



INTERNATIONAL COFFEE ORGANIZATION
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ
ORGANISATION INTERNATIONALE DU CAFÉ

ICC 107-11

22 September 2011
Original: French

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International Coffee Council
107th Session
26 – 30 September 2011
London, United Kingdom

**Drinking patterns in selected
importing countries**

Background

In accordance with the provisions of the 2007 International Coffee Agreement, the International Coffee Organization is required to facilitate the expansion and transparency of international trade in all types and forms of coffee and to publish studies and reports on the results of research and development in coffee matters. Taking into account these provisions the Programme of Activities for the Organization for coffee year 2010/11 (document ICC-105-21) includes the preparation of a study on coffee drinking patterns. This document contains an analysis of the structure of coffee consumption in selected importing countries.

Action

The Council is requested to take note of this document.

COFFEE CONSUMPTION IN SELECTED IMPORTING COUNTRIES

EXECUTIVE SUMMARY

1. This study looks at trends and developments in coffee drinking patterns in eight importing countries during the period 1997 to 2010. It uses data from the Euromonitor market research database, and applies it to ICO total consumption statistics.

2. The two main topics of interest are the respective shares of fresh versus soluble coffee consumption, and at-home versus out-of-home consumption. It is found that, with the exception of the Russian Federation and the UK, fresh coffee outperforms soluble coffee in the volume consumed. Furthermore, in all countries, more coffee is consumed at home than out of home, although the percentage share ranges from 55.5% in Spain to 91% in the Russian Federation. In every country except the Russian Federation, the percentage share of out-of-home consumption fell in 2010, possibly as a consequence of the global financial crisis.

INTRODUCTION

3. Coffee consumption in a country can take various forms, including soluble and filter coffee. The preparation of the beverage and the location of consumption are largely influenced by the national culture of individual countries. The aim of this study is to analyse the structure of coffee consumption in selected importing countries, seeking to provide answers to a number of questions including the following:

- What are the origins of coffees consumed in these countries?
- What forms of coffee are consumed and in what proportions?
- In what locations is coffee consumed in each of these importing countries?

4. The analysis uses a market research database subscribed to by the Organization in order to expand information sources for Members¹. It covers the period from 1997 to 2010 for which reliable data are available. The selection of importing countries is based on the following criteria: an average national consumption of at least 2.5 million bags during the period covered by the study based on information received from Members; and the availability of statistical data. The following eight countries were selected on this basis: the USA, Germany, Japan, Italy, France, Spain, the Russian Federation and the United Kingdom (Table 1).

¹ Information on market structures was obtained via the database provided by Euromonitor International, a privately owned company specialising in market research.

Table 1: Consumption in selected importing countries

	USA	Germany	Japan	Italy	France	Spain	Russian Federation	UK	All selected countries	All importing countries	World total
1997	17 795	9 670	5 968	4 913	5 487	2 977	1 857	2 441	51 109	76 380	100 539
1998	18 604	9 976	6 052	4 936	5 351	2 996	1 647	2 588	52 150	78 037	103 018
1999	19 359	9 748	6 273	4 919	5 578	3 324	1 352	2 276	52 829	80 313	105 853
2000	18 746	8 770	6 626	5 149	5 402	2 991	1 863	2 342	51 889	79 116	105 499
2001	19 554	9 059	6 936	5 243	5 253	2 795	2 983	2 215	54 037	82 008	109 808
2002	19 125	8 498	6 875	5 182	5 526	2 833	3 446	2 261	53 745	82 975	111 428
2003	20 193	9 499	6 770	5 507	5 394	2 740	3 582	2 236	55 920	84 645	114 037
2004	20 973	10 445	7 117	5 469	4 929	2 705	3 086	2 458	57 183	89 099	119 953
2005	20 998	8 665	7 128	5 552	4 787	3 007	3 212	2 680	56 029	88 172	120 681
2006	20 667	9 151	7 268	5 593	5 278	3 017	3 263	3 059	57 295	90 194	124 488
2007	21 033	8 627	7 282	5 821	5 628	3 198	4 055	2 824	58 468	93 074	129 376
2008	21 652	9 535	7 065	5 892	5 152	3 485	3 716	3 067	59 564	94 848	132 646
2009	21 436	8 897	7 130	5 806	5 677	3 352	3 131	3 220	58 649	92 293	131 278
2010	21 784	9 292	7 180	5 781	5 904	3 232	3 661	3 123	59 996	93 601	134 012
Average	20 137	9 274	6 833	5 412	5 382	3 047	2 918	2 628	55 633	86 054	117 330
% Share in all importing countries	23.4%	10.8%	7.9%	6.3%	6.3%	3.5%	3.4%	3.1%	64.6%	100.0%	
% Share in world total	17.2%	7.9%	5.8%	4.6%	4.6%	2.6%	2.5%	2.2%	47.4%	73.3%	100.0%

In thousand 60-kg bags

Source: ICO data

5. The total average consumption of selected importing countries during the period studied (1997 to 2010) was 55.6 million bags, representing 47.4% of world consumption and 73.3% of the total average consumption of importing countries. Table 2 shows average imports of selected countries during the period covered by the study.

Table 2: Imports by selected importing countries

	USA	Germany	Japan	Italy	France	Spain	Russian Federation	UK
1997	20 343	13 905	5 921	5 743	6 704	3 777	2 185	2 929
1998	21 030	13 740	6 027	5 889	6 576	3 718	1 732	3 142
1999	22 746	14 320	6 547	5 943	6 676	3 986	1 368	2 907
2000	23 767	13 895	6 908	6 315	6 520	3 768	1 890	3 012
2001	21 415	14 753	6 996	6 542	6 753	4 058	3 008	3 062
2002	21 639	15 516	7 307	6 523	6 925	4 026	3 494	2 971
2003	22 760	15 727	6 923	6 929	6 652	4 136	3 661	3 002
2004	23 184	17 356	7 254	7 032	5 940	4 173	3 195	3 329
2005	23 042	16 716	7 408	7 269	5 714	4 356	3 333	3 433
2006	23 709	18 543	7 632	7 548	6 191	4 538	3 461	4 046
2007	24 219	19 564	7 086	8 028	6 420	4 875	4 318	3 781
2008	24 277	19 876	7 060	8 172	6 252	4 864	4 057	3 967
2009	23 578	19 416	7 090	8 078	6 670	4 811	3 487	4 131
2010	24 378	20 603	7 407	8 236	6 941	5 034	3 991	4 292
Average	22 863	16 709	6 969	7 018	6 495	4 294	3 084	3 429

In thousand 60-kg bags

Source: ICO data

6. The methodology used is to take the percentage share of the various forms of consumption in selected countries as indicated in the Euromonitor data and apply it to the total volume of consumption recorded in each country by the ICO. Data on consumption have been converted into green bean equivalent (GBE) by applying the conversion factors². In other words, data on various forms of consumption prepared by Euromonitor are transformed into GBE in order to obtain their respective percentage shares, which will then be applied to the ICO data.

7. It should be noted that the Euromonitor data, once transformed into GBE, will show some discrepancies with ICO data on consumption, as indicated in Table 3 below. These discrepancies should be taken into account when assessing the overall conclusions of this study. A positive difference means that ICO data is larger than Euromonitor and vice versa. These market research results have been used to adapt ICO data for the purposes of this study, and therefore should not be used as a basis for further extrapolation.

Table 3: Differences between ICO and Euromonitor data on consumption

	USA	Germany	Japan	Italy	France	Spain	Russian Federation	UK
1997	4 549	95	2 089	1 159	392	27	-681	-273
1998	3 599	354	2 078	1 179	296	-29	-964	-87
1999	3 401	45	2 165	1 149	552	230	-661	-427
2000	2 505	-1 000	2 505	1 362	390	-184	-440	-365
2001	2 709	-875	2 728	1 386	275	-407	288	-495
2002	2 631	-1 708	2 563	1 269	603	-370	516	-450
2003	4 017	-886	2 388	1 627	488	-324	449	-470
2004	3 755	47	2 630	1 465	53	-293	-314	-252
2005	4 270	-1 560	2 590	1 465	-51	15	-656	-117
2006	3 654	-1 240	2 717	1 497	461	57	-755	220
2007	4 149	-1 889	2 733	1 717	818	275	-216	-58
2008	4 812	-1 113	2 543	1 780	345	451	-726	153
2009	4 036	-1 908	2 694	1 665	917	365	-1 197	228
2010	3 790	-1 707	2 837	1 571	1 205	257	-766	50
Average	3 706	-953	2 519	1 449	482	5	-437	-167

In thousand 60-kg bags

² To convert roasted coffee into green bean equivalent, multiply the net weight of roasted coffee by 1.19. To convert soluble coffee into green bean equivalent, multiply the net weight of the soluble coffee by 2.6 (see document ICC-106-2).

I. ANALYSIS OF COFFEE CONSUMPTION IN SELECTED IMPORTING COUNTRIES

8. The preparation of coffee as a beverage depends on national cultures, which means that consumption covers various forms of coffee, mainly roasted coffee in whole bean or roasted form and soluble or instant coffee. It is worth determining, therefore, the extent to which a particular form of coffee dominates the consumption scenario in the selected importing countries.

A. Coffee consumption in the United States of America

9. With a total population of 312 million inhabitants, the USA is by far the world's largest coffee-consuming country. Its annual consumption during the period 1997 to 2010 averaged 20.1 million bags, representing 23.4% of total consumption by all importing countries and 17.2% of world consumption. Average annual per capita consumption was 4kg GBE. Fresh roasted coffee is the main form consumed accounting for 91.2% of the national total compared to only 8.8% for soluble coffee (Table 4). The share of soluble coffee in total consumption has fallen over time from 12.8% in 1997 to 6.3% in 2010. Consumption of specialty niche markets contributed to the growth of the share of roasted coffee.

Table 4: Total consumption in the USA (GBE)

	Roasted	Soluble	Total
1997	15 522	2 274	17 795
1998	16 366	2 237	18 604
1999	17 085	2 275	19 359
2000	16 593	2 153	18 746
2001	17 552	2 002	19 554
2002	17 325	1 800	19 125
2003	18 342	1 851	20 193
2004	19 246	1 726	20 973
2005	19 379	1 619	20 998
2006	19 183	1 485	20 667
2007	19 626	1 408	21 033
2008	20 273	1 379	21 652
2009	20 138	1 298	21 436
2010	20 413	1 371	21 784
Average	18 360	1 777	20 137
Average share	91.2%	8.8%	

In thousand 60-kg bags

10. Annual imports during the period under consideration averaged 22.9 million bags. Annex I shows that imports came mainly from Brazil (20.6%), Colombia (16.1%), Vietnam (10.7%), Mexico (10%), Guatemala (8%), Indonesia (5.2%), Costa Rica (3.7%), Peru (3.5%) and from re-exports by Germany (2.9%) and Canada (2.5%).

B. Coffee consumption in Germany

11. With a population of over 81.7 million inhabitants, Germany is the biggest coffee market in Europe. Average consumption during the period 1997 to 2010 was 9.3 million bags, representing 10.8% of total consumption by all importing countries. The average annual per capita consumption was 6.8kg GBE. Coffee consumption is dominated by the use of roasted coffee, which accounts on average for 79.5% of national consumption whereas soluble coffee accounts for only 20.5% (Table 5). The share of soluble coffee in total consumption rose from 12.9% in 1997 to 24.6% in 2010.

Table 5: Total consumption in Germany (GBE)

	Roasted	Soluble	Total
1997	8 422	1 248	9 670
1998	8 664	1 313	9 976
1999	8 385	1 363	9 748
2000	7 447	1 323	8 770
2001	7 538	1 521	9 059
2002	6 775	1 723	8 498
2003	7 378	2 121	9 499
2004	7 964	2 481	10 445
2005	6 495	2 170	8 665
2006	6 840	2 311	9 151
2007	6 467	2 160	8 627
2008	7 147	2 387	9 535
2009	6 687	2 210	8 897
2010	7 003	2 289	9 292
Average	7 372	1 901	9 274
Average share	79.5%	20.5%	

In thousand 60-kg bags

12. Germany's imports come mainly from exporting countries, the principal suppliers being Brazil (26.1%), Vietnam (13.7%), Colombia (9%), Indonesia (6.2%), Peru (5.2%), Honduras (4.4%), Ethiopia (3.7%), El Salvador (3.4%), Papua New Guinea (3.1%) and Guatemala (2.2%). Annex I shows the main origins of imports by Germany.

C. Coffee consumption in Japan

13. The rapid expansion of coffee consumption in Japan, a traditional tea-drinking country, has made it the third biggest importing country after the United States and Germany. Average consumption during the period from 1997 to 2010 was 6.8 million bags for a population of 128 million inhabitants. However, the average per capita consumption of 3.2kg GBE continues to be low in comparison with traditional markets in industrialized countries. Roasted coffee is the form most widely consumed, accounting for 64.2% of the country's total consumption, i.e. 4.4 million bags as against 35.8% for soluble coffee (2.4 million bags). The share of soluble coffee in total consumption has fallen from 38.4% in 1997 to 32.2% in 2010. Table 6 shows the shares of each form of coffee in total consumption.

Table 6: Total consumption in Japan (GBE)

	Roasted	Soluble	Total
1997	3 679	2 290	5 968
1998	3 715	2 337	6 052
1999	3 825	2 448	6 273
2000	4 103	2 523	6 626
2001	4 323	2 612	6 936
2002	4 325	2 550	6 875
2003	4 265	2 505	6 770
2004	4 486	2 631	7 117
2005	4 553	2 574	7 128
2006	4 757	2 512	7 268
2007	4 906	2 376	7 282
2008	4 753	2 312	7 065
2009	4 823	2 307	7 130
2010	4 869	2 311	7 180
Average	4 384	2 449	6 833
Average share	64.2%	35.8%	

In thousand 60-kg bags

14. Annex I shows that Japan's ten leading suppliers of coffee, accounting for around 90% of its imports, are exporting countries: Brazil (27.6%), Colombia (19.3%), Indonesia (14.8%), Vietnam (8%), Guatemala (6.8%), Ethiopia (5.8%), Honduras (2.4%), Tanzania (2.1%), Mexico (1.7%) and Costa Rica (1.5%).

D. Coffee consumption in Italy

15. With a population of 60.7 million inhabitants, Italy is an important market for coffee, consuming more or less the same amount as France. Average consumption during the period 1997 to 2010 was 5.4 million bags, representing 6.3% of total consumption by importing countries. Average per capita consumption was 5.6kg per annum. Roasted coffee is the main form consumed, accounting for an average volume of around 5.1 million bags, which is 94% of national consumption. Soluble coffee accounts for only 6% of national consumption (Table 7), but has increased from 4.4% in 1997 to 7.8% in 2010.

Table 7: Total consumption in Italy (GBE)

	Roasted	Soluble	Total
1997	4 695	218	4 913
1998	4 708	228	4 936
1999	4 690	229	4 919
2000	4 899	250	5 149
2001	4 969	275	5 243
2002	4 904	279	5 182
2003	5 200	307	5 507
2004	5 160	309	5 469
2005	5 212	340	5 552
2006	5 228	365	5 593
2007	5 420	401	5 821
2008	5 475	417	5 892
2009	5 367	439	5 806
2010	5 321	461	5 781
Average	5 089	323	5 412
Average share	94.0%	6.0%	

In thousand 60-kg bags

16. The nine leading suppliers of coffee to Italy are exporting countries, namely Brazil (30.9%), Vietnam (13.8%), India (10.1%), Indonesia (5.1%), Cameroon (4.8%), Uganda (4.4%), Colombia (3.8%), Côte d'Ivoire (3.5%), and Guatemala (2.5%). Germany is Italy's tenth major coffee supplier accounting for 2.4% of Italian imports (Annex I).

E. Coffee consumption in France

17. With a population of 66 million inhabitants France is a huge market for coffee. Average consumption during the period 1997 to 2010 was 5.4 million bags, corresponding to an average per capita consumption of around 5.3kg of GBE. The main form of coffee consumed in France is roasted or filter coffee, which accounts for an average of 87.9% of total consumption or around 4.7 million bags. Soluble coffee accounts for only 12.1% of national consumption but this share has been growing slightly in the last two years. Table 8 shows changes in shares of roasted and soluble coffee in total coffee consumption France.

Table 8: Total consumption in France (GBE)

	Roasted	Soluble	Total
1997	4 933	554	5 487
1998	4 786	564	5 351
1999	4 963	615	5 578
2000	4 795	607	5 402
2001	4 650	603	5 253
2002	4 865	661	5 526
2003	4 736	658	5 394
2004	4 319	610	4 929
2005	4 178	610	4 787
2006	4 596	682	5 278
2007	4 895	732	5 628
2008	4 477	675	5 152
2009	4 926	751	5 677
2010	5 120	784	5 904
Average	4 731	650	5 382
Average share	87.9%	12.1%	

In thousand 60-kg bags

18. The main origins of coffee imports in France are shown in Annex I. France's ten leading coffee suppliers during the period 1997 to 2010 were: Brazil (16.2%), Vietnam (10.4%), Belgium (10.3%), Germany (10.2%), Colombia (5.7%), Côte d'Ivoire (5.4%), Italy (4.9%), Spain (2.9%), Ethiopia (2.5%) and Uganda (2.5%). Four importing countries (Belgium, Germany, Italy and Spain) were among France's ten leading suppliers of coffee through re-exports, accounting for 28.3% of total imports compared to 42.7% of imports from the six largest origins for France.

F. Coffee consumption in Spain

19. Consumption in Spain averaged 3 million bags during the period 1997 to 2010 for a population of 46 million inhabitants. Average annual per capita consumption is around 4.3kg GBE. Roasted coffee accounts for 82.5% of national consumption compared to 17.5% for soluble coffee. Over 2.5 million bags are consumed in the form of roasted coffee as against only 533 thousand bags for soluble coffee (Table 9).

Table 9: Total consumption in Spain (GBE)

	Roasted	Soluble	Total
1997	2 499	478	2 977
1998	2 516	480	2 996
1999	2 732	592	3 324
2000	2 448	544	2 991
2001	2 283	512	2 795
2002	2 310	523	2 833
2003	2 248	492	2 740
2004	2 226	479	2 705
2005	2 484	524	3 007
2006	2 491	526	3 017
2007	2 639	559	3 198
2008	2 878	607	3 485
2009	2 769	583	3 352
2010	2 663	569	3 232
Average	2 513	533	3 047
Average share	82.5%	17.5%	

In thousand 60-kg bags

20. Annex I shows that imports by Spain, which averaged 4.2 million bags during the period 1997 to 2010, came mainly from Vietnam (27%), Brazil (18.3%), Uganda (9.5%), Colombia (6.4%), Côte d'Ivoire (4.7%), India (4%), Indonesia (2.5%), Honduras (2.2%) Nicaragua (2.1%) and re-exports from Germany (6.6%).

G. Coffee consumption in the Russian Federation

21. The Russian Federation is the biggest consuming country among the emerging markets. Average consumption was 2.9 million bags during the period from 1997 to 2010, representing 3.4% of consumption by all importing countries. With a population of 143 million inhabitants, the Russian Federation's average per capita consumption is still very weak (1.2kg per annum GBE). The dominant form of consumption continues to be soluble coffee, which accounts for 88.8% of the country's consumption, i.e. 2.6 million bags compared to 11.2% for roasted coffee (Table 10). However, the share of roasted coffee has increased substantially from 5.9% in 1997 to 15% in 2010.

Table 10: Total consumption in the Russian Federation (GBE)

	Roasted	Soluble	Total
1997	110	1 748	1 857
1998	99	1 548	1 647
1999	81	1 271	1 352
2000	122	1 741	1 863
2001	219	2 764	2 983
2002	290	3 156	3 446
2003	346	3 236	3 582
2004	334	2 752	3 086
2005	367	2 845	3 212
2006	425	2 838	3 263
2007	583	3 472	4 055
2008	571	3 144	3 716
2009	478	2 652	3 131
2010	548	3 113	3 661
Average	327	2 592	2 918
Average share	11.2%	88.8%	

In thousand 60-kg bags

22. During the period under consideration, average imports by the Russian Federation totalled 3.1 million bags, coming mainly from India (23.8%), Brazil (16.4%), Germany (14.3%), Vietnam (6.1%), United Kingdom (3.1%), France (2.9%), Indonesia (2.9%), Colombia (2.7%), Poland (2.6%) and Ecuador (2.5%). Imports from importing countries included among the ten leading suppliers of coffee to the Russian Federation account for 22.9% of the total (Annex I).

H. Coffee consumption in the United Kingdom

23. The United Kingdom has an average consumption of 2.6 million bags for a total population of 62.4 million inhabitants, i.e. an average per capita consumption of 2.6kg GBE. Coffee consumption is still low for a developed country. Despite the increase of cafes and coffee bars in recent decades tea continues to be the main hot drink consumed in the United Kingdom. Consumption is still dominated by soluble coffee, which accounts for 79.8% of national coffee consumption, i.e. around 2.1 million bags (Table 11). Nevertheless, consumption of roasted coffee recorded positive growth during the period under consideration; its share in national consumption increased from 15.8% in 1997 to 24.9% in 2010.

Table 11: Total consumption in the United Kingdom (GBE)

	Ground	Soluble	Total
1997	387	2 054	2 441
1998	414	2 173	2 588
1999	371	1 905	2 276
2000	392	1 950	2 342
2001	386	1 829	2 215
2002	412	1 849	2 261
2003	428	1 808	2 236
2004	493	1 966	2 458
2005	546	2 134	2 680
2006	654	2 404	3 059
2007	643	2 180	2 824
2008	727	2 341	3 067
2009	783	2 437	3 220
2010	776	2 347	3 123
Average	530	2 098	2 628
Average share	20.2%	79.8%	

In thousand 60-kg bags

24. Average annual imports by the United Kingdom during the period 1997 to 2010 totalled 3.4 million bags coming mainly from exports by Vietnam (14%), Brazil (11.7%), Colombia (9.4%) and Indonesia (6.1%) as well as from other importing countries through their re-exports, namely Germany (13.6%), Netherlands (7.6%), Spain (4.1%), Ireland (2.4%), France (2.3%) and Italy (2.1%). In other words, among the ten leading countries supplying coffee to the United Kingdom, re-exports from other importing countries accounted for 32.2% of the total compared with 41.2% from exporting countries (Annex I).

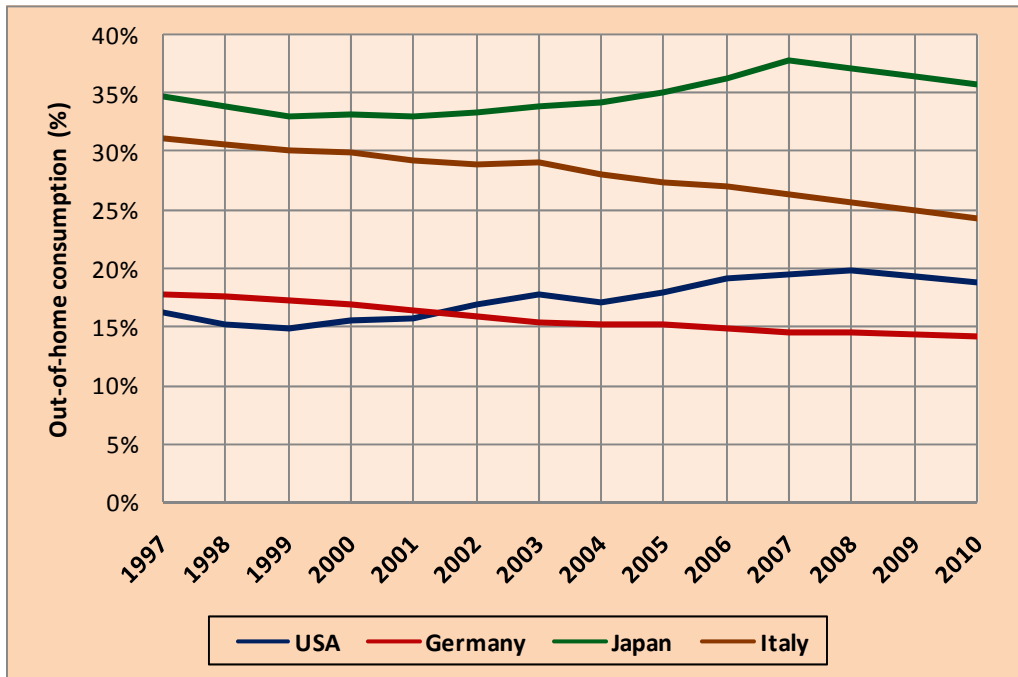
II. LOCATION OF COFFEE CONSUMPTION

25. Coffee is a beverage that has maintained its social character. It is found everywhere, especially in cities, motorway service areas, offices, restaurants, coffee bars, in the home, etc. It facilitates meetings and allows moments for discussions between people. Since changes in lifestyles seem to have affected the social character of coffee, however, this study includes observation of the evolution of consumption both at home and outside the home. For this purpose consumption of all forms of coffee was studied in two different reference locations, namely at home and in commercial locations such as coffee bars, coffee houses, vending machines, restaurants and other places.

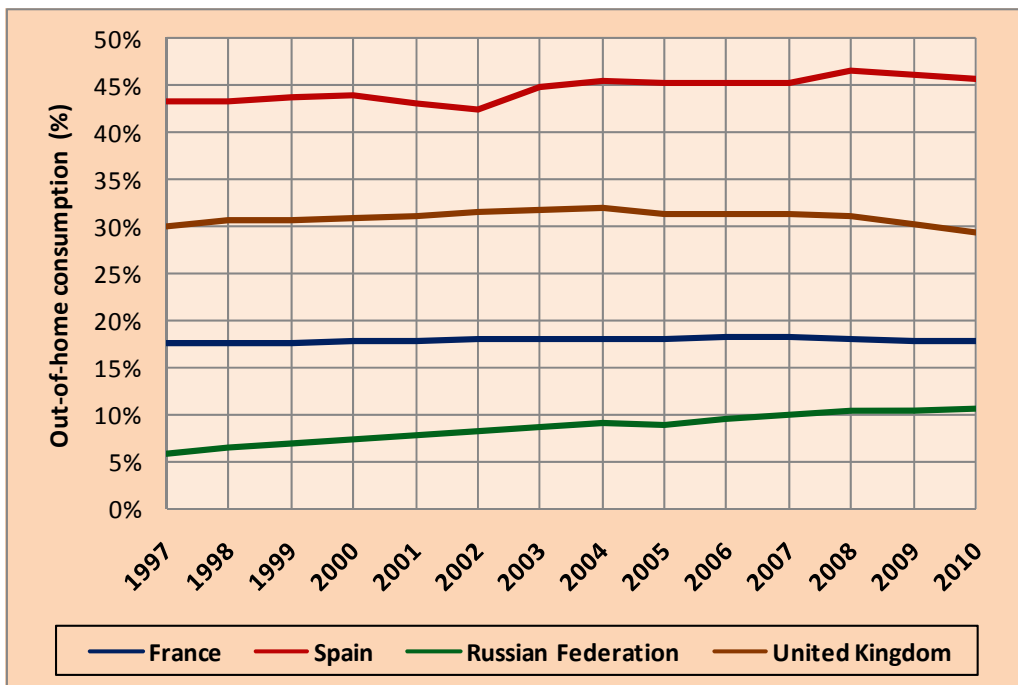
26. Annex II contains tables relating to locations of consumption in each selected importing country for the period 1997 to 2010. At-home coffee consumption continues to be the preferred location in all selected importing countries. More specifically, the highest rates of at-home consumption were recorded in the Russian Federation (91%), Germany (84.3%), the United States (82.5%) and France (82.1%). Although the Russian Federation has the lowest average rate of out-of-home consumption (9%), a positive trend was recorded during the last five years. In Italy, the United Kingdom and Japan at-home consumption accounts for 72%, 69.1% and 65.1% respectively of national consumption. It is relatively lower in Spain (55.5%), showing a firm trend of out-of-home consumption compared to other consuming countries.

27. Despite the upsurge in coffee houses in a number of consuming countries, at-home coffee consumption continues to be very high in relation to out-of-home consumption. One of the reasons could be the recent development of the sales of coffee pods and capsule machines, which enable consumers, in particular younger and single people to make a good coffee drink at home without much effort. In addition, higher prices, combined with the recent economic downturn, may have been among the limiting factors to the development of out-of-home consumption in a number of importing countries. Graphs 1 and 2 show out-of-home consumption over the period covered by the study.

Graph 1: Out-of-home consumption in the USA, Germany, Japan and Italy



Graph 2: Out-of-home consumption in France, Spain, the Russian Federation and the UK



CONCLUSION

28. The dominant form of coffee consumed in six of the eight countries studied is roasted coffee; the soluble coffee market has not grown very much in recent years. The United Kingdom and the Russian Federation are the only countries in which soluble coffee consumption continues to be paramount.

29. Moreover, the simplification of methods for brewing roasted coffee has encouraged at-home consumption in many countries, particularly with the recent development of single serve coffee machines. It is becoming increasingly possible to produce a good cup of coffee at home using these new machines. In addition, the development of internet sales is also encouraging home consumption while the economic downturn may have had a negative impact on out-of-home consumption.

ORIGIN OF IMPORTS OF ALL FORMS OF COFFEE

USA										
Country of origin	Brazil	Colombia	Vietnam	Mexico	Guatemala	Indonesia	Costa Rica	Peru	Germany	Canada
1997	2 617	3 307	1 367	3 148	1 923	1 328	609	652	422	378
1998	2 982	3 566	1 512	2 735	1 565	1 274	777	774	497	804
1999	5 121	3 479	1 253	3 388	2 150	724	804	767	487	715
2000	2 991	3 243	2 500	3 868	2 380	693	795	870	502	684
2001	3 287	3 334	2 914	2 226	2 041	888	922	692	561	596
2002	5 308	3 643	1 899	2 246	1 627	759	994	842	588	629
2003	5 629	3 929	1 838	1 740	2 023	966	916	807	617	675
2004	4 749	3 772	2 818	1 789	1 624	1 636	958	794	825	611
2005	4 802	4 167	3 102	1 705	1 753	1 600	921	589	892	607
2006	5 108	3 985	2 806	1 891	1 655	1 677	752	850	964	515
2007	5 333	4 119	3 236	1 837	1 816	1 123	824	920	822	445
2008	5 360	4 324	2 398	1 777	1 902	1 352	954	963	833	410
2009	5 989	3 543	2 876	2 027	1 740	1 319	751	854	772	462
2010	6 666	3 155	3 833	1 789	1 312	1 352	716	884	630	603
Average 1997-2010	4 710	3 683	2 454	2 298	1 822	1 192	835	804	672	581
% share 1997-2010	20.6%	16.1%	10.7%	10.0%	8.0%	5.2%	3.7%	3.5%	2.9%	2.5%
% share from exporting countries			77.8%							
% share re-exports from importing countries			5.5%							

In thousand 60-kg bags

Germany										
Country of origin	Brazil	Vietnam	Colombia	Indonesia	Peru	Honduras	Ethiopia	El Salvador	Papua New Guinea	Guatemala
1997	2 555	967	2 086	866	370	412	531	1 185	469	500
1998	2 451	1 125	2 323	900	439	482	658	720	635	439
1999	3 610	1 105	1 821	752	754	413	447	713	773	513
2000	2 789	1 357	1 458	764	664	593	652	704	527	622
2001	3 610	1 933	1 659	914	753	593	206	560	528	541
2002	4 673	1 795	1 567	945	830	636	419	443	494	294
2003	4 606	1 933	1 644	1 000	756	623	604	338	626	358
2004	4 536	2 969	1 436	1 038	916	787	730	496	554	274
2005	4 423	2 549	1 495	1 405	742	673	677	441	478	283
2006	4 923	3 103	1 574	1 034	1 247	974	655	429	385	294
2007	5 010	3 907	1 522	791	1 036	902	579	448	325	266
2008	5 360	2 863	1 437	1 539	1 132	1 056	787	523	552	340
2009	6 090	2 962	631	1 395	1 219	1 092	759	488	413	209
2010	6 465	3 386	378	1 095	1 336	1 131	929	437	380	254
Average 1997-2010	4 364	2 282	1 502	1 031	871	740	617	566	510	370
% share 1997-2010	26.1%	13.7%	9.0%	6.2%	5.2%	4.4%	3.7%	3.4%	3.1%	2.2%
% share from exporting countries			76.9%							
% share re-exports from importing countries			0.0%							

In thousand 60-kg bags

ORIGIN OF IMPORTS OF ALL FORMS OF COFFEE

Japan										
Country of origin	Brazil	Colombia	Indonesia	Vietnam	Guatemala	Ethiopia	Honduras	Tanzania	Mexico	Costa Rica
1997	1 507	1 139	1 130	267	282	295	219	128	175	79
1998	1 529	1 104	1 040	317	318	387	248	136	138	71
1999	1 765	1 134	1 182	391	435	404	227	137	169	75
2000	1 744	1 245	1 186	422	469	446	278	142	188	119
2001	1 849	1 191	1 140	496	522	410	252	150	182	110
2002	1 852	1 507	982	509	563	539	180	113	161	125
2003	1 954	1 291	983	375	455	535	151	143	140	144
2004	1 876	1 597	1 032	431	460	632	126	144	134	141
2005	2 097	1 638	959	472	556	508	95	167	105	122
2006	2 216	1 516	1 069	524	463	647	138	168	55	99
2007	2 214	1 293	870	742	417	490	103	101	64	116
2008	1 889	1 483	912	918	584	142	125	134	61	107
2009	2 119	1 345	922	975	558	21	106	234	49	73
2010	2 314	1 361	1 029	926	574	172	106	176	59	70
Average 1997-2010	1 923	1 346	1 031	555	475	402	168	148	120	104
% share 1997-2010	27.6%	19.3%	14.8%	8.0%	6.8%	5.8%	2.4%	2.1%	1.7%	1.5%
% share from exporting countries				90.0%						
% share re-exports from importing countries				0.0%						

In thousand 60-kg bags

Italy										
Country of origin	Brazil	Vietnam	India	Indonesia	Cameroon	Uganda	Colombia	Côte d'Ivoire	Guatemala	Germany
1997	1 435	329	418	292	432	351	248	552	165	69
1998	1 454	505	505	258	335	162	235	731	132	68
1999	1 531	704	515	326	408	260	238	269	152	58
2000	1 626	810	574	221	562	303	210	308	164	72
2001	1 778	863	567	246	635	255	226	365	205	73
2002	2 071	907	633	254	397	298	235	230	149	162
2003	2 444	832	698	377	276	339	245	178	197	191
2004	2 356	901	842	369	336	250	253	173	208	209
2005	2 434	981	747	485	297	245	351	143	152	241
2006	2 571	1 118	896	467	250	146	401	128	172	228
2007	2 642	1 362	962	326	250	283	414	115	181	250
2008	2 653	1 323	783	400	202	486	405	91	208	248
2009	2 654	1 366	738	520	164	548	211	54	191	242
2010	2 670	1 516	1 002	453	185	380	86	79	227	247
Average 1997-2010	2 166	965	706	357	338	308	268	244	179	168
% share 1997-2010	30.9%	13.8%	10.1%	5.1%	4.8%	4.4%	3.8%	3.5%	2.5%	2.4%
% share from exporting countries				78.8%						
% share re-exports from importing countries				2.4%						

In thousand 60-kg bags

ORIGIN OF IMPORTS OF ALL FORMS OF COFFEE

France										
Country of origin	Brazil	Vietnam	Belgium	Germany	Colombia	Côte d'Ivoire	Italy	Spain	Ethiopia	Uganda
1997	955	494	-	319	596	758	274	74	116	386
1998	895	502	-	371	716	729	301	83	136	210
1999	1 074	677	741	409	547	476	313	81	139	335
2000	1 002	700	718	473	393	648	323	93	162	204
2001	1 120	953	696	494	403	766	209	153	133	123
2002	1 327	907	722	549	337	516	333	207	162	158
2003	1 262	930	773	627	327	268	328	190	159	190
2004	1 077	661	796	687	270	221	339	224	169	119
2005	1 019	529	982	643	226	153	327	273	176	96
2006	1 065	592	807	752	273	117	376	244	193	49
2007	1 049	819	546	879	306	63	365	283	182	123
2008	918	545	579	1 002	321	34	363	310	168	118
2009	1 001	669	955	985	282	30	311	170	182	87
2010	932	498	1 051	1 087	187	89	331	210	240	63
Average 1997-2010	1 050	677	669	663	370	348	321	185	166	162
% share 1997-2010	16.2%	10.4%	10.3%	10.2%	5.7%	5.4%	4.9%	2.9%	2.5%	2.5%
% share from exporting countries			42.7%							
% share re-exports from importing countries			28.3%							

In thousand 60-kg bags

Spain										
Country of origin	Vietnam	Brazil	Uganda	Germany	Colombia	Côte d'Ivoire	India	Indonesia	Honduras	Nicaragua
1997	461	539	788	111	300	159	94	216	88	57
1998	596	555	554	112	334	218	126	119	116	61
1999	563	801	627	274	297	83	215	146	132	64
2000	772	591	409	141	266	229	235	67	121	77
2001	1 107	705	382	166	237	302	201	74	98	97
2002	977	1 014	459	211	254	152	172	38	85	95
2003	962	871	499	242	280	236	211	84	101	90
2004	1 293	698	352	254	242	231	232	86	89	114
2005	1 429	762	324	322	239	308	172	114	76	83
2006	1 579	739	228	435	293	208	161	95	77	83
2007	1 758	861	256	384	323	215	171	31	80	103
2008	1 551	1 018	311	353	333	127	165	38	107	98
2009	1 579	913	297	418	241	148	115	200	65	98
2010	1 578	957	246	521	207	199	143	169	81	113
Average 1997-2010	1 157	788	410	282	275	201	172	106	94	88
% share 1997-2010	27.0%	18.3%	9.5%	6.6%	6.4%	4.7%	4.0%	2.5%	2.2%	2.1%
% share from exporting countries			76.6%							
% share re-exports from importing countries			6.6%							

In thousand 60-kg bags

ORIGIN OF IMPORTS OF ALL FORMS OF COFFEE

Russian Federation										
Country of origin	India	Brazil	Germany	Vietnam	UK	France	Indonesia	Colombia	Poland	Ecuador
1997	626	323	240	1	4	107	81	13	45	5
1998	732	230	224	0	2	57	137	17	19	5
1999	771	63	166	20	1	24	7	7	10	3
2000	1 001	74	218	65	20	74	72	6	33	9
2001	1 003	393	542	102	120	115	78	33	67	14
2002	919	516	955	120	125	122	63	19	21	24
2003	757	417	863	120	146	232	63	33	40	39
2004	753	521	497	67	194	86	27	119	80	45
2005	680	562	503	135	170	30	49	117	121	89
2006	634	578	519	347	154	86	35	125	164	125
2007	708	929	625	394	155	129	34	198	210	206
2008	570	824	426	403	128	74	135	224	155	204
2009	496	768	150	334	82	56	317	157	80	133
2010	643	871	232	538	58	69	154	117	58	170
Average 1997-2010	735	505	440	189	97	90	89	85	79	77
% share 1997-2010	23.8%	16.4%	14.3%	6.1%	3.1%	2.9%	2.9%	2.7%	2.6%	2.5%
% share from exporting countries				54.5%						
% share re-exports from importing countries				22.9%						

In thousand 60-kg bags

UK										
Country of origin	Vietnam	Germany	Brazil	Colombia	Netherlands	Indonesia	Spain	Ireland	France	Italy
1997	403	383	190	276	175	201	56	12	65	34
1998	557	364	183	292	189	156	63	20	80	36
1999	444	402	207	253	139	221	40	18	56	39
2000	550	490	177	245	140	178	72	31	87	44
2001	588	534	245	247	116	179	83	24	178	57
2002	331	530	581	343	118	205	37	54	45	58
2003	447	329	451	306	155	235	55	183	39	75
2004	661	344	498	282	144	164	64	212	62	109
2005	394	416	400	305	229	328	195	183	45	86
2006	409	555	445	375	556	273	274	206	56	96
2007	550	442	539	470	312	124	270	111	55	90
2008	489	472	537	472	603	143	269	14	73	99
2009	444	569	641	348	488	196	243	42	97	94
2010	460	722	510	297	259	338	258	43	182	110
Average 1997-2010	480	468	400	322	259	210	141	82	80	73
% share 1997-2010	14.0%	13.6%	11.7%	9.4%	7.6%	6.1%	4.1%	2.4%	2.3%	2.1%
% share from exporting countries				41.2%						
% share re-exports from importing countries				32.2%						

In thousand 60-kg bags

AT-HOME AND OUT-OF-HOME CONSUMPTION OF ALL FORMS OF COFFEE

USA					
	Volume (thousand 60-kg bags)			Percentage shares	
	At-home	Out-of-home	Total	At-home	Out-of-home
1997	14 910	2 885	17 795	83.8%	16.2%
1998	15 759	2 845	18 604	84.7%	15.3%
1999	16 478	2 882	19 359	85.1%	14.9%
2000	15 824	2 921	18 746	84.4%	15.6%
2001	16 483	3 070	19 554	84.3%	15.7%
2002	15 894	3 231	19 125	83.1%	16.9%
2003	16 591	3 602	20 193	82.2%	17.8%
2004	17 386	3 587	20 973	82.9%	17.1%
2005	17 242	3 756	20 998	82.1%	17.9%
2006	16 736	3 932	20 667	81.0%	19.0%
2007	16 933	4 100	21 033	80.5%	19.5%
2008	17 370	4 283	21 652	80.2%	19.8%
2009	17 294	4 142	21 436	80.7%	19.3%
2010	17 681	4 103	21 784	81.2%	18.8%
Average	16 613	3 524	20 137	82.6%	17.4%
Average share	82.5%	17.5%			

Germany					
	Volume (thousand 60-kg bags)			Percentage shares	
	At-home	Out-of-home	Total	At-home	Out-of-home
1997	7 954	1 716	9 670	82.3%	17.7%
1998	8 227	1 749	9 976	82.5%	17.5%
1999	8 067	1 681	9 748	82.8%	17.2%
2000	7 290	1 480	8 770	83.1%	16.9%
2001	7 572	1 487	9 059	83.6%	16.4%
2002	7 152	1 346	8 498	84.2%	15.8%
2003	8 043	1 455	9 499	84.7%	15.3%
2004	8 864	1 580	10 445	84.9%	15.1%
2005	7 349	1 316	8 665	84.8%	15.2%
2006	7 793	1 358	9 151	85.2%	14.8%
2007	7 377	1 250	8 627	85.5%	14.5%
2008	8 163	1 371	9 535	85.6%	14.4%
2009	7 628	1 269	8 897	85.7%	14.3%
2010	7 980	1 312	9 292	85.9%	14.1%
Average	7 819	1 455	9 274	84.3%	15.7%
Average share	84.3%	15.7%			

AT-HOME AND OUT-OF-HOME CONSUMPTION OF ALL FORMS OF COFFEE

Japan					
	Volume (thousand 60-kg bags)			Percentage shares	
	At-home	Out-of-home	Total	At-home	Out-of-home
1997	3 899	2 069	5 968	65.3%	34.7%
1998	3 998	2 054	6 052	66.1%	33.9%
1999	4 198	2 074	6 273	66.9%	33.1%
2000	4 425	2 201	6 626	66.8%	33.2%
2001	4 647	2 288	6 936	67.0%	33.0%
2002	4 582	2 293	6 875	66.6%	33.4%
2003	4 478	2 292	6 770	66.1%	33.9%
2004	4 679	2 438	7 117	65.7%	34.3%
2005	4 624	2 503	7 128	64.9%	35.1%
2006	4 624	2 645	7 268	63.6%	36.4%
2007	4 523	2 759	7 282	62.1%	37.9%
2008	4 439	2 626	7 065	62.8%	37.2%
2009	4 525	2 606	7 130	63.5%	36.5%
2010	4 612	2 567	7 180	64.2%	35.8%
Average	4 447	2 387	6 833	65.1%	34.9%
Average share	65.1%	34.9%			

Italy					
	Volume (thousand 60-kg bags)			Percentage shares	
	At-home	Out-of-home	Total	At-home	Out-of-home
1997	3 383	1 530	4 913	68.8%	31.2%
1998	3 423	1 513	4 936	69.3%	30.7%
1999	3 434	1 484	4 919	69.8%	30.2%
2000	3 610	1 540	5 149	70.1%	29.9%
2001	3 704	1 539	5 243	70.6%	29.4%
2002	3 679	1 503	5 182	71.0%	29.0%
2003	3 900	1 607	5 507	70.8%	29.2%
2004	3 928	1 541	5 469	71.8%	28.2%
2005	4 030	1 522	5 552	72.6%	27.4%
2006	4 082	1 511	5 593	73.0%	27.0%
2007	4 282	1 539	5 821	73.6%	26.4%
2008	4 381	1 511	5 892	74.3%	25.7%
2009	4 355	1 451	5 806	75.0%	25.0%
2010	4 373	1 409	5 781	75.6%	24.4%
Average	3 897	1 514	5 412	71.9%	28.1%
Average share	72.0%	28.0%			

AT-HOME AND OUT-OF-HOME CONSUMPTION OF ALL FORMS OF COFFEE

France					
	Volume (thousand 60-kg bags)			Percentage shares	
	At-home	Out-of-home	Total	At-home	Out-of-home
1997	4 523	964	5 487	82.4%	17.6%
1998	4 410	941	5 351	82.4%	17.6%
1999	4 592	986	5 578	82.3%	17.7%
2000	4 446	956	5 402	82.3%	17.7%
2001	4 317	936	5 253	82.2%	17.8%
2002	4 533	993	5 526	82.0%	18.0%
2003	4 426	967	5 394	82.1%	17.9%
2004	4 043	886	4 929	82.0%	18.0%
2005	3 921	867	4 787	81.9%	18.1%
2006	4 316	961	5 278	81.8%	18.2%
2007	4 600	1 028	5 628	81.7%	18.3%
2008	4 222	929	5 152	82.0%	18.0%
2009	4 669	1 008	5 677	82.2%	17.8%
2010	4 859	1 045	5 904	82.3%	17.7%
Average	4 420	962	5 382	82.1%	17.9%
Average share	82.1%	17.9%			

Spain					
	Volume (thousand 60-kg bags)			Percentage shares	
	At-home	Out-of-home	Total	At-home	Out-of-home
1997	1 692	1 285	2 977	56.8%	43.2%
1998	1 700	1 297	2 996	56.7%	43.3%
1999	1 874	1 450	3 324	56.4%	43.6%
2000	1 681	1 310	2 991	56.2%	43.8%
2001	1 595	1 200	2 795	57.1%	42.9%
2002	1 633	1 200	2 833	57.7%	42.3%
2003	1 516	1 224	2 740	55.3%	44.7%
2004	1 476	1 229	2 705	54.6%	45.4%
2005	1 650	1 358	3 007	54.9%	45.1%
2006	1 655	1 361	3 017	54.9%	45.1%
2007	1 754	1 444	3 198	54.9%	45.1%
2008	1 865	1 620	3 485	53.5%	46.5%
2009	1 808	1 544	3 352	53.9%	46.1%
2010	1 755	1 477	3 232	54.3%	45.7%
Average	1 690	1 357	3 047	55.5%	44.5%
Average share	55.5%	44.5%			

AT-HOME AND OUT-OF-HOME CONSUMPTION OF ALL FORMS OF COFFEE

Russian Federation					
	Volume (thousand 60-kg bags)			Percentage shares	
	At-home	Out-of-home	Total	At-home	Out-of-home
1997	1 749	109	1 857	94.1%	5.9%
1998	1 538	109	1 647	93.4%	6.6%
1999	1 258	94	1 352	93.0%	7.0%
2000	1 726	137	1 863	92.6%	7.4%
2001	2 750	233	2 983	92.2%	7.8%
2002	3 161	285	3 446	91.7%	8.3%
2003	3 269	313	3 582	91.3%	8.7%
2004	2 807	279	3 086	91.0%	9.0%
2005	2 927	286	3 212	91.1%	8.9%
2006	2 951	312	3 263	90.4%	9.6%
2007	3 649	406	4 055	90.0%	10.0%
2008	3 328	387	3 716	89.6%	10.4%
2009	2 803	328	3 131	89.5%	10.5%
2010	3 273	388	3 661	89.4%	10.6%
Average	2 656	262	2 918	91.4%	8.6%
Average share	91.0%	9.0%			

UK					
	Volume (thousand 60-kg bags)			Percentage shares	
	At-home	Out-of-home	Total	At-home	Out-of-home
1997	1 710	731	2 441	70.1%	29.9%
1998	1 794	794	2 588	69.3%	30.7%
1999	1 580	696	2 276	69.4%	30.6%
2000	1 618	724	2 342	69.1%	30.9%
2001	1 524	691	2 215	68.8%	31.2%
2002	1 549	711	2 261	68.5%	31.5%
2003	1 525	711	2 236	68.2%	31.8%
2004	1 673	786	2 458	68.0%	32.0%
2005	1 844	836	2 680	68.8%	31.2%
2006	2 103	956	3 059	68.7%	31.3%
2007	1 938	885	2 824	68.6%	31.4%
2008	2 116	952	3 067	69.0%	31.0%
2009	2 248	972	3 220	69.8%	30.2%
2010	2 205	918	3 123	70.6%	29.4%
Average	1 816	812	2 628	69.1%	30.9%
Average share	69.1%	30.9%			