

Coffee Consumption in India – 2008 – Salient Findings

- The total pure coffee volume in India is estimated at 94,400 tonnes in 2008.
- Urban consumption dominates with about 73% of total volumes and the remaining 27% accounts for rural consumption (South India).
- In the north, east and west zones, consumption of instant coffee is more predominant than filter coffee. However, in the south zone, consumption of filter coffee is higher than instant coffee.
- About 74,000 MT is consumed in South India which is 78% share of all India consumption of 94,400 MT
- In south, Tamil Nadu is the largest coffee consuming state with an estimated volume of about 26,705 MT (36%) closely followed by Karnataka with 22,996 MT (31%), Andhra Pradesh & Kerala account for about 13,352 MT (18%) and 11,127 MT (15%).
- About 92% of the population has been introduced to this beverage in 2008, as compared to a 63% in 2005. This essentially means that people have started experimenting with this beverage in the past few years. It is also noted that the 'yesterday consumption' of coffee has increased from 23% in 2005 to 31% in 2008.
- Share of throat of Coffee has marginally decreased from 13% in 2005 to 12% in 2008. However, the coffee consumption yesterday has increased. This can be attributed to the increase in total volume of beverage consumed (increase in yesterday consumption).
- Among those who consumed coffee in the past 12 months, more than a third drink coffee out-of-home, at a national level. The out-of-home consumption is gaining popularity in the non-traditional coffee markets, i.e. north, East and West Zone. All these zones have higher potential for out of home consumption ranging from 35% in the West to 42% in the East. The opportunity to increase coffee consumption lies in out-of-home segments, especially through vending machines and cafés.