

Coffee Consumption in India – 2009

Coffee has become increasingly popular in India over the last few years. It is no longer a traditional beverage, but a youthful and trendy beverage. The role of Coffee Board in facilitating the growth of domestic consumption is focused primarily on providing consumer insight to marketers and roasters and potential new comers. Before devising any strategy for growing domestic coffee consumption, the Coffee Board commissioned a comprehensive, nationally representative study on beverage habits, practices and attitudes.

This is the fifth formal study of such magnitude conducted by the Coffee Board.

The Coffee Board proposes to conduct such large-scale consumption audits at regular intervals.

The report was commissioned to understand:

- Habits and practices with respect to coffee consumption of urban (South & North) & rural (South)
- Coffee consumption by location and form
- Share of Coffee in the daily basket of beverages consumed
- Attitudes towards Coffee and drivers and barriers to Coffee Consumption

It covers the All India Consumption by zones, age, gender and socio-economic classification (SEC) and attitudes to coffee and will be of immense value to Coffee producers and marketing professionals in India.

Price: Rs. 500

Report is available in CD Format

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Coffee Consumption In India: Trends and Attitudes

- The total pure coffee volume in India is estimated at 102,000 tonnes in 2009.
- Urban consumption dominates with about 73% of total volumes and the remaining 27% accounts for rural consumption (South India).
- In the north, east and west zones, consumption of instant coffee is more predominant than filter coffee. However, in the south zone, consumption of filter coffee is higher than instant coffee.
- South alone consumes nearly 80,538 MT (78%) of total coffee consumed in India. Among the south Indian states Tamil Nadu accounts for 36% of consumption while Karnataka, Andhra Pradesh and Kerala account for 31%, 18% and 15% respectively.
- There is more potential in the non-south, where the occasional consumers are high in number. Occasional drinkers contribute to 52% of total, this essentially means that people have started experiencing this beverage, which should be advantageously used to increase in consumption. Converting them to regular coffee drinkers is an opportunity for growth.
- Between 2003 and 2009, there is a large reduction of non-drinkers but the proportion of occasional drinkers have increased.
The potential for growth lies with occasional drinkers and more so in
 - East zone: 80%
 - North zone: 75% and
 - Western zone: 63%
- The attitude surveys bring out the drivers as well as barriers to consumption. The barriers to coffee consumption in the country viz., that the coffee is not good for health, it is too cumbersome to make a cup of coffee and it is hassle to clean the filter/coffee maker every time.