

Australia Coffee Market - Growth, Trends, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 105 pages | Mordor Intelligence

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Report description:

The Australian Coffee Market is projected to reach a CAGR of 5.2% over the next five years.

It has been shown that a significant proportion of Australians choose coffee every day. As a result of the high frequency of coffee drinkers in the country, the market has a bright future. Furthermore, during the projection period, the market demand is driven by consumers' propensity to spend on coffee. Additionally, according to a survey by "Lightspeed HQ," bean origin impacts the price that consumers will pay for a particular cup of coffee, even though the taste is the most crucial consideration. 15% of respondents claimed that this characteristic would make them more likely to pay more for a cup, while 13% indicated that customer service had the most role in influencing their willingness to pay.

The majority of coffee consumers are purchasing a different variety of coffee via online delivery channels. A large number of consumers are ordering their coffee online, thus, increasing the consumption of at-home coffee consumption. According to data published by Coffee Affection in August 2022, annually, Australians consumed the equivalent of 1.91 kg of coffee per person. Despite the fact that opinions about instant coffee and coffee shops are divided across the country, instant coffee is nevertheless consumed significantly more frequently than any other kind.

Australia Coffee Market Trends

Consumer Demand for Certified Coffee Products

The demand for certified coffee expanded in recent years, particularly during the pandemic. This is mostly due to consumers' increased awareness of ethical consumption. In the coffee sector, the certification has helped to maintain ethical and environmental norms. Sustainability is a major concern for both businesses and consumers in the coffee industry. Coffee merchants, roasters, and retailers frequently use certification standards as part of their sustainability strategy. As a result, the demand for certified coffees is increasing. Australian consumers are keen on gaining an overview of the entire supply chain of

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food and beverage, including coffee. Therefore, consumers are readily looking for certified coffee products to ensure the credibility of their coffee purchases. Certifications offer various third-party assurances to consumers. Moreover, companies can switch to eco-friendly farming practices, including organic certifications.

Instant Coffee Holds a Significant Market Share

When it comes to coffee, Australian clients are interested in the origin and flavor of the product. In addition, as city dwellers have less time to prepare coffee, the sale of instant coffee pouches and pods has increased in cities. The instant coffee market has been driven by the urban population's desire for instant refreshments. Mainly, convenience is the foremost factor driving the instant coffee market in Australia, as it is easily prepared compared to fresh coffee. The haste lifestyle of the consumers is aiding the market of convenient food. The distribution of the product is equipped by a majority of the retail channels. The instant coffee market is highly competitive due to the presence of numerous global players in the market. Companies are competing with other companies through joint ventures, partnerships, and product launches to stay in the market. Sighting the rising demand for instant coffee, in 2021, the first-ever instant coffee from Vittoria Coffee was introduced in Australia.

Australia Coffee Market Competitor Analysis

The Australian coffee market is a competitive market, with the presence of both prominent global players as well as various regional players. The Australian coffee market is a highly dynamic market as it is subject to rapid changes in consumer preferences. The players operating in the market use various corporate strategies like partnerships, product launches, and expansions to thrive in the market. The coffee market in the country also has the presence of several single-store independent coffee shops that tend to differentiate themselves based on the quality of coffee offered. Some of the major players in the market include Vittoria Coffee Pty Ltd, Nestle SA, Jab Holdings, Luigi Lavazza SpA, and Conga Foods Pty Ltd.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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