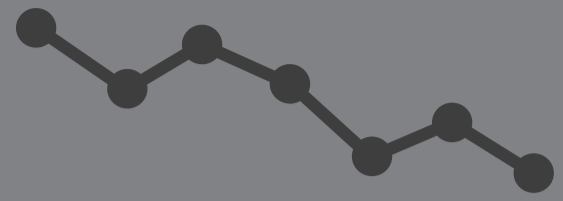


Coffee At Home, UK

July 2015

2/3 OF CONSUMERS PURCHASE GROUND COFFEE FOR VARIOUS BREW METHODS AT HOME



AN INSTANT DECLINE

37% OF CONSUMERS DRINK LESS INSTANT COFFEE THAN A YEAR AGO

MOST POPULAR AT HOME BREWS



£108M* AND STILL GROWING
CAPSULES DOMINATE GROWTH OF AT HOME MARKET

1/4

OF CONSUMERS HAVE A CAPSULE MACHINE AT HOME

37% OF ROAST AND GROUND MARKET IS **CAPSULES**

CONSUMERS **CRAVE** ESPRESSO STYLE **DRINKS AT HOME**

UNDER 25 YEAR OLDS MOST LIKELY TO SEEK ORGANIC COFFEE



AGE 25-35 INFLUENCED BY COFFEE PRICE PROMOTIONS



MOST IMPORTANT FACTORS ON PURCHASING:

- 1 TASTE
- 2 QUALITY
- 3 PRICE

INSTANT COFFEE AND CAPSULES ARE MOST POPULAR **IN THE EAST**



REGIONAL BREWING

LONDONERS FAVOUR ESPRESSO AT HOME

UCC
COFFEE

Allegra
insightsTM