

IT'S TIME TO GROW YOUR COFFEE BUSINESS FASTER

PART 2

AUTOMATION AND PREMIUMISATION IN CONVENIENCE & FORECOURT

We are in a rapidly changing market, with all trends pointing toward digital experiences such as e-commerce, automated retail and direct-to-consumer designed to enhance the customer experience. Increasing customer interactions with technology, through the likes of self-checkout machines and bean-to-cup coffee machines are giving the consumer a new level of autonomy.

THE RISE OF AUTOMATED RETAIL

\$26.8BN



ESTIMATED WORTH OF THE INTELLIGENT VENDING MACHINE MARKET BY 2024

77%



OF OPERATORS FEEL THE USE OF TECHNOLOGY WILL BE FUNDAMENTAL TO HELPING THEM OPERATE POST LOCKDOWN

1/3



OF CONSUMERS ARE OPEN TO A FULLY AUTOMATED COFFEE SHOP EXPERIENCE

100%



GROWTH IN THE SELF-SERVE BEVERAGE SEGMENT IN THE LAST 5 YEARS

ELEVATED CONVENIENCE

55%



OF COFFEE DRINKS ARE TAKEAWAY/TO-GO

#1



DRIVER OF VALUE & VOLUME IN COFFEE SALES IS QUALITY PERCEPTION

80%



OF CONSUMERS NOW INDICATE THEY EXPECT A SELF-SERVE COFFEE UNIT TO EMULATE THEIR TYPICAL COFFEE SHOP ORDER QUALITY

1/2



OF CONSUMERS HAVE USED A PREMIUM SELF-SERVE MACHINE IN THE LAST YEAR

FOR MANY BUSINESSES, COFFEE IS A SMALL PART OF A MUCH BIGGER PICTURE, BUT A CONSISTENT, QUALITY COFFEE OFFERING CAN BE A KEY GROWTH DRIVER

#1

FASTEST GROWING SECTOR IN COFFEE SALES IS AMONG "NON-SPECIALISTS", THOSE WHERE COFFEE ISN'T THEIR PRIMARY OFFER