of USD

and in %

Key financial indicators of Company H for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company I for the FY 2014 – FY 2018, in millions of USD and in %

Key financial indicators of Company J for the FY 2014 – FY 2018, in millions of USD and in %

Average annual retail prices of coffee globally, broken down by main regions in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of coffee in Africa, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of coffee in Asia and Pacific, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of coffee in the CIS countries, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of coffee in Europe, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of coffee in the Middle East, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of coffee in North America, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of coffee in North East Asia, broken down by countries in 2014-2018, in USD per kilogram and in %

Segmentation of the average annual retail prices of coffee in South and Central America, broken down by countries in 2014-2018, in USD per kilogram and in %

Trade balance of the coffee foreign trade by main regions in 2014-2018, in thousands of tons and in %

Trade balance of the coffee foreign trade by main regions in 2014-2018, in million USD and in %

Volume and dynamics of the global imports of coffee in 2014-2018, in thousands of tons and in %

Value and dynamics of the global imports of coffee in 2014-2018, in million USD and in %

Segmentation of the global imports of coffee by importing regions in 2014-2018, in thousands of tons and in %

Segmentation of the global imports of coffee by importing regions in 2014-2018, in million USD and in %

Segmentation of the African imports of coffee by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the African imports of coffee by importing countries in 2014-2018, in million USD and in %

Segmentation of the Asian and Pacific imports of coffee by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the Asian and Pacific imports of coffee by importing countries in 2014-2018, in million USD and in %

Segmentation of the CIS countries' imports of coffee by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the CIS countries' imports of coffee by importing countries in 2014-2018, in million USD and in %

Segmentation of the European imports of coffee by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the European imports of coffee by importing countries in 2014-2018, in million USD and in %

Segmentation of the Middle Eastern imports of coffee by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the Middle Eastern imports of coffee by importing countries in 2014-2018, in million USD and in %

Segmentation of the North American imports of coffee by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the North American imports of coffee by importing countries in 2014-2018, in million USD and in %

Segmentation of the North East Asian imports of coffee by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the North East Asian imports of coffee by importing countries in 2014-2018, in million USD and in %

Segmentation of the South and Central American imports of coffee by importing countries in 2014-2018, in thousands of tons and in %

Segmentation of the South and Central American imports of coffee by importing countries in 2014-2018, in million USD and in %

Value and dynamics of the average import prices of the coffee, imported to Africa by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the coffee, imported to Asia and Pacific by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the coffee, imported to the CIS countries by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the coffee, imported to Europe by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the coffee, imported to the Middle

East by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the coffee, imported to North America by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the coffee, imported to North East Asia by importing countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average import prices of the coffee, imported to South and Central America by importing countries in 2014-2018, in USD per kilogram and in %

Volume and dynamics of the global exports of coffee in 2014-2018, in thousands of tons and in %

Value and dynamics of the global exports of coffee in 2014-2018, in million USD and in %

Segmentation of the global exports of coffee by exporting regions in 2014-2018, in thousands of tons and in %

Segmentation of the global exports of coffee by exporting regions in 2014-2018, in million USD and in %

Segmentation of the African exports of coffee by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the African exports of coffee by exporting countries in 2014-2018, in million USD and in %

Segmentation of the Asian and Pacific exports of coffee by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the Asian and Pacific exports of coffee by exporting countries in 2014-2018, in million USD and in %

Segmentation of the CIS countries' exports of coffee by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the CIS countries' exports of coffee by exporting countries in 2014-2018, in million USD and in %

Segmentation of the European exports of coffee by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the European exports of coffee by exporting countries in 2014-2018, in million USD and in %

Segmentation of the Middle Eastern exports of coffee by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the Middle Eastern exports of coffee by exporting countries in 2014-2018, in million USD and in %

Segmentation of the North American exports of coffee by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the North American exports of coffee by exporting countries in 2014-2018, in million USD and in %

Segmentation of the North East Asian exports of coffee by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the North East Asian exports of coffee by exporting countries in 2014-2018, in million USD and in %

Segmentation of the South and Central American exports of coffee by exporting countries in 2014-2018, in thousands of tons and in %

Segmentation of the South and Central American exports of coffee by exporting countries in 2014-2018, in million USD and in %

Value and dynamics of the average export prices of the coffee, exported from Africa by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the coffee, exported from Asia and Pacific by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the coffee, exported from the CIS countries by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the coffee, exported from Europe by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the coffee, exported from the Middle East by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the coffee, exported from North America by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the coffee, exported from North East Asia by exporting countries in 2014-2018, in USD per kilogram and in %

Value and dynamics of the average export prices of the coffee, exported from South and Central America by exporting countries in 2014-2018, in USD per kilogram and in %

Volume and dynamics of the global per capita consumption of coffee by consuming regions in 2014-2018, in kilograms per capita and in %

Value and dynamics of the per capita global consumption of coffee by consuming regions in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of coffee per capita in Africa by consuming countries in 2014-2018, in kilograms per capita and in %

Value and dynamics of the average annual consumption of coffee per capita in Africa by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of coffee per capita in Asia and Pacific by consuming countries in 2014-2018, in kilograms per capita and in %

Value and dynamics of the average annual consumption of coffee per capita in Asia and Pacific by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of coffee per capita in the CIS countries by consuming countries in 2014-2018, in kilograms per capita and in %

Value and dynamics of the average annual consumption of coffee per capita in the CIS

countries by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of coffee per capita in Europe by consuming countries in 2014-2018, in kilograms per capita and in %

Value and dynamics of the average annual consumption of coffee per capita in Europe by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of coffee per capita in the Middle East by consuming countries in 2014-2018, in kilograms per capita and in %

Value and dynamics of the average annual consumption of coffee per capita in the Middle East by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of coffee per capita in North America by consuming countries in 2014-2018, in kilograms per capita and in %

Value and dynamics of the average annual consumption of coffee per capita in North America by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of coffee per capita in North East Asia by consuming countries in 2014-2018, in kilograms per capita and in %

Value and dynamics of the average annual consumption of coffee per capita in North East Asia by consuming countries in 2014-2018, in USD per capita and in %

Volume and dynamics of the average annual consumption of coffee per capita in South and Central America by consuming countries in 2014-2018, in kilograms per capita and in %

Value and dynamics of the average annual consumption of coffee per capita in South and Central America by consuming countries in 2014-2018, in USD per capita and in %

Volume, value (in RSP) and dynamics of the global coffee industry in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the base scenario), in thousands of tons, in million USD and in %

Volume, value (in RSP) and dynamics of the global coffee industry in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the pessimistic scenario), in thousands of tons, in million USD and in %

Volume, value (in RSP) and dynamics of the global coffee industry in 2014-2018 and forecast for its development in 2019-2024 (within the framework of the optimistic scenario), in thousands of tons, in million USD and in %

Forecast for development of the global coffee industry in 2019-2024 (base scenario), broken down by main regions, in thousands of tons and in %

Forecast for development of the global coffee industry in 2019-2024 (base scenario), broken down by main regions, in million USD and in %

Forecast for development of the coffee industry in Africa in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the coffee industry in Africa in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the coffee industry in Asia and Pacific in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the coffee industry in Asia and Pacific in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the coffee industry in the CIS countries in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the coffee industry in the CIS countries in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the coffee industry in Europe in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the coffee industry in Europe in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the coffee industry in the Middle East in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the coffee industry in the Middle East in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the coffee industry in North America in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the coffee industry in North America in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the coffee industry in North East Asia in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the coffee industry in North East Asia in 2019-2024, broken down by countries, in million USD and in %

Forecast for development of the coffee industry in South and Central America in 2019-2024, broken down by countries, in thousands of tons and in %

Forecast for development of the coffee industry in South and Central America in 2019-2024, broken down by countries, in million USD and in %

Then another set of 252 tables, covering instant coffee and roast coffee, just like in the presented tables of the total coffee industry above; however, the limitations in the software used do not allow us to show you the full list of tables, so feel free to contact us for the full sample pages

List Of Figures

LIST OF FIGURES

Volume and dynamics of the global coffee industry in 2014-2018, in thousands of tons and in %

Value (in RSP) and dynamics of the global coffee industry in 2014-2018, in million USD and in %

Segmentation of the global coffee industry by main regions in volume terms in 2018, in % to the total

Segmentation of the global coffee industry by main regions in value terms in 2018, in % to the total

Segmentation of the coffee industry in Africa in volume terms in 2018 by countries, in %

Segmentation of the coffee industry in Africa in value terms (in RSP) in 2018 by countries, in %

Segmentation of the coffee industry in Asia and Pacific in volume terms in 2018 by countries, in %

Segmentation of the coffee industry in Asia and Pacific in value terms (in RSP) in 2018 by countries, in %

Segmentation of the coffee industry in the CIS countries in volume terms in 2018 by countries, in %

Segmentation of the coffee industry in the CIS countries in value terms (in RSP) in 2018 by countries, in %

Segmentation of the coffee industry in Europe in volume terms in 2018 by countries, in %

Segmentation of the coffee industry in Europe in value terms (in RSP) in 2018 by countries, in %

Segmentation of the coffee industry in the Middle East in volume terms in 2018 by countries, in %

Segmentation of the coffee industry in the Middle East in value terms (in RSP) in 2018 by countries, in %

Segmentation of the coffee industry in North America in volume terms in 2018 by countries, in %

Segmentation of the coffee industry in North America in value terms (in RSP) in 2018 by countries, in %

Segmentation of the coffee industry in North East Asia in volume terms in 2018 by countries, in %

Segmentation of the coffee industry in North East Asia in value terms (in RSP) in 2018 by countries, in %

Segmentation of the coffee industry in South and Central America in volume terms in 2018 by countries, in %

Segmentation of the coffee industry in South and Central America in value terms (in RSP) in 2018 by countries, in %

Value chain analysis, in %

Structure of price formation, in %

Deviation of the average retail prices of coffee globally, broken down by main regions in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of coffee in Africa, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of coffee in Asia and Pacific, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of coffee in the CIS countries, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of coffee in Europe, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of coffee in the Middle East, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of coffee in North America, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of coffee in North East Asia, broken down by countries in 2018, in USD per kilogram

Deviation of the segmentation of the average annual retail prices of coffee in South and Central America, broken down by countries in 2018, in USD per kilogram

Volume and dynamics of the global imports of coffee in 2014-2018, in thousands of tons and in %

Value and dynamics of the global imports of coffee in 2014-2018, in million USD and in %

Segmentation of the global imports of coffee by importing regions in volume terms in 2018, in % to the total global imports

Segmentation of the global imports of coffee by importing regions in value terms in 2018, in % to the total global imports

Segmentation of the imports of coffee to Africa by importing countries in volume terms in 2018, in % to the total African imports

Segmentation of the imports of coffee to Africa by importing countries in value terms in 2018, in % to the total African imports

Segmentation of the imports of coffee to Asia and Pacific by importing countries in volume terms in 2018, in % to the total Asian and Pacific imports

Segmentation of the imports of coffee to Asia and Pacific by importing countries in value

terms in 2018, in % to the total Asian and Pacific imports
Segmentation of the imports of coffee to the CIS countries by importing c

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