



THE TOTAL
COFFEE SOLUTION

THE IRISH COFFEE MARKET

November 2019

The Irish coffee market has shown meteoric growth in the out of home market over the last five years and shows no signs of slowing down. With the main driver of change being convenience and choice. Historically, the Irish market has been dominated by dark roast coffees but we're now seeing varying roast profiles that cater to a wider audience. But with more choice comes greater pressure on operators, as consumers are now spoiled for choice and can purchase a good coffee anywhere. Whether that's in a café or a convenience store - this level of convenience is storming the Irish market.

These trends are reflected in our latest bespoke insight in to the coffee buying and drinking behaviours of 1,000 Irish coffee drinkers. Take a look at the highlights.

Phil Smith,
Head of Category & Insight
UCC Coffee UK & Ireland

Coffee driven by insight

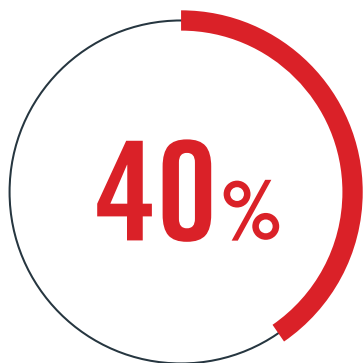
Get in touch to discover what your customers want from their coffee.



E: info@ucc-coffee.co.uk T: 01908 275 520 W: www.ucc-coffee.co.uk



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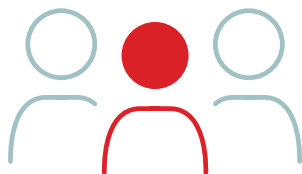
of consumers
perceive purchasing
coffee as a treat



Growth forecast for
coffee market in the
next 5 years*

€3.08

Average amount a
consumer would spend
on a coffee



1/3 consumers buy
coffee out of home
at least once a day

WHAT CONSUMERS WANT



The quality of coffee
is consumers' **#1**
purchase driver



1/3 of consumers
state discounts as their
favourite loyalty benefit



Over **HALF** of consumers
buy the same coffee
every time

THEY CARE. WE CARE.



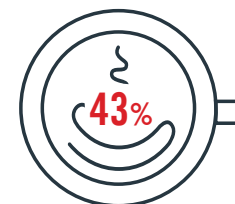
Over **3/4**
of consumers want
their coffee to be
SUSTAINABLE

STRONGER STUFF

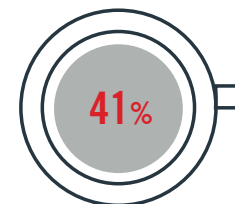
Ireland likes its coffee
stronger than UK counter-
parts. Cappuccino is the
no1 coffee vs UK's
favourite Latte



Cappuccino



Latte



Americano

65%

of consumers are concerned
about the use of single-use
plastic in coffee shops

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*Source: Source UCC commissioned research – Amarach, October 2018, sample size: 1000
Source: Allegra World Coffee Portal Project Café Europe, 2019, sample size: 1000