

# Coffee in Western Europe

June 2022

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Western Europe has the highest regional sales of coffee

After 2020's sales spike, growth rates slow again from 2021

France adds the most new sales over 2016-2021

Fresh ground coffee pods add the bulk of new sales in 2016-2021

Fresh coffee continues to dominate the market in Western Europe

Pandemic boosts retail sales of coffee in Western Europe

E-commerce makes gains during the pandemic...

...but modern grocery retailers continue to dominate coffee sales

## LEADING COMPANIES AND BRANDS

Concentrated competitive landscape for coffee in Western Europe

Leader Nestlé continues to gain share

Germany and France the main markets for most of the top 10 players

Nestlé brands head up the rankings

## FORECAST PROJECTIONS

Modest value growth rates expected over the forecast period

Fresh ground coffee pods will add most new sales

Dynamic growth expected for Turkey, Switzerland and Italy

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

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France: Competitive and Retail Landscape

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Greece: Market Context

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