



THE AUSTRALIAN COFFEE MARKET 2011 – 2013

The Australian Coffee Market 2011 – 2013

is the third edition in BIS Foodservice report series on the total supply and demand of coffee in Australia. The development and growth in this market has exceeded the growth of most other beverage types with consumption forecast to continue to rise over the coming years.

The increasing popularity of coffee among all consumer groups and particularly among the younger generation is fast changing Australia from a traditional tea drinking nation to becoming a country where coffee is the number one preferred hot beverage.

THE VALUE & VOLUME OF THE TOTAL MARKET FOR COFFEE IN AUSTRALIA, 2004 – 2011

- > **By market sector:** Retail – Away From Home/Foodservice – Convenience/Route Trade – Workplace. The report reveals shift in market sector shares.
- > **By channel/segment by market sector:** Foodservice – Route Trade
- > **By coffee type:** Instant/Soluble – Ground/Beans – Portion Control/ Other. The report reveals changes in types of coffees consumed.
- > **By number of coffees served:** Million Cups/Foodservice

IMPORTS & EXPORTS OF COFFEE

- > **Imports – Historical Trends 2006 – 2011:** Volume (tonnes) – Value – Average Price of Coffee Imports (\$/Kg) – Source of Imports by Country
- > **Exports – Historical Trends 2006 – 2011:** Volume (tonnes) – Value – Average Price of Coffee Exports (\$/Kg)



MARKET SEGMENTS FOR COFFEE IN THE AWAY FROM HOME MARKET

- > **Total number of outlets by channel/market segment:**
By state – 2001 to 2011
- > **Independent Cafés:** Number of outlets - by state - 2005 & 2011
- > **Café Chains:** Number of outlets by chain – by state – 2005 & 2011
- > **Bakeries with café:** Number of outlets – by state – 2011
- > **Consumer selection criteria for café outlet:**
By state – 2006 & 2011
- > Café chain used most frequently
- > Coffee prices paid by consumers in the Away From Home market

SOURCE OF COFFEE SUPPLY

- > Where do the consumers buy their coffee for home consumption?
- > Which are the main sources of supply for foodservice operators?
- > From where do route trade stores buy their coffee?
- > What are the main sources of supply for offices/workplace?

COFFEE BRANDS

- > **Mainstream & Premium Brands:** Purchased in the Australian market
- > **Awareness of Brands:** Among consumers and among foodservice operators
- > **Brands Purchased Most Frequently:** By market sector
- > **Brand Selection Criteria:** By the coffee consumer
– by the foodservice operator

COFFEE EQUIPMENT

- > **Coffee/Espresso Machines in Foodservice:** Incidence rates & penetration rates by channel – installed base 2007 to 2011 – brand of coffee machine/installed base – type of installation arrangement
- > **Coffee Equipment At Home:** type of equipment used
- > **Coffee Machines in the Workplace:** incidence rates of espresso machines – number of espresso machines installed – type of espresso machine installed

MARKET FORECASTS TO 2013

- > By Market Sector



BIS Foodservice

BIS Foodservice has for more than 25 years provided research and analysis into the food and beverages industry, and in particular the foodservice market, drawing on our two core competencies:

- Market research & market intelligence
- Forecasting

BIS Foodservice runs continuous information services in Australia as well as in-depth country reports in another 17 markets in Asia and The Middle East.

For further details about our business and studies please visit our website:

www.bis.com.au
(click on Foodservice).

Inquiry & consultancy facility

Our consultants are continually available to clients who want to discuss trends, developments and market estimates. We are contactable via telephone and email and will seek to facilitate face-to-face meetings whenever possible.

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