



TRENDS IN NEW COFFEE CONSUMING MARKETS OUT OF HOME CONSUMPTION

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NEW COFFEE CONSUMING MARKETS

- Booming middle class
 - higher income
 - new aspirations
 - thirst for novelty
- Coffee as a lifestyle
 - eastern vs. western habits
- Discovery of local (domestic) markets in

Producing countries

- Indonesia
- Vietnam
- India
- Mexico

Emerging markets

- Russia
- China
- East Europe
- Korea

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COFFEE HOUSES

- Role as trend setters
- Aspirational
 - status yet affordable
- "Coffee experience"
 - indulgence
 - product + ambiance + companion
- Socialization of the habit
 - emotional connection



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FAST EXPANSION IN NEW MARKETS

- Starbucks investing in Asia-Pacific
 - 500 stores in China
 - >200 stores in Phillipines
 - >140 stores in Indonesia
 - Asia as fastest growing market (3,300 stores)
 - opening first store in Vietnam
 - roasting in India
- The power of Coffee Day in India
 - 1,400 Café Coffee Day stores in 200 Indian cities (US\$1/cup)
 - 400,000 guest-visits per day
 - 900 Coffee Day Xpress (US\$0.3/cup)
 - Investing in new models to target different consumers
 - extended menu
 - premium cafes



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COFFEE HOUSES AROUND THE WORLD



EL SALVADOR



INDIA



VIETNAM



CHINA

OFFICE COFFEE SERVICES

- Drip coffee (R+G and soluble) is ubiquitous
 - but machines expand fast
 - espresso, cappuccino, other preparations
- Coffee kiosks
- Office workers: young consumers drive consumption
 - China
 - India





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THE SEARCH FOR CONVENIENCE

- Single serve solutions
 - coffee stations
- Coffee "on the go"
- Innovative products
- Practicality








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MORE AFFORDABLE OPTIONS



COFFEE DAY XPRESS



MC CAFÉ



FRESH & GROUND

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THE INFORMAL SECTOR

- Very strong in big cities
 - workers
- Coffee stands/“warongs” in Indonesia
 - mobile coffee shop - bicycles
- “Tinteros” in Colombia
- Breakfast booth in São Paulo
 - coffee + cake



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KEY TRENDS IN PRODUCING COUNTRIES



McCafé



- Local chains
- Country specific solutions
 - “corner” stores
 - padaria / bakery
 - informal sector
- Foreign chains



Raw material easily available

FROM HOME TO OUT OF HOME

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KEY TRENDS IN EMERGING MARKETS



- Modern outlets
- Foreign inspired
- Locally adapted
- Fewer artisanal solutions



FROM OUT OF HOME TO HOME

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