

Coffee in New Zealand

Market Direction | 2022-12-08 | 23 pages | Euromonitor

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Report description:

Retail consumption of coffee is expected to continue to demonstrate solid growth in 2022, as New Zealanders have been slow to return to working in the office, preferring instead the convenience of working from home. Thus, the shift in coffee consumption to the home environment that occurred during the pandemic is being maintained, with consumers embracing the use of the coffee machines they purchased during the pandemic.

Euromonitor International's Coffee in New Zealand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Coffee market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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COFFEE IN NEW ZEALAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

New Zealanders working from home invest in coffee machines, fuelling strong growth in fresh coffee

New Zealanders still lacking a coffee machine embrace instant coffee, particularly mixes

Foodservice sales rebound as consumers flock to cafes, although recovery is not complete

PROSPECTS AND OPPORTUNITIES

Foodservice consumption of coffee set to lag pre-pandemic levels as consumers continue to work from home

The longer New Zealanders continue to work from home, the greater the likelihood they will switch to fresh coffee

Unit price of coffee to increase due to both premiumisation and inflation

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