

Coffee makers market is full of beans!

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Cafe culture at the flick of a switch - Coffee makers market is full of beans!

Latest research from MINTEL sees the rise of cafe culture sending British kitchens into a spin, as sales of coffee machines go through the roof. Sales of coffee makers are steaming ahead, with the number of machines sold more than doubling from 520,000 in 2001 to 1.2 million last year. The market value is also twice what it was in 2001, having hit the Â£50 million mark last year*.

The now ubiquitous coffee shop has raised consumer expectations about the quality of the coffee we drink and how we make it. The breakfast tippie is no longer what it use to be and has come a long way since the days of hot water and freeze-dried instant. Indeed, while coffee machine sales soar, sales of instant coffee have almost ground to a halt, having increased by just 4% over the same five year period.

"The growth in coffee machines largely reflects a high degree of new product development, with coffee makers having fast become an aspirational must have and a real lifestyle statement, especially amongst young urbanites. The fact that a trip to the coffee shop has become an essential detour en route to work has also had a major impact on sales. Many Brits are now accustomed to coffee shop quality coffee and are simply looking to recreate this in the comfort of their own home," comments Julie Sloan, senior market analyst at MINTEL.

One of the key developments in this market has been the rising popularity of "pod" type coffee machines, which use sealed pods to produce "real" coffee, while being more convenient to use than conventional espresso machines with loose coffee. Pod machines have been a real success story with the number sold increasing by a massive 260% between 2002 and 2006, reaching just short of half a million units (470,000) last year.

Espresso/cappuccino makers are also fairing well. Last year almost 420,000 units were sold, having increased by almost 30% over the same 4 year period. Meanwhile, sales of filter machines increased 65% between 2002 and 2006, with as many as 300,000 units sold.

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