

India Packaged Coffee & Cafe Chain Market 2017 Industry Trend and Forecast

India Packaged Coffee & Cafe Chain Market Overview”, packaged coffee market is growing with a CAGR of around 10% over last five years

PUNE, INDIA, October 26, 2017 /EINPresswire.com/ -- This report gives an in-depth analysis of coffee industry in India. Coffee as a segment has steadily gained share of total consumer spending on beverages over the last many years. Coffee serves as the first rung on the ladder for young consumers in India, while it reflect growing demand among consumers looking for convenient, decent-quality coffee at home and in the workplace. Opportunities for coffee to gain more popularity among new consumers, as well as reclaim those exiting the category, lies in continued modernism, both in terms of developing new flavours and improving quality.

According to “[India Packaged Coffee & Cafe Chain Market Overview](#)”, packaged coffee market is growing with a CAGR of around 10% over last five years. Coffee market consists of two categories viz. packaged coffee and cafe chain market. Instant coffee is creating a huge demand among packaged coffee segment. The convenience, versatility of flavour & format, and branded experience provided by instant coffee enabled it to be positioned as a premium hot drink option, particularly for new coffee drinkers in predominantly lower income tea drinking markets. The easy preparation of instant coffee, as well as its aptitude to be tailored to local taste preferences has made it the "coffee of choice" in most markets in India. Instant coffee has propelled brands like Nestle, HUL and Tata Coffee in its category. However, filter coffee is also expanding its presence among Indian consumers. The market for filter coffee is predominant in southern India where the competition from local/regional players is significant.

The Ready-To-Drink market for coffee based beverages is likely to grow, although it is currently at a very nascent stage. However, it is benefited from a range of new product launches. These products are mainly consumed by young and middle-aged demographics and tend to be consumed in the mornings as an energy booster. The channel which contributes most to the sales of packaged coffee is traditional retail channels, whereas modern retail is currently at moderate stage. The growth of cafe chains over the last decade also boosted the visibility and per capita consumption of coffee among Indian consumers. Cafe Coffee Day, Barista and Tata Starbucks are some of the leading players in cafe market. Coffee consumption is higher in the southern states of the country; however other regions are also expected to increase their consumption during forecast period. Robusta coffee production is much higher than Arabica in India, which is anticipated to increase in the future years.

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Key Product Types

- Packaged Coffee
- Coffee Shops & Cafe

“India Packaged Coffee & Cafe Chain Market Overview” discusses the following aspects of packaged coffee and cafe chains in India:

The report gives an in-depth understanding of packaged coffee & cafe chain market in India:

- Global Coffee Market Outlook
- Global Coffee Market Size By Value & Forecast
- Global Coffee Market Size By Volume & Forecast
- Europe Coffee Market Size By Volume & Forecast
- Asia & Oceania Coffee Market Size By Volume & Forecast
- North America Coffee Market Size By Volume & Forecast
- South America Coffee Market Size By Volume & Forecast
- Africa Coffee Market Size By Volume & Forecast
- Central America & Mexico Coffee Market Size By Volume & Forecast
- Global Coffee Market Segmental Analysis: By Region, By Country
- Global Coffee Market Production
- India Coffee Market Outlook
- India Coffee Market Size By Value & Forecast
- India Coffee Market Segmental Analysis: By Category
- India Packaged Coffee Market Size By Value & Forecast
- India Instant Coffee Market Size By Value & Forecast
- India Filter (Roast & Ground) Coffee Market Size By Value & Forecast
- India Ready-To-Drink Coffee Market Size By Value & Forecast
- India Coffee Market Segmental Analysis: By Company, By Type, By Sales Channel
- India Coffee Shops and Cafe Market Size By Value & Forecast
- India Coffee Shops and Cafe Market Segmental Analysis: By Company
- India Coffee Market Production
- The key vendors in this market space

This report can be useful to Industry consultants, manufacturers and other stakeholders to align their market-centric strategies. In addition to marketing & presentations, it will also increase competitive knowledge about the industry.

Report Methodology

The information contained in this report is based upon both primary and secondary research. Primary research included interviews with various channel partners of packaged coffee and coffee shops in India. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

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