Emerging coffee markets: South and East Asia

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Seven markets in South and East Asia

95% of the coffee produced by ICO Members in the region
Faster growth of coffee consumption in South and East Asia

Share in global coffee consumption

12%

Million 60-kg bags
Biggest coffee consumers in the region

**TOTAL**

Taiwan: 0.7
China: 2.4
India: 2.4
Korea, Rep. of: 2.4
Vietnam: 2.5
Philippines: 4.7
Indonesia: 3.0

**PER CAPITA***

China: 0.1
India: 0.1
Indonesia: 1.5
Vietnam: 2.0
Taiwan: 2.2
Philippines: 2.5
Korea, Rep. of: 3.2

* Calculated using population above 15 years old (inclusive)
Imports
On average, 64% of the coffee imported to South and East Asia was Robusta.
A third of the processed coffee imported, originates in coffee-producing regions.
Market segments
Increasing trend in fresh coffee consumption since 2003

**Total**

- China: 865%
- Philippines: 215%
- Taiwan: 154%
- India: 43%
- Korea, Rep. of: 306%
- Vietnam: 144%
- Indonesia: 268%

**Per Capita**

- China: 752%
- India: 9%
- Philippines: 127%
- Indonesia: 96%
- Vietnam: 195%
- Korea, Rep. of: 251%
- Taiwan: 122%

Percentage values indicate the total growth from 2003 to 2017 in coffee consumption.

* Calculated using population above 15 years old (inclusive)
Similar trend for soluble coffee in some markets but less consumption in others.

**TOTAL**

- Taiwan: -31%
- Indonesia: 279%
- Vietnam: 455%
- India: 220%
- Korea, Rep. of: 2%
- China: 372%
- Philippines: 229%

**PER CAPITA***

- China: 317%
- India: 143%
- Indonesia: 204%
- Taiwan: -40%
- Vietnam: 344%
- Korea, Rep. of: -12%
- Philippines: 137%

*Percentage values indicate the total growth from 2003 to 2017 in coffee consumption.*

*Calculated using population above 15 years old (inclusive).*
Consumer preferences have been changing, favouring fresh coffee consumption.
Thank you