



Organización Internacional del Café
Organização Internacional do Café
Organisation Internationale du Café

EB 3871/04

21 September 2004
Original: French

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Study

Executive Board
256th Meeting
21 – 24 September 2004
London, England

**Price-elasticity of demand and coffee
consumption in importing countries**

Background

In the context of its programme of activities, the International Coffee Organization aims to promote, encourage and increase the consumption of coffee as a means of contributing towards the re-establishment of a balance between supply and demand with a view to improving the world coffee economy. Special attention is being given to problems related to consumption patterns in importing countries. The purpose of this study is to analyze the relationship between the price-elasticity of demand and consumption in importing countries.

Action

The Executive Board is requested to take note of this document.

1. Despite the low level of world coffee prices, demand remains stagnant and consumption in traditional importing countries shows signs of having reached saturation point. The problem is to determine, on the one hand, whether low world prices are passed on to the final consumer in importing countries in order to encourage consumption and, on the other, whether demand for coffee has become insensitive to price changes. The price-elasticity of demand for an economic good, which measures the responsiveness of demand to changes in its price, generally has a negative value. In other words, a fall in prices encourages an increase in demand. In the case of coffee, however, per capita consumption has fallen in a number of countries despite the low level of prices characterising the market over more than five years, with the average ICO composite indicator price slumping from 133.91 US cents/lb in 1997 to 51.91 US cents/lb in 2003.

2. This study aims to investigate factors that could account for the decline in consumption in coffee importing countries while the price-elasticity of demand remains negative. In other words, it seeks to determine the relationship between this negative price elasticity and falling per capita consumption in a number of countries. The study will focus on: a) analysis of the relation between price levels and per capita consumption; and b) analysis of the relationship between the consumption pattern in importing countries and per capita consumption. The analysis will cover the period from 1965 to 2003 as well as a number of sub-periods, namely: 1965-1969, 1970-1979, 1980-1989, 1990-1999, 1990-1993 and 2000-2003. It comprises the following sections:

- I. Changes in coffee consumption in importing countries
- II. Correlation between prices and per capita consumption
- III. Changes in consumption patterns in importing countries

I. Changes in coffee consumption in importing countries

3. Table 1 shows average consumption in importing countries since 1965. Over the period 1965-2003, average consumption was 54.13 million bags. During the period 2000-2003, average consumption was 61.52 million bags compared to 60.78 million in 1990-1993, an increase of 1.22%. Despite this increase in the average consumption of importing countries, per capita consumption in these countries continued to be low and in many cases the level fell.

Table 1: Average consumption in importing countries

	Averages						
	1965-2003	1965-1969	1970-1979	1980-1989	1990-1999	1990-1993	2000-2003
World consumption	65 244	50 664	57 025	66 153	75 877	73 588	81 003
TOTAL	54 131	44 405	48 867	55 011	60 422	60 785	61 525
U.S.A.	19 198	22 000	19 992	17 881	18 273	18 617	19 319
European Community	29 535	20 524	25 552	31 340	34 518	34 745	33 792
Austria	834	337	545	1 003	1 172	1 297	912
Belgium/Luxembourg	1 186	1 159	1 201	1 272	1 011	892	1 411
Denmark	920	907	1 011	940	865	906	795
Finland	967	817	964	1 027	981	1 048	972
France	4 879	3 789	4 283	5 264	5 430	5 470	5 390
Germany	8 127	5 398	6 526	8 712	10 073	10 263	9 212
Greece	418	207	290	470	504	446	742
Ireland	74	21	43	84	108	108	122
Italy	3 932	2 364	3 234	4 103	4 704	4 537	5 275
Netherlands	2 372	2 213	2 895	2 254	2 281	2 493	1 785
Portugal	404	115	292	325	609	504	733
Spain	2 032	921	1 403	1 983	2 911	2 784	2 915
Sweden	1 573	1 695	1 729	1 624	1 449	1 637	1 214
United Kingdom	2 122	1 395	1 983	2 279	2 422	2 435	2 241
Other importing countries							
Cyprus	35	21	23	33	48	39	59
Japan	3 917	731	2 029	4 214	5 923	5 609	6 861
Norway	679	583	648	712	724	728	686
Switzerland	726	546	618	720	891	930	828

In thousand bags

4. Table 2a shows average per capita consumption in importing countries for the selected periods since 1965. The tables in Annex I show per capita consumption in selected importing countries since 1965.

Table 2a: Average per capita consumption in importing countries

	Averages						
	1965-2003	1965-1969	1970-1979	1980-1989	1990-1999	1990-1993	2000-2003
TOTAL	4.47	4.14	4.30	4.52	4.70	4.80	4.58
U.S.A.	5.00	6.76	5.71	4.59	4.22	4.42	4.06
<i>European Community</i>	4.92	3.68	4.40	5.23	5.58	5.68	5.37
Austria	6.45	2.76	4.34	7.93	8.82	9.91	6.71
Belgium/Luxembourg	6.92	7.02	7.12	7.45	5.76	5.15	7.90
Denmark	10.82	11.26	12.05	11.01	9.94	10.53	8.92
Finland	11.88	10.66	12.32	12.64	11.57	12.51	11.22
France	5.40	4.59	5.24	5.73	5.62	5.74	5.46
Germany	6.16	4.21	5.00	6.80	7.44	7.67	6.71
Greece	2.57	1.35	1.81	2.77	2.88	2.83	4.73
Ireland	1.29	0.43	0.81	1.43	1.79	1.83	2.00
Italy	4.18	2.69	3.51	4.32	4.93	4.77	5.47
Netherlands	8.19	6.65	7.72	9.34	8.91	9.90	6.67
Portugal	2.68	1.87	1.90	1.97	3.68	3.06	4.30
Spain	3.21	1.68	2.37	3.10	4.46	4.29	4.37
Sweden	9.82	9.23	9.75	10.29	10.00	11.37	8.20
United Kingdom	2.23	1.53	2.13	2.41	2.48	2.52	2.26
<i>Other importing countries</i>							
Cyprus	3.14	2.15	2.28	3.03	3.98	4.12	4.69
Japan	1.93	0.44	1.09	2.10	2.84	2.71	3.24
Norway	11.29	12.94	12.69	11.65	9.95	10.21	9.09
Switzerland	6.58	5.47	5.84	6.67	7.67	8.17	6.86

In kilogrammes

5. A comparison of average per capita consumption figures for the period 1990-1993 with those for the period 2000-2003, representing an interval of ten years (Table 2b), shows that per capita consumption fell in the following 11 countries: Austria, Denmark, Finland, France, Germany, the Netherlands, Norway, Sweden, Switzerland, United Kingdom, and the USA. In ten years, per capita consumption fell by 4.74% in importing countries as a whole.

Table 2b: Average per capita consumption (1990-1993 and 2000-2003)

Importing country	Average		% change
	1990-1993	2000-2003	
Austria	9.91	6.71	-31.73
Belgium/Luxembourg	5.15	7.90	53.50
Denmark	10.53	8.92	-15.31
Finland	12.51	11.22	-10.33
France	5.74	5.46	-4.92
Germany	7.67	6.71	-12.52
Greece	2.83	4.73	46.86
Ireland	1.83	2.00	9.15
Italy	4.77	5.47	14.63
Japan	2.71	3.24	19.67
Netherlands	9.90	6.67	-32.59
Norway	10.21	9.09	-10.97
Portugal	3.06	4.30	40.44
Spain	4.29	4.37	1.52
Sweden	11.37	8.20	-27.89
Switzerland	8.17	6.86	-16.06
United Kingdom	2.52	2.26	-10.51
U.S.A.	4.42	4.06	-8.35

In kilogrammes

6. The biggest increases were recorded in the following countries: Belgium/Luxembourg, Greece, Italy, Japan, and Portugal. Consumption has responded differently to changes in price. Table 3 shows average annual retail prices for the periods 1990-1993 and 2000-2003.

Table 3: Average annual retail prices (1990-1993 and 2000-2003)

Importing country	1990	1991	1992	1993	2000	2001	2002	2003
Austria	489.73	457.36	498.90	497.45	304.67	293.23	285.70	317.98
Belgium	326.94	292.40	305.08	278.18	321.59	299.75	305.13	359.53
Cyprus	282.78	280.15	287.14	260.09	357.99	358.16	405.01	491.67
Denmark	380.92	367.19	378.53	348.14	344.74	318.79	309.24	356.94
Finland	297.87	271.90	245.58	193.59	229.17	198.02	184.03	208.80
France	372.90	342.69	231.28	202.98	214.59	199.30	207.22	249.85
Germany	453.50	422.68	448.16	411.76	345.74	318.05	321.77	365.17
Italy	531.46	562.06	586.02	458.84	444.24	433.07	457.12	546.72
Japan	1 025.74	1 188.16	1 262.08	1 457.21	1 291.97	860.15	812.51	818.55
Luxembourg	-	-	-	-	422.94	407.08	428.56	528.10
Netherlands	302.63	295.09	313.31	279.93	281.43	255.28	260.34	320.01
Norway	331.18	316.26	311.57	245.88	298.21	285.57	309.10	348.00
Portugal	412.22	426.76	494.82	426.68	395.35	383.76	385.32	455.63
Spain	362.03	350.42	349.67	278.85	269.01	254.15	258.11	300.07
Sweden	343.45	329.43	310.67	264.55	303.24	253.54	255.04	293.55
Switzerland	483.21	435.93	451.71	426.70	409.29	408.58	446.12	512.44
U.S.A.	296.63	280.87	257.78	247.16	344.98	309.26	292.38	291.63
United Kingdom 1/	1 055.08	1 046.00	1 008.98	843.86	1 290.84	1 185.00	1 210.68	1 333.62

1/ Soluble coffee

II. Correlation between prices and per capita consumption

A. Retail prices and per capita consumption

7. Table 4 shows the results of calculating the correlation between retail prices and per capita consumption for the period 1965-2003 as a whole and for the following sub-periods 1965-1979, 1980-1989, 1990-2003.

Table 4: Correlation between retail prices and per capita consumption in importing countries

Importing country	1965-2003	1965-1979	1980-1989	1990-2003
U.S.A.	-0.92	-0.92	-0.70	-0.72
<i>European Community</i>				
Austria	0.79	0.76	0.35	0.52
Belgium/Luxembourg	-0.09	-0.13	-0.46	0.16
Denmark	-0.55	-0.40	-0.27	-0.12
Finland	-0.47	-0.74	-0.32	-0.50
France	-0.18	-0.21	-0.38	-0.06
Germany	0.65	0.88	0.17	0.36
Italy	-0.32	-0.09	0.42	0.53
Netherlands	0.45	0.27	0.30	0.37
Portugal	0.26	-1.00	-0.11	-0.07
Spain	-0.01	-0.59	0.36	-0.12
Sweden	-0.62	-0.63	-0.43	-0.17
United Kingdom	0.39	-0.02	-0.37	-0.25
<i>Other importing countries</i>				
Japan	0.50	-	0.96	-0.48
Norway	0.10	-0.01	-0.45	-0.22
Switzerland	0.60	-0.11	0.56	0.10

8. The results of the correlation test show that in some of the countries in which per capita consumption has fallen over the last ten years, there is a negative correlation between consumption and retail prices. This means that a fall in prices would lead to an increase in per capita consumption. This result confirms that the price-elasticity of demand for coffee is negative. It seems, however, that in other countries there is an asymmetry between prices and per capita consumption. Table 5 shows changes in per capita consumption and correlation coefficients with retail prices.

Table 5: Changes in per capita consumption and correlation coefficients during the period 1990-2003

Importing country	Changes in per capita consumption 1990-93 and 2000-03 (%)	Correlation coefficient 1990-2003
Austria	-31.73	0.52
Belgium/Luxembourg	53.50	0.16
Denmark	-15.31	-0.12
Finland	-10.33	-0.50
France	-4.92	-0.06
Germany	-12.52	0.36
Italy	14.63	0.53
Japan	19.67	-0.48
Netherlands	-32.59	0.40
Norway	-10.97	-0.22
Portugal	40.44	-0.07
Spain	1.52	-0.12
Sweden	-27.89	-0.17
Switzerland	-16.06	0.10
United Kingdom	-10.51	-0.25
U.S.A.	-8.35	-0.72

9. As can be seen from Table 5, in some countries in which consumption has fallen there is also a negative correlation between per capita consumption and retail prices. The countries concerned are: Denmark, Finland, France, Norway, Sweden, United Kingdom, and USA. On the other hand, other countries have recorded a growth in per capita consumption over the last ten years despite a negative correlation between per capita consumption and retail prices. The countries concerned are Japan, Portugal, and Spain. The analysis also indicates that a number of countries have recorded falling per capita consumption and a positive correlation between this consumption and retail prices. The countries concerned are: Austria, Germany, Netherlands, and Switzerland. Finally, Italy and Belgium, which recorded a growth in per capita consumption during the period under consideration, show a positive correlation between retail prices and per capita consumption. These results make it necessary to determine whether price changes in the world market are passed on at retail price level in importing countries.

B. Correlation between retail prices and world prices

10. Table 6 shows correlation coefficients for changes in retail prices in importing countries and world prices represented by the ICO composite indicator price.

Table 6: Correlation between retail prices and ICO composite indicator price

	1965-2003	1965-1979	1980-1989	1990-2003
U.S.A.	0.64	0.99	0.33	0.84
<i>European Community</i>				
Austria	0.55	0.98	-0.23	0.50
Belgium/Luxembourg	0.63	0.96	0.37	0.92
Denmark	0.75	0.94	0.41	0.92
Finland	0.55	1.00	0.05	0.85
France	0.59	0.86	0.21	0.86
Germany	0.82	0.97	0.22	0.86
Italy	0.39	0.97	-0.16	0.69
Netherlands	0.77	0.99	0.33	0.89
Portugal	0.22	1.00	0.31	0.77
Spain	0.41	0.87	0.05	0.78
Sweden	0.74	0.98	0.37	0.91
United Kingdom	0.27	0.95	-0.21	0.61
<i>Other importing countries</i>				
Japan	-0.06	-	-0.36	0.70
Norway	0.73	0.98	0.46	0.77
Switzerland	0.56	0.97	-0.01	0.74

11. The analysis shows a strong positive correlation between retail prices and the ICO composite indicator price in all importing countries for the period 1990-2003.

12. The main observation to be made on the basis of these various tests is that countries with a negative correlation coefficient should have recorded an increase in per capita consumption since retail prices were cut in response to low world market prices. However, these countries reacted differently and, in some cases very slowly, to negative changes in price. The tests reveal, therefore, that there were changes in the consumption patterns of some countries associated in particular with changes in roasting patterns. Changes in blends may have influenced per capita consumption since in most of these countries price levels no longer seem to be a determining factor in demand.

III. Changes in consumption patterns in importing countries

13. An analysis of consumption patterns could help to identify reasons for the fall in per capita consumption despite the negative price-elasticity of demand. The opinion generally advanced by some operators is that changes made to blends by roasters, who have increased the proportion of coffees with a high-caffeine content or of poorer quality, have contributed to the decline in coffee consumption in traditional consuming countries.

14. In order to clarify this issue, a comparative analysis was made of the composition of imports by countries which have recorded a fall in consumption. Since no reliable statistics are available on the composition of the coffee consumed in these countries, in particular the

share of each of the four types of coffee in its effective consumption, an analysis of the structure of green coffee exports was made. Even if a country's imports do not all directly enter its consumption, since part is destined for re-export, they provide a good indication of the national consumption pattern.

15. Annex II shows the structure of imports of all forms of coffee with a breakdown by the four ICO coffee groups for three periods: 1980-1983, 1990-1993, and 2000-2003. Tables 7a and 7b show changes in the imports of the four groups of coffee for the periods 1990-1993 and 2000-2003.

Table 7a: Changes in the structure of coffee imports: Colombian Milds and Other Milds

Importing country	Colombian Milds % of total imports			Other Milds % of total imports		
	1990-1993	2000-2003	% change	1990-1993	2000-2003	% change
Austria	9.75	10.37	0.62	23.88	19.48	-4.4
Belgium/Luxembourg	8.02	11.89	3.87	10.95	20.14	9.19
Denmark	24.33	13.02	-11.31	6.41	21.21	14.8
Finland	44.28	20.88	-23.4	25.12	30.86	5.74
France	10.02	6	-4.02	11.96	13	1.04
Germany	40.7	14.33	-26.37	27.06	29.38	2.32
Italy	7.62	4.29	-3.33	15.53	19.1	3.57
Japan	20.84	20.79	-0.05	20.72	20.82	0.1
Netherlands	24.01	10.34	-13.67	17.86	23.3	5.44
Norway	32.92	23.75	-9.17	9.09	24.11	15.02
Sweden	38.35	25.98	-12.37	10.41	24.24	13.83
Switzerland	18.18	11.9	-6.28	41.86	37.22	-4.64
United Kingdom	19.89	11.15	-8.74	12.63	15.55	2.92
U.S.A.	17.42	16.27	-1.15	44.22	39.2	-5.02

Table 7b: Changes in the structure of coffee imports: Brazilian Naturals and Robustas

Importing country	Brazilian Naturals % of total imports			Robustas % of total imports		
	1990-1993	2000-2003	% change	1990-1993	2000-2003	% change
Austria	22.19	25.78	3.59	39.21	14.21	-25
Belgium/Luxembourg	18.1	18.23	0.13	22.51	18.67	-3.84
Denmark	42.97	40.09	-2.88	14.07	10.58	-3.49
Finland	27.17	39.39	12.22	0.78	1.77	0.99
France	18.33	19.47	1.14	41.28	29.26	-12.02
Germany	12.6	29.28	16.68	15.11	20.43	5.32
Italy	29.31	31.26	1.95	43.4	36.5	-6.9
Japan	29.87	33.16	3.29	25.86	22.23	-3.63
Netherlands	15.16	17.15	1.99	22.59	16.4	-6.19
Norway	48.86	37.96	-10.9	1.84	1.23	-0.61
Sweden	38.35	25.98	-12.37	0.5	1.31	0.81
Switzerland	18.98	18.87	-0.11	12.62	16.47	3.85
United Kingdom	18.01	12.31	-5.7	21.92	24.21	2.29
U.S.A.	23.44	19.65	-3.79	10.52	16.39	5.87

16. Table 8 shows changes in average per capita consumption and corresponding changes in the structure of imports in importing countries.

Table 8: Changes in per capita consumption and changes in the percentage share of coffee groups in imports between 1990-1993 and 2000-2003

Importing country	% change	Variations of % of total imports			
	Per capita consumption	Colombian Milds	Other Milds	Brazilian Naturals	Robustas
Austria	-31.73	0.62	-4.4	3.59	-25
Belgium/Luxembourg	53.50	3.87	9.19	0.13	-3.84
Denmark	-15.31	-11.31	14.8	-2.88	-3.49
Finland	-10.33	-23.4	5.74	12.22	0.99
France	-4.92	-4.02	1.04	1.14	-12.02
Italy	14.63	-3.33	3.57	1.95	-6.9
Germany	-12.52	-26.37	2.32	16.68	5.32
Japan	19.67	-0.05	0.1	3.29	-3.63
Netherlands	-32.59	-13.67	5.44	1.99	-6.19
Norway	-10.97	-9.17	15.02	-10.9	-0.61
Sweden	-27.89	-12.37	13.83	-12.37	0.81
Switzerland	-16.06	-6.28	-4.64	-0.11	3.85
United Kingdom	-10.51	-8.74	2.92	-5.7	2.29
U.S.A.	-8.35	-1.15	-5.02	-3.79	5.87

17. The results of the analysis are not clear enough to permit any definitive conclusions. In Germany, which is Europe's biggest market with an average annual consumption of more than 9.1 million bags, per capita consumption fell by 12.52% in ten years and the share of Colombian Mild Arabicas fell by 26.37% while that of Other Mild Arabicas, Brazilian Naturals and Robustas increased by 2.32%, 16.68% and 5.32% respectively. The Scandinavian countries (Denmark, Finland, Norway and Sweden), which traditionally had very high levels of per capita consumption, have recorded falls in the last ten years. The share of Colombian Milds in their imports has also decreased. France, a traditional Robusta consumer, has also witnessed a 4.92% decline in its per capita consumption and a fall of 12.02% in the share of Robustas in its total coffee imports. In any event, caffeine content depends on origin. For example, Other Mild Arabicas from Costa Rica have a caffeine content of between 1.22% and 1.45% compared to 1.37% for Mild Arabicas from Colombia. In Brazil, the average caffeine content is between 1.13% and 1.15% for Arabicas.

18. The caffeine content per cup depends on the methods used for preparation of the beverage. Espresso coffee has a caffeine content of between 70 and 80 mg per 100ml of coffee whereas mocha contains 100mg. Filter coffee has a caffeine content of between 120 and 130mg/100ml; soluble contains around 60 mg and decaffeinated coffee only 3mg.

IV. Conclusion

19. The price-elasticity of demand depends on the time series taken into account. Demand is much more elastic over a long-term period than in the short term. In most traditional coffee-drinking countries consumption seems to have reached saturation point. At this point a fall in price does not entail an increase in consumption in the short or medium term. Improvement in cup quality could, however, be a factor in increasing consumption. Quality criteria include caffeine content, taste and aroma.

20. Moreover, it would appear that the image of coffee and the available scientific information are determining factors in any consumption increase. The relationship between coffee and health in the past does not seem to have been properly understood because of lack of information both among the general public and among public health personnel. Generic promotion campaigns should cover health concerns which have a negative impact on the growth of consumption. The Positively Coffee Programme¹, which has strong support from the private sector and the scientific community, aims to reduce health concerns among the general public in relation to coffee consumption. Finally, it should be noted that this analysis merely gives some indications and would be much more precise if importing countries were able to provide more detailed information on the structure of their imports and re-exports.

¹ See www.positivelycoffee.com.

Per capita disappearance in importing countries
Calendar years 1965 to 1974

(kilogram)

	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974
TOTAL	<u>4.05</u>	<u>4.01</u>	<u>4.10</u>	<u>4.26</u>	<u>4.27</u>	<u>4.25</u>	<u>4.24</u>	<u>4.39</u>	<u>4.48</u>	<u>4.34</u>
U.S.A.	6.85	6.70	6.81	6.85	6.58	6.33	6.09	6.36	6.28	5.94
European Community	<u>3.47</u>	<u>3.50</u>	<u>3.57</u>	<u>3.85</u>	<u>3.99</u>	<u>4.03</u>	<u>4.18</u>	<u>4.25</u>	<u>4.48</u>	<u>4.28</u>
Austria	2.38	2.49	2.71	2.97	3.27	3.71	3.75	4.10	3.94	3.45
Belgium/Luxembourg	7.58	6.47	6.88	6.85	7.32	6.61	7.26	7.07	7.43	6.47
Denmark	10.71	10.69	10.83	11.69	12.38	12.88	12.99	12.18	12.01	12.93
Finland	10.97	9.20	10.41	11.04	11.68	14.13	8.40	11.96	11.61	13.10
France	4.47	4.60	4.27	4.91	4.69	4.71	5.04	4.85	5.09	5.25
Germany	4.09	4.10	4.06	4.30	4.48	4.37	4.72	4.72	4.83	4.50
Greece	1.28	1.31	1.44	1.51	1.59	1.54	1.60	1.91	1.91	1.79
Ireland	0.31	0.40	0.43	0.49	0.53	0.69	0.56	0.79	0.74	0.65
Italy	2.39	2.54	2.75	2.85	2.93	3.05	3.28	3.25	3.63	3.67
Netherlands	6.40	5.95	6.66	6.85	7.41	6.75	7.17	8.32	7.77	7.04
Portugal				1.73	2.00	1.95	2.26	2.49	2.37	2.25
Spain	1.46	1.59	1.66	1.76	1.95	2.05	1.95	2.13	2.29	2.66
Sweden	12.23	12.75	13.06	13.55	13.11	10.10	9.14	10.27	9.53	9.89
United Kingdom	1.30	1.41	1.53	1.57	1.83	1.99	2.13	2.03	2.69	1.98
Cyprus	1.12	2.40	2.24	2.20	2.80	2.20	1.87	2.56	3.52	1.14
Japan	0.32	0.38	0.44	0.49	0.55	0.71	0.75	0.80	0.85	1.31
Norway	8.68	9.28	9.37	9.24	9.60	10.10	9.14	10.27	9.53	9.89
Switzerland	6.24	4.61	5.85	5.50	5.14	5.51	5.58	6.08	5.73	6.31

Per capita disappearance in importing countries
Calendar years 1975 to 1984

(kilogram)

Importing Member	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984
TOTAL	<u>4.45</u>	<u>4.57</u>	<u>3.66</u>	<u>4.07</u>	<u>4.51</u>	<u>4.25</u>	<u>4.40</u>	<u>4.50</u>	<u>4.58</u>	<u>4.46</u>
U.S.A.	5.68	5.88	4.38	4.97	5.22	4.63	4.53	4.77	4.63	4.71
European Community	<u>4.66</u>	<u>4.78</u>	<u>3.97</u>	<u>4.42</u>	<u>4.97</u>	<u>4.77</u>	<u>5.15</u>	<u>5.16</u>	<u>5.35</u>	<u>5.06</u>
Austria	4.84	4.94	4.12	4.79	5.79	6.93	6.55	7.92	8.53	7.73
Belgium/Luxembourg	6.96	8.75	5.68	7.13	7.83	7.13	8.58	7.15	8.84	7.25
Denmark	13.02	12.14	10.75	11.00	10.58	11.03	11.79	11.46	11.15	11.05
Finland	13.71	15.18	10.54	11.72	12.87	13.32	13.53	12.76	12.93	14.59
France	5.65	5.47	5.01	5.57	5.77	5.87	6.05	5.91	5.94	5.39
Germany	5.06	5.26	5.16	5.33	6.00	5.92	6.27	6.55	6.69	6.38
Greece	2.31	2.20	1.56	1.67	2.65	2.66	2.63	2.65	2.81	3.00
Ireland	0.74	1.13	0.70	0.89	1.25	1.02	1.10	1.00	1.17	1.48
Italy	3.63	3.82	3.30	3.45	4.03	3.91	3.98	4.33	4.34	3.89
Netherlands	8.87	9.52	6.20	7.06	8.47	7.70	9.09	8.97	9.58	9.46
Portugal	1.61	2.09	1.15	1.44	1.39	0.94	1.48	1.43	1.93	2.00
Spain	2.72	2.67	1.86	2.57	2.82	2.28	2.75	2.76	3.19	2.92
Sweden	14.10	14.03	8.61	12.13	12.17	11.43	12.91	11.73	12.14	11.29
United Kingdom	2.16	2.06	1.73	1.86	2.62	2.15	2.55	2.44	2.41	2.51
Cyprus	2.23	2.46	1.57	2.13	3.10	2.76	2.95	2.63	6.55	0.00
Japan	1.26	1.25	1.24	1.13	1.64	1.73	1.68	1.85	1.94	2.00
Norway	9.74	10.32	7.20	11.14	10.19	9.74	10.26	10.51	11.36	10.39
Switzerland	6.94	6.49	5.29	5.29	5.17	6.38	6.57	5.58	6.00	6.04

Per capita disappearance in importing countries
Calendar years 1985 to 1994

(kilogram)

Importing Member	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994
TOTAL	4.48	4.48	4.70	4.65	4.74	4.74	4.81	4.79	4.87	4.65
U.S.A.	4.67	4.42	4.54	4.42	4.54	4.43	4.47	4.33	4.50	4.01
European Community	5.09	5.21	5.51	5.48	5.55	5.61	5.61	5.74	5.75	5.59
Austria	7.34	7.72	8.15	7.99	10.47	10.40	10.00	9.19	10.03	8.11
Belgium/Luxembourg	7.63	7.17	6.96	7.07	6.76	7.10	4.39	4.29	4.80	5.75
Denmark	11.04	11.00	10.65	10.20	10.74	10.10	10.59	11.13	10.30	10.48
Finland	10.09	12.04	12.61	11.68	12.80	12.87	11.56	12.26	13.35	12.38
France	5.46	5.47	5.82	5.76	5.63	5.50	5.84	5.87	5.75	5.32
Germany	6.06	6.73	7.39	7.43	7.54	6.86	7.86	8.02	7.93	7.53
Greece	2.96	2.18	3.00	3.16	3.45	3.73	2.27	1.86	0.86	2.05
Ireland	1.59	1.81	1.59	1.85	1.66	2.04	1.92	1.54	1.82	2.14
Italy	4.93	4.37	4.51	4.40	4.50	5.06	4.47	4.36	5.18	5.00
Netherlands	9.41	9.65	10.48	9.95	9.07	10.25	9.90	10.08	9.35	8.28
Portugal	2.24	1.69	2.70	2.54	2.70	2.83	2.72	3.48	3.21	4.08
Spain	2.75	3.46	3.27	3.63	4.01	4.19	4.09	4.68	4.19	4.28
Sweden	11.60	11.64	11.71	11.08	10.95	11.85	11.16	11.31	11.14	11.41
United Kingdom	2.44	2.41	2.48	2.45	2.28	2.45	2.43	2.60	2.61	2.71
Cyprus	2.95	1.38	3.27	4.45	3.40	3.00	4.09	3.13	6.25	4.19
Japan	2.14	2.23	2.44	2.49	2.49	2.54	2.92	2.54	2.83	2.92
Norway	10.47	10.13	10.81	9.16	10.09	10.29	10.66	10.29	9.61	11.11
Switzerland	6.17	6.59	7.10	7.78	8.44	8.12	8.37	8.68	7.51	8.10

Per capita disappearance in importing countries
Calendar years 1995 to 2003

(kilogram)

	1995	1996	1997	1998	1999	2000	2001	2002	2003
TOTAL	4.52	4.64	4.59	4.64	4.70	4.53	4.56	4.54	4.66
U.S.A.	3.98	4.10	4.00	4.14	4.24	3.96	4.09	3.95	4.25
European Community	5.35	5.57	5.56	5.53	5.53	5.37	5.29	5.37	5.43
Austria	7.54	8.11	8.17	8.20	8.44	6.57	7.74	7.10	5.64
Belgium/Luxembourg	6.39	6.38	5.69	7.54	5.29	7.32	5.52	9.14	9.61
Denmark	8.70	9.91	8.97	9.57	9.66	8.84	9.66	9.02	8.15
Finland	8.62	10.56	11.00	11.71	11.43	11.26	11.01	11.22	11.38
France	5.51	5.72	5.68	5.49	5.70	5.50	5.31	5.54	5.48
Germany	7.37	7.16	7.22	7.01	7.46	6.70	6.90	6.59	6.64
Greece	2.20	4.19	4.31	3.87	3.69	4.27	3.47	5.18	6.01
Ireland	1.78	1.45	1.59	1.49	2.17	1.31	2.29	2.08	2.31
Italy	4.86	4.95	5.08	5.16	5.14	5.36	5.44	5.36	5.70
Netherlands	8.90	9.84	9.19	7.56	5.71	7.21	6.47	6.10	6.90
Portugal	3.82	3.79	3.75	4.30	4.79	4.08	4.47	4.30	4.34
Spain	4.21	4.49	4.63	4.67	5.12	4.60	4.27	4.33	4.21
Sweden	8.17	8.78	8.46	8.47	8.70	8.00	8.49	8.33	7.96
United Kingdom	2.25	2.43	2.46	2.62	2.27	2.37	2.19	2.25	2.22
Cyprus	3.53	4.14	3.24	3.92	4.32	5.37	4.34	4.48	4.56
Japan	2.98	2.83	2.90	2.91	3.00	3.17	3.31	3.27	3.21
Norway	9.04	9.77	9.18	9.52	10.56	8.79	9.46	9.13	8.99
Switzerland	7.97	7.82	6.03	6.84	7.25	6.90	6.80	6.78	6.95

**4-YEAR AVERAGE IMPORTS OF ALL FORMS OF COFFEE
BY GROUP BY SELECTED IMPORTING COUNTRIES**

(000 bags)

Austria

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
<u>TOTAL</u>	<u>994</u>	<u>100.00</u>	<u>1 995</u>	<u>100.00</u>	<u>1 425</u>	<u>100.00</u>
<i>Exporting countries</i>	<i>899</i>	<i>90.37</i>	<i>1 702</i>	<i>85.28</i>	<i>995</i>	<i>69.84</i>
Colombian Milds	143	14.38	195	9.75	148	10.37
Other Milds	309	31.10	477	23.88	278	19.48
Brazilian Naturals	332	33.34	443	22.19	367	25.78
Robustas	115	11.54	782	39.21	203	14.21
Importing Members	93	9.33	92	4.61	419	29.37
Non-Members	3	0.30	7	0.33	10	0.68
Unspecified	0	0.00	1	0.03	2	0.11

Belgium/Luxembourg

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
<u>TOTAL</u>	<u>1 835</u>	<u>100.00</u>	<u>1 914</u>	<u>100.00</u>	<u>3 783</u>	<u>100.00</u>
<i>Exporting countries</i>	<i>1 029</i>	<i>56.08</i>	<i>1 140</i>	<i>59.58</i>	<i>2 608</i>	<i>68.94</i>
Colombian Milds	221	12.03	154	8.02	450	11.89
Other Milds	233	12.70	210	10.95	762	20.14
Brazilian Naturals	376	20.47	346	18.10	690	18.23
Robustas	200	10.89	431	22.51	707	18.67
Importing Members	770	41.98	733	38.31	1 147	30.31
Non-Members	36	1.93	5	0.26	28	0.75
Unspecified	0	0.00	36	1.86	0	0.00

Denmark

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
<u>TOTAL</u>	<u>1 080</u>	<u>100.00</u>	<u>1 002</u>	<u>100.00</u>	<u>1 056</u>	<u>100.00</u>
<i>Exporting countries</i>	<i>910</i>	<i>84.24</i>	<i>880</i>	<i>87.79</i>	<i>897</i>	<i>84.90</i>
Colombian Milds	190	17.59	244	24.33	138	13.02
Other Milds	60	5.51	64	6.41	224	21.21
Brazilian Naturals	487	45.09	431	42.97	424	40.09
Robustas	173	16.04	141	14.07	112	10.58
Importing Members	149	13.80	115	11.45	152	14.37
Non-Members	21	1.97	7	0.73	6	0.57
Unspecified	0	0.00	0	0.02	2	0.17
Metropoles	0	0.00	0	0.00	0	0.00

Finland

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	1 081	100.00	1 121	100.00	1 087	100.00
<i>Exporting countries</i>	<i>1 065</i>	<i>98.47</i>	<i>1 091</i>	<i>97.35</i>	<i>1 010</i>	<i>92.89</i>
Colombian Milds	463	42.85	496	44.28	227	20.88
Other Milds	337	31.15	282	25.12	336	30.86
Brazilian Naturals	259	23.98	305	27.17	428	39.39
Robustas	5	0.49	9	0.78	19	1.77
Importing Members	14	1.27	30	2.65	70	6.42
Non-Members	3	0.25	0	0.00	8	0.69

France

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	5 853	100.00	6 458	100.00	6 847	100.00
<i>Exporting countries</i>	<i>5 244</i>	<i>89.59</i>	<i>5 269</i>	<i>81.59</i>	<i>4 637</i>	<i>67.72</i>
Colombian Milds	379	6.47	647	10.02	411	6.00
Other Milds	581	9.93	772	11.96	890	13.00
Brazilian Naturals	1 124	19.20	1 184	18.33	1 333	19.47
Robustas	3 161	53.99	2 666	41.28	2 004	29.26
Importing Members	586	10.02	1 152	17.84	2 041	29.81
Non-Members	15	0.26	10	0.15	57	0.83
Unspecified	4	0.07	13	0.21	112	1.64
Metropoles	4	0.06	14	0.22	0	0.00

Germany

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	9 850	100.00	13 699	100.00	15 282	100.00
<i>Exporting countries</i>	<i>9 423</i>	<i>95.66</i>	<i>13 079</i>	<i>95.47</i>	<i>14 276</i>	<i>93.42</i>
Colombian Milds	3 854	39.13	5 576	40.70	2 190	14.33
Other Milds	2 496	25.34	3 707	27.06	4 490	29.38
Brazilian Naturals	1 934	19.63	1 726	12.60	4 474	29.28
Robustas	1 139	11.57	2 070	15.11	3 121	20.43
Importing Members	143	1.45	593	4.33	852	5.57
Non-Members	3	0.03	20	0.15	145	0.95
Unspecified	282	2.86	7	0.05	10	0.06

Italy

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	3 978	100.00	5 016	100.00	6 606	100.00
<i>Exporting countries</i>	<i>3 875</i>	<i>97.40</i>	<i>4 808</i>	<i>95.86</i>	<i>6 021</i>	<i>91.14</i>
Colombian Milds	298	7.49	382	7.62	284	4.29
Other Milds	475	11.93	779	15.53	1 262	19.10
Brazilian Naturals	1 453	36.53	1 470	29.31	2 065	31.26
Robustas	1 649	41.46	2 177	43.40	2 411	36.50
Importing Members	55	1.38	185	3.68	529	8.00
Non-Members	45	1.14	4	0.07	24	0.37
Unspecified	3	0.08	19	0.38	32	0.48

Japan

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	3 434	100.00	5 465	100.00	7 033	100.00
<i>Exporting countries</i>	<i>3 269</i>	<i>95.19</i>	<i>5 316</i>	<i>97.28</i>	<i>6 823</i>	<i>97.01</i>
Colombian Milds	521	15.17	1 139	20.84	1 463	20.79
Other Milds	758	22.08	1 132	20.72	1 465	20.82
Brazilian Naturals	1 049	30.54	1 632	29.87	2 332	33.16
Robustas	941	27.40	1 413	25.86	1 564	22.23
Importing Members	154	4.48	138	2.53	150	2.14
Non-Members	12	0.33	10	0.19	60	0.86
Unspecified	0	0.00	0	0.00	0	0.00

Netherlands

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	2 637	100.00	3 065	100.00	3 010	100.00
<i>Exporting countries</i>	<i>2 284</i>	<i>86.64</i>	<i>2 440</i>	<i>79.61</i>	<i>2 023</i>	<i>67.19</i>
Colombian Milds	764	28.99	736	24.01	311	10.34
Other Milds	382	14.49	547	17.86	701	23.30
Brazilian Naturals	508	19.28	465	15.16	516	17.15
Robustas	630	23.89	692	22.59	494	16.40
Importing Members	335	12.72	619	20.19	958	31.83
Non-Members	17	0.64	6	0.20	30	0.98
Unspecified	0	0.00	0	0.00	0	0.00

Norway

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	725	100.00	734	100.00	692	100.00
<i>Exporting countries</i>	<i>662</i>	<i>91.37</i>	<i>681</i>	<i>92.71</i>	<i>602</i>	<i>87.06</i>
Colombian Milds	154	21.19	242	32.92	164	23.75
Other Milds	83	11.49	67	9.09	167	24.11
Brazilian Naturals	402	55.52	359	48.86	263	37.96
Robustas	23	3.17	14	1.84	9	1.23
Importing Members	60	8.21	52	7.08	86	12.47
Non-Members	3	0.41	2	0.20	3	0.47

Sweden

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	1 694	100.00	1 753	100.00	1 434	100.00
<i>Exporting countries</i>	<i>1 582</i>	<i>93.37</i>	<i>1 573</i>	<i>89.70</i>	<i>1 384</i>	<i>96.54</i>
Colombian Milds	600	35.40	672	38.35	373	25.98
Other Milds	175	10.34	183	10.41	348	24.24
Brazilian Naturals	797	47.03	709	40.44	646	45.02
Robustas	10	0.60	9	0.50	19	1.31
Importing Members	110	6.51	175	9.97	42	2.93
Non-Members	2	0.12	3	0.19	7	0.51
Unspecified	0	0.00	3	0.14	0	0.02

Switzerland

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	1 056	100.00	1 116	100.00	1 248	100.00
<i>Exporting countries</i>	<i>994</i>	<i>94.13</i>	<i>1 022</i>	<i>91.64</i>	<i>1 054</i>	<i>84.46</i>
Colombian Milds	163	15.44	203	18.18	149	11.90
Other Milds	407	38.57	467	41.86	465	37.22
Brazilian Naturals	242	22.92	212	18.98	236	18.87
Robustas	182	17.19	141	12.62	206	16.47
Importing Members	46	4.31	89	7.93	135	10.80
Non-Members	17	1.56	2	0.20	59	4.75
Unspecified	0	0.00	3	0.22	0	0.00

UK

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	2 491	100.00	2 998	100.00	3 076	100.00
<i>Exporting countries</i>	<i>2 086</i>	<i>83.73</i>	<i>2 172</i>	<i>72.44</i>	<i>1 945</i>	<i>63.23</i>
Colombian Milds	214	8.57	596	19.89	343	11.15
Other Milds	306	12.26	379	12.63	479	15.55
Brazilian Naturals	836	33.57	540	18.01	379	12.31
Robustas	731	29.33	657	21.92	745	24.21
Importing Members	400	16.04	823	27.44	1 087	35.32
Non-Members	5	0.21	3	0.11	34	1.09
Unspecified	1	0.03	0	0.00	11	0.37

USA

	average 1980-83		average 1990-93		average 2000-03	
	volume	percentage	volume	percentage	volume	percentage
TOTAL	18 676	100.00	20 779	100.00	22 474	100.00
<i>Exporting countries</i>	<i>18 136</i>	<i>97.11</i>	<i>19 864</i>	<i>95.60</i>	<i>20 567</i>	<i>91.51</i>
Colombian Milds	2 414	12.92	3 619	17.42	3 657	16.27
Other Milds	6 829	36.57	9 188	44.22	8 810	39.20
Brazilian Naturals	4 965	26.58	4 871	23.44	4 416	19.65
Robustas	3 929	21.04	2 187	10.52	3 684	16.39
Importing Members	409	2.19	668	3.22	1 195	5.32
Non-Members	130	0.70	246	1.19	712	3.17
Unspecified	0	0.00	0	0.00	1	0.00