

MARKET INNOVATION OVERVIEW

CATEGORY: Coffee & Tea | **COUNTRY:** United Kingdom

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.

A REGIONAL INTRODUCTION:

COFFEE & TEA PRODUCTS IN EUROPE, MIDDLE EAST AND AFRICA

COFFEE

The next generation of RTD coffees: RTD coffee sector is thriving and is primarily driven by younger consumers. Recent innovation in the category illustrates a new direction, focusing more on transparency, quality ingredients and healthier formulations.

The story of coffee beans: Communicating the story of single-origin coffee beans to consumers can elevate the heritage and provenance qualities of coffee, and can also signpost a superior and more nuanced flavour quality.

Make coffee pods more attractive: There are particular opportunities for those with ethical, functional and natural claims, and those that are striving to improve the format's environmental footprint.

TEA

Flavoured teas offer sugar-free indulgence: Indulgent flavoured teas have the potential to fill a gap for those consumers who are looking to move away from sugary beverages.

Cater to vegans/flexitarians: Tea brands can explore various avenues to cater to the growing number of vegan/flexitarian consumers. Tailoring tea blends to suit specific dairy-free milk alternatives is a popular strategy. Opportunity exists to extend the dairy-free concept RTD (iced) tea segment.



COFFEE & TEA PRODUCTS IN UNITED KINGDOM

Market Overview

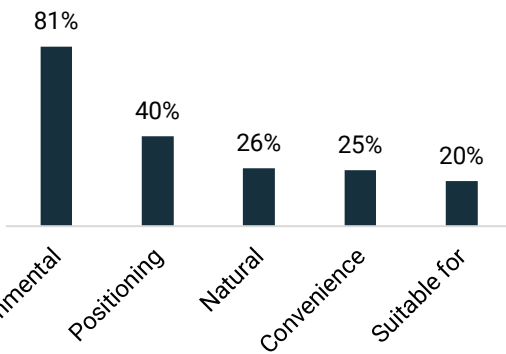
The United Kingdom's coffee & tea sector is expected to grow from €3.23 billion in 2018 to €3.82 billion by 2023, at a CAGR of 3.4%. In volume terms, the sector is expected to increase from 235.7 million kg in 2018 to 247.7 million kg by 2023, registering a CAGR of 1.0%.

Per capita consumption of coffee & tea in the United Kingdom stood at 3.55kg in 2018 and is expected to increase to 3.60kg by 2023. Per capita expenditure in the United Kingdom stood at €48.6 in 2018 and is expected to reach €55.6 by 2023. (GlobalData, 2020)

New Product Development Analysis

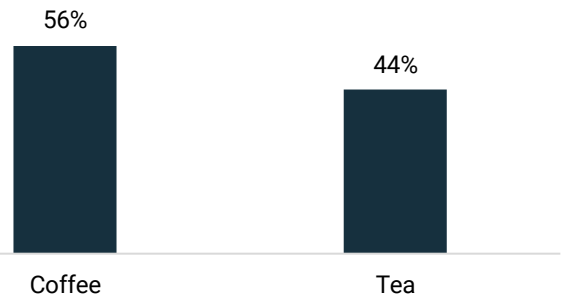
21% of drink products launched in the United Kingdom in 2019 were Coffee & Tea products.

Top 5 Claim Categories in Coffee & Tea product launches, 2019



The most used claim in the coffee & tea products launched in the UK was the 'Eco-friendly Package', from the 'Ethical & environmental' claims. In fact, the claims from this category towered above the others. For the 'Positioning' and the 'Natural' categories, the most used claims were the 'Social Media' and the 'Organic', respectively.

Sub-Categories of Coffee & Tea product launches, 2019



In the United Kingdom's retail market in 2019, it was the 'Coffee' sub-category that saw more activity in terms of new product launches.



This product retails in a 57g recyclable pack containing 10 x 5.7g units, and featuring the Rainforest Alliance Certified logo.



This product retails in a 50g pack featuring the Sugarwise logo, as well as the Facebook and Twitter logos and details.



This contains 15 biodegradable tea pyramids and bears the Organic Food Federation and EU Green Leaf logos.



THE BRITISH CONSUMER

Which of the following attributes are worth paying more for when buying tea? (2019)



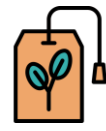
35%

Natural health benefits



26%

Farmed using **techniques that protect the local environment**



34%

Plastic-free tea bags

44%

Of coffee drinkers think that **coffee pods are bad for the environment** (2018)



(GlobalData, 2020)

A GLOBAL LOOK INTO THE FUTURE

Move into wellness: Looking to stay relevant to younger consumers, traditional tea brands move into wellness, while also looking to profit from vegan and anti-sugar movements. Flavoursome botanicals take a key role in RTD tea innovation as brands push forward with healthier formulations. Cannabidiol emerges on the scene. In the same way, for a growing minority of consumers, coffee's taste and stimulation are no longer enough. They demand even more, hence the rise of products with further health and beauty functional claims.

The experience factor: Tea brands are looking to intensify consumer connections by delivering memorable experiences, which include a growing focus on sustainable practices. Whole bean coffee is a hassle to make at home – which has traditionally restricted its retail growth – but coffee shop culture is encouraging more consumers to freshly grind their coffee at home.

TEA

Plastic-free becomes a must: In packaged tea, the polypropylene used to seal teabags has become a concern, while also offering opportunities for brands to take eco-friendly innovation to the next level.

COFFEE

Texture emerges as the new frontier: While creamy texture is important to communicate tasty indulgence, the greatest opportunity for coffee brands lies in texture that delivers the holy trinity of health, satiety, and taste. This will lead to more launches – primarily in the RTD format.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar

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