

Very little information on domestic coffee consumption is available except for proprietary information available with large players in the market. 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 fourth 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
- Café habits

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. The report also contains the directory of café's, vending machines & roasting & grinding outlets in Metros.

Price: Rs. 500

[For Salient Findings of the study - click here](#)

Report is available in CD Format

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Coffee Consumption in India – 2008 – Salient Findings

- The total pure coffee volume in India is estimated at 94,400 tonnes in 2008.
- 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.
- About 74,000 MT is consumed in South India which is 78% share of all India consumption of 94,400 MT
- In south, Tamil Nadu is the largest coffee consuming state with an estimated volume of about 26,705 MT (36%) closely followed by Karnataka with 22,996 MT (31%), Andhra Pradesh & Kerala account for about 13,352 MT (18%) and 11,127 MT (15%).
- About 92% of the population has been introduced to this beverage in 2008, as compared to a 63% in 2005. This essentially means that people have started experimenting with this beverage in the past few years. It is also noted that the 'yesterday consumption' of coffee has increased from 23% in 2005 to 31% in 2008.
- Share of throat of Coffee has marginally decreased from 13% in 2005 to 12% in 2008. However, the coffee consumption yesterday has increased. This can be attributed to the increase in total volume of beverage consumed (increase in yesterday consumption).
- Among those who consumed coffee in the past 12 months, more than a third drink coffee out-of home, at a national level. The out-of-home consumption is gaining popularity in the non-traditional coffee markets, i.e. north, East and West Zone. All these zones have higher potential for out of home consumption ranging from 35% in the West to 42% in the East. The opportunity to increase coffee consumption lies in out-of-home segments, especially through vending machines and cafés.