



INTERNATIONAL
COFFEE
ORGANIZATION

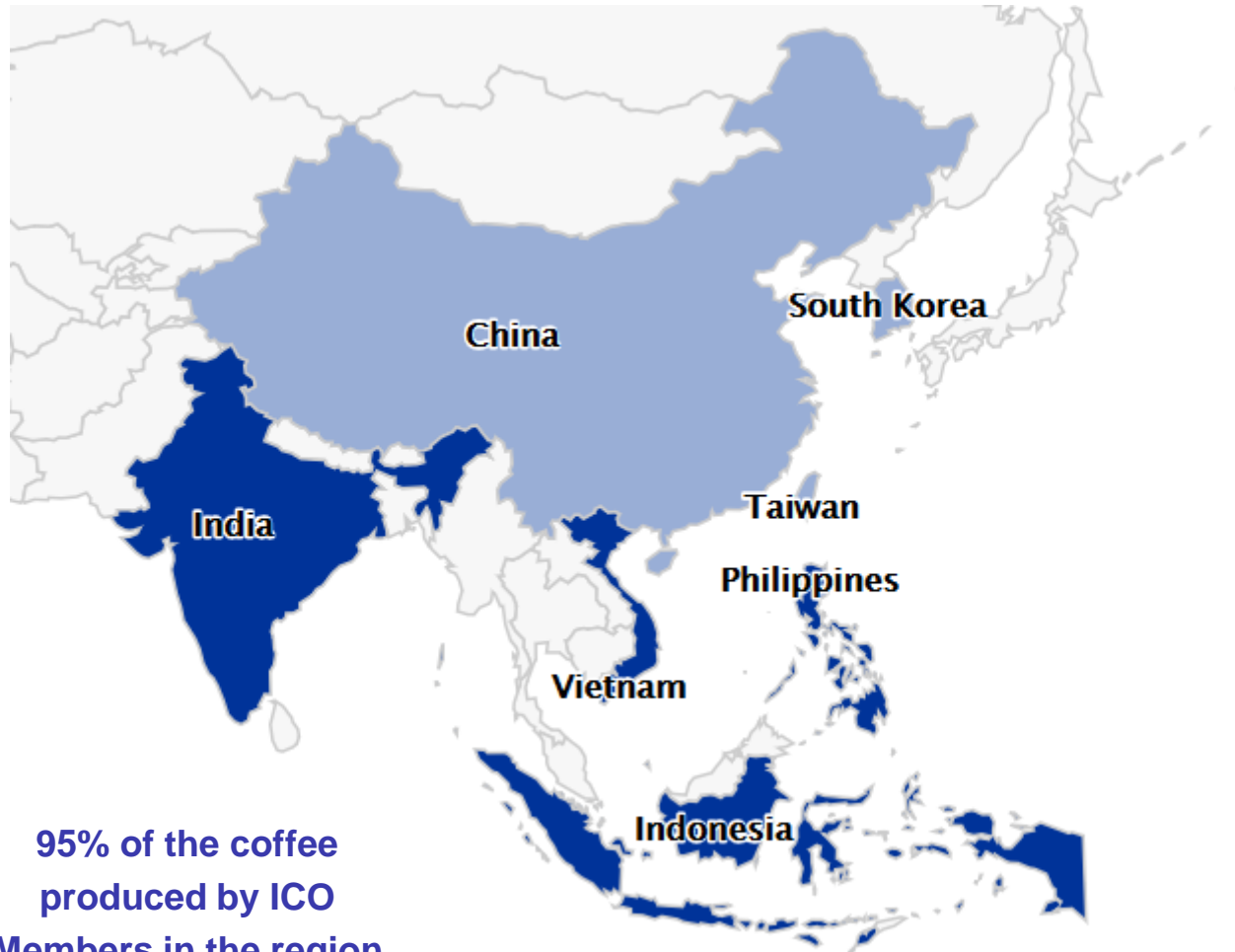
Emerging coffee markets: South and East Asia

Marcela Umaña

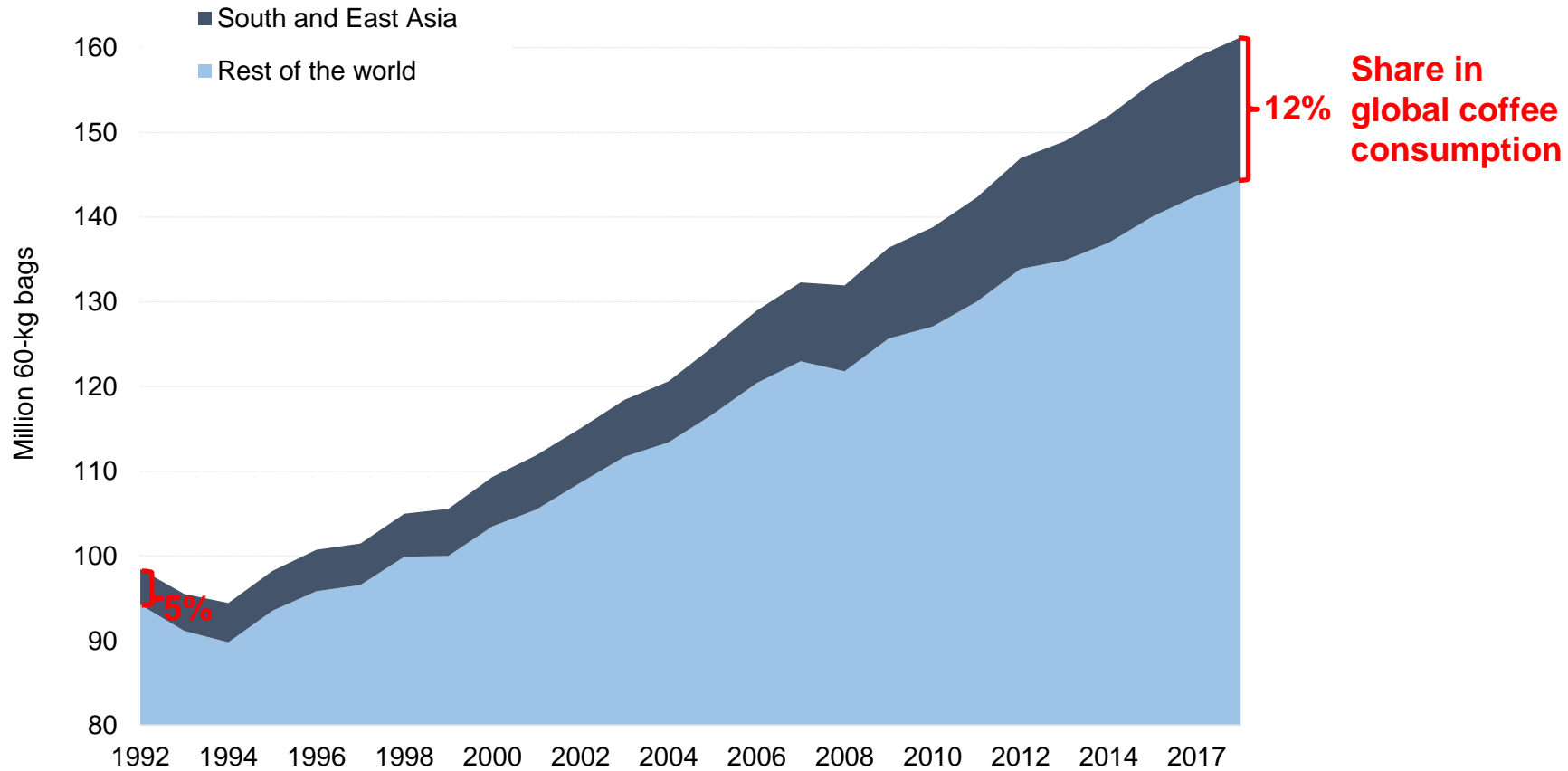
122nd Session of the International Coffee Council

17-21 September 2018

Seven markets in South and East Asia

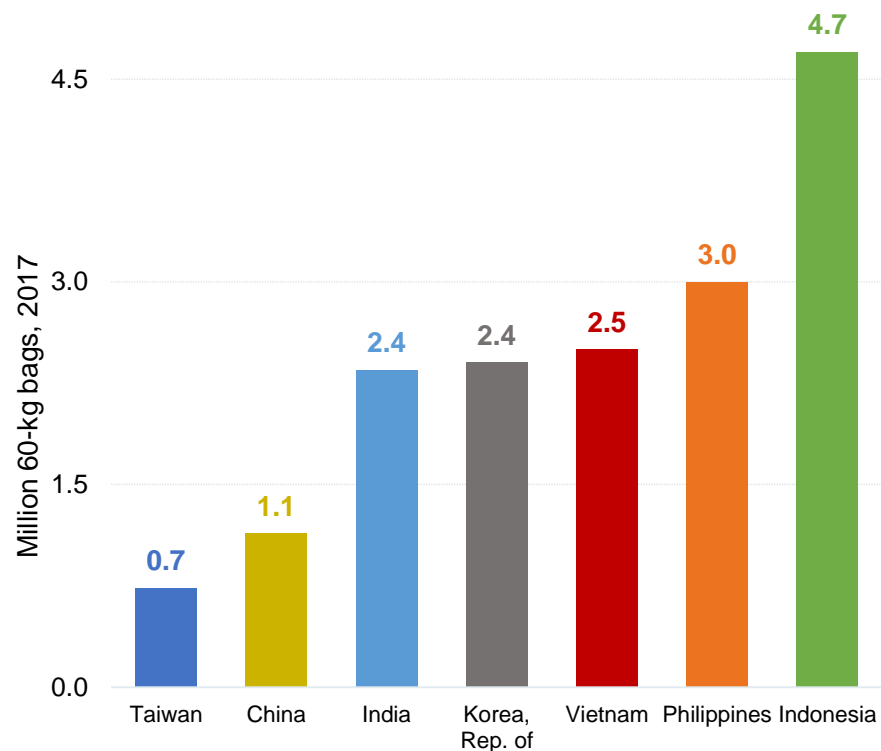


Faster growth of coffee consumption in South and East Asia

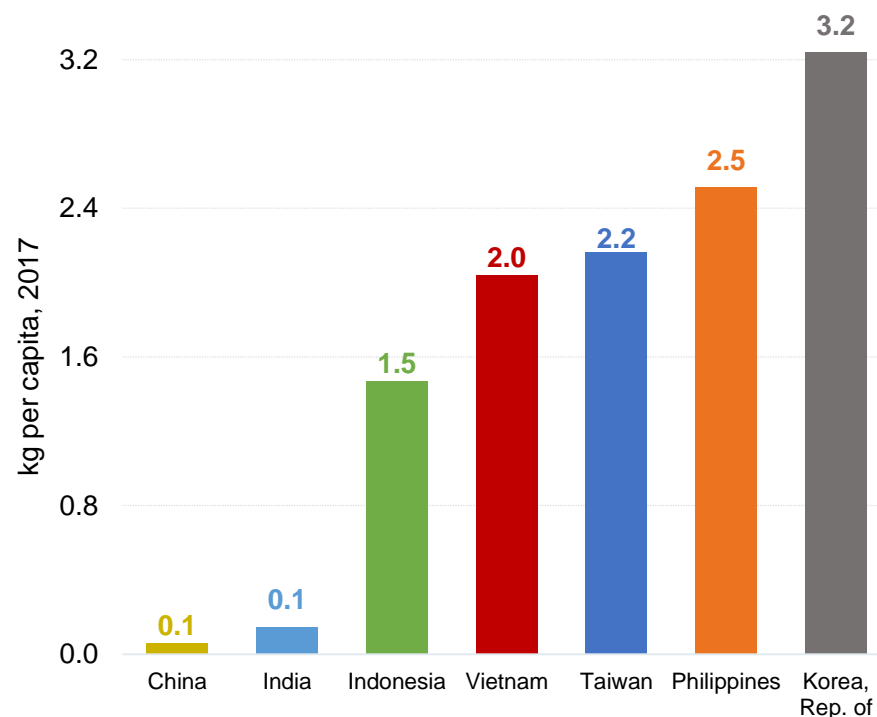


Biggest coffee consumers in the region

TOTAL



PER CAPITA*



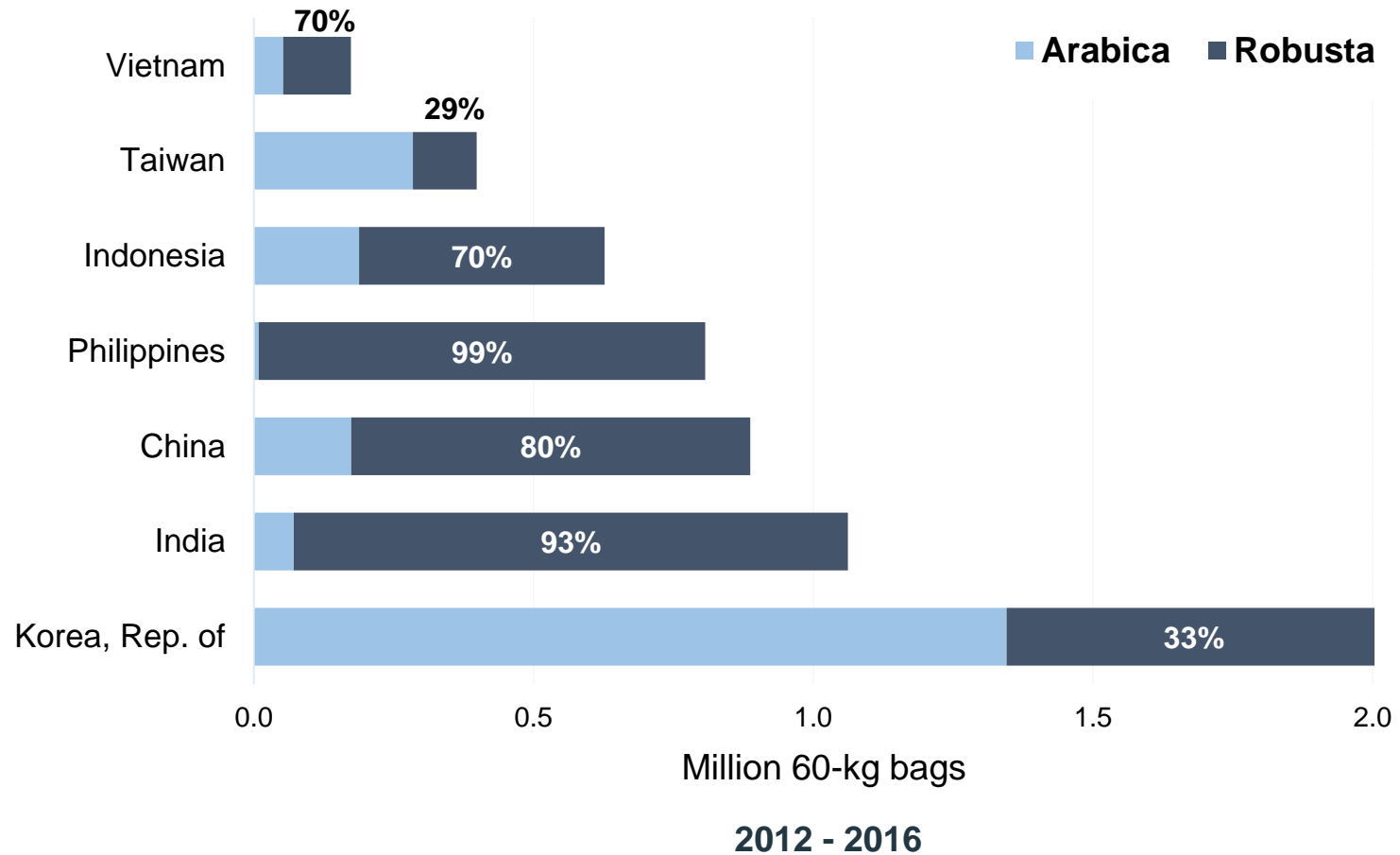
* Calculated using population above 15 years old (inclusive)



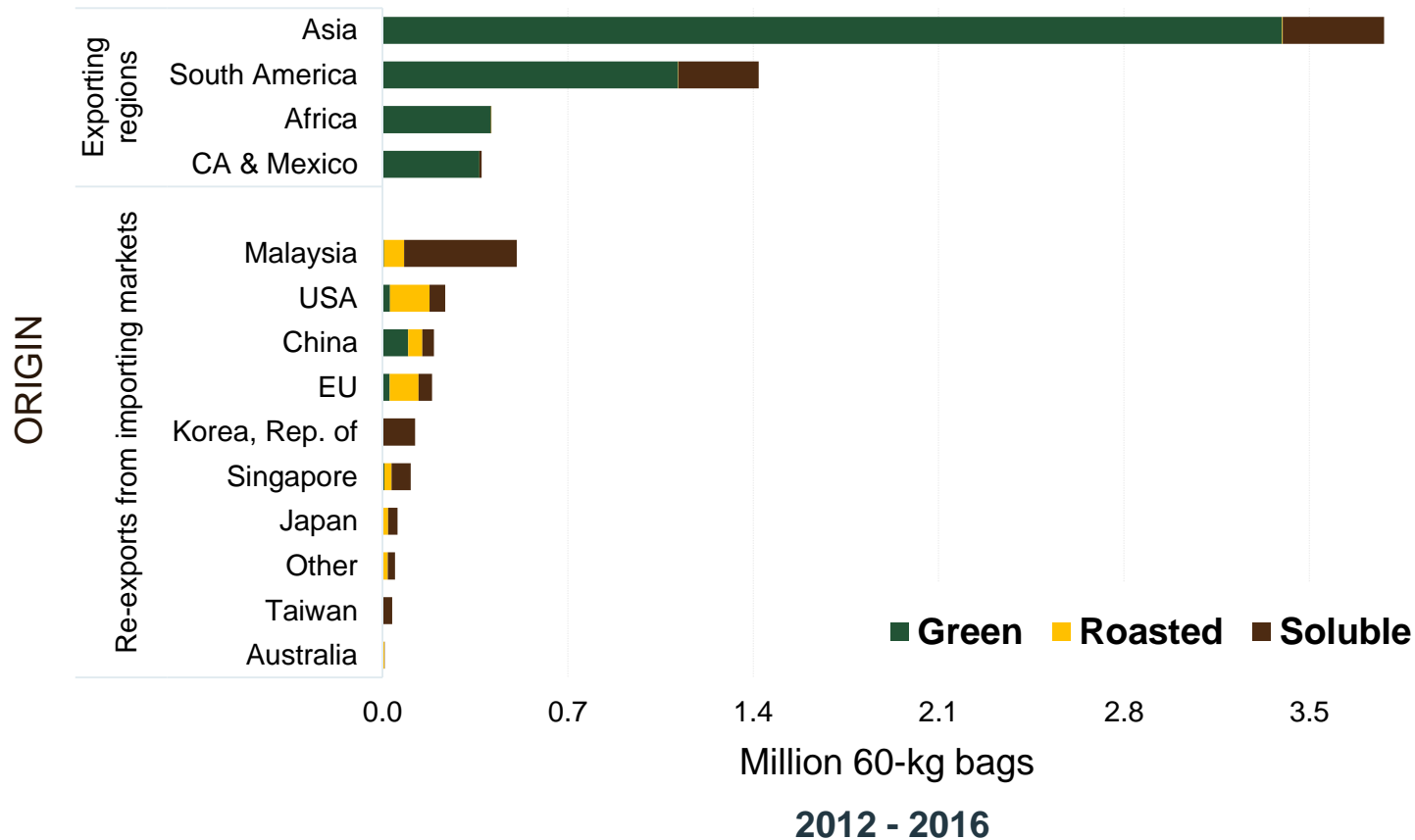


Imports

On average, 64% of the coffee imported into South and East Asia was Robusta



A third of the processed coffee imported, originates in coffee-producing regions

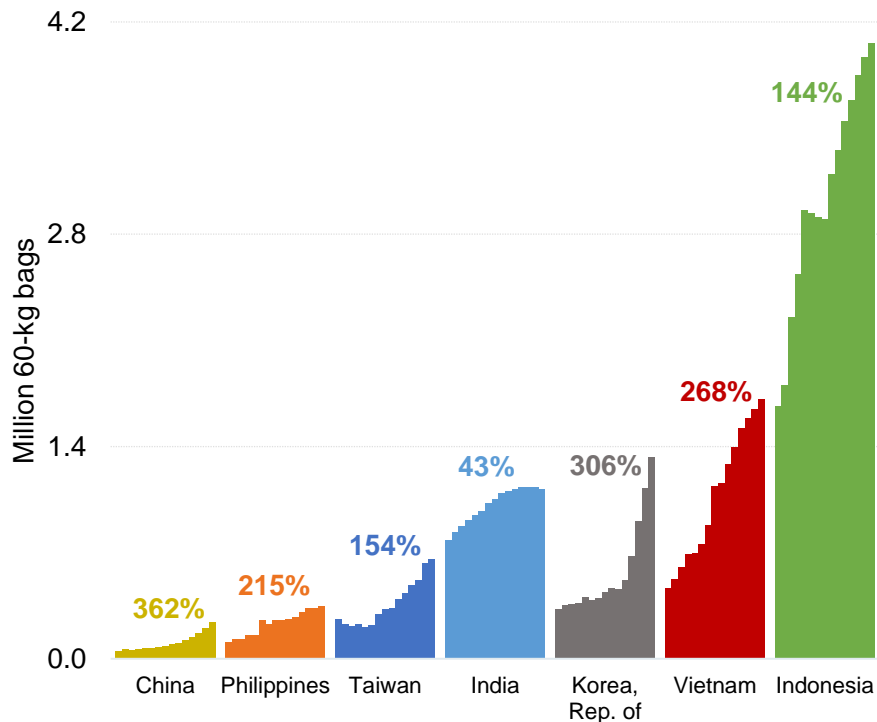




Market
segments

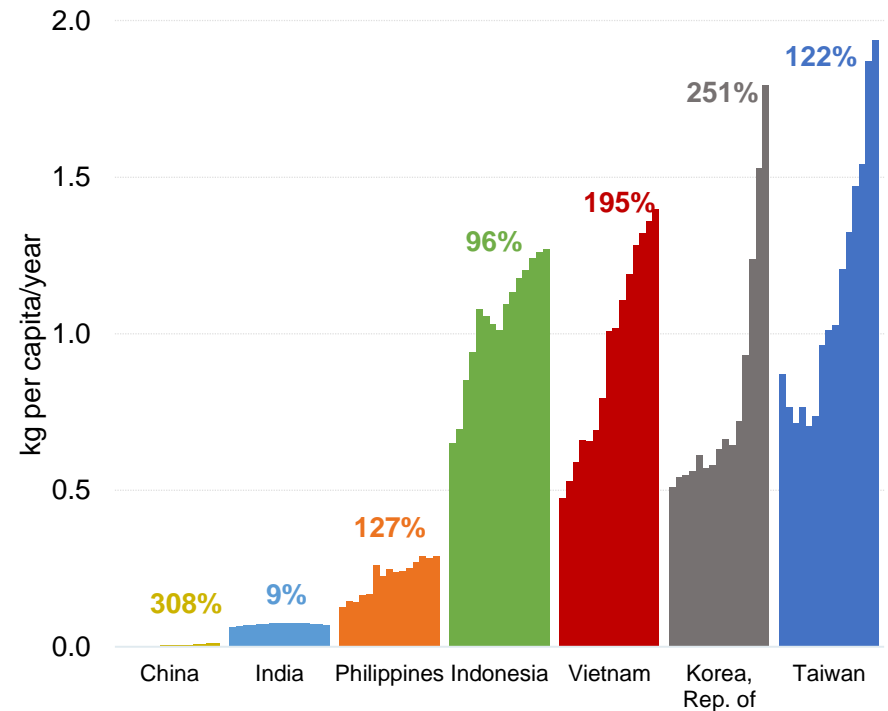
Increasing trend in fresh coffee consumption since 2003

TOTAL



Percentage values indicate the total growth from 2003 to 2017 in coffee consumption

PER CAPITA*

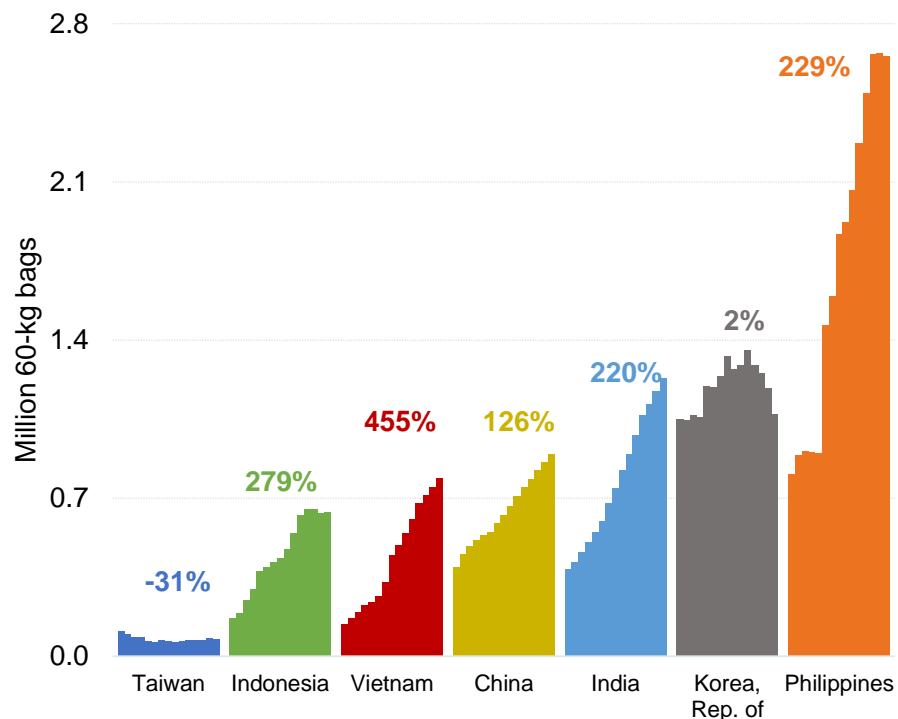


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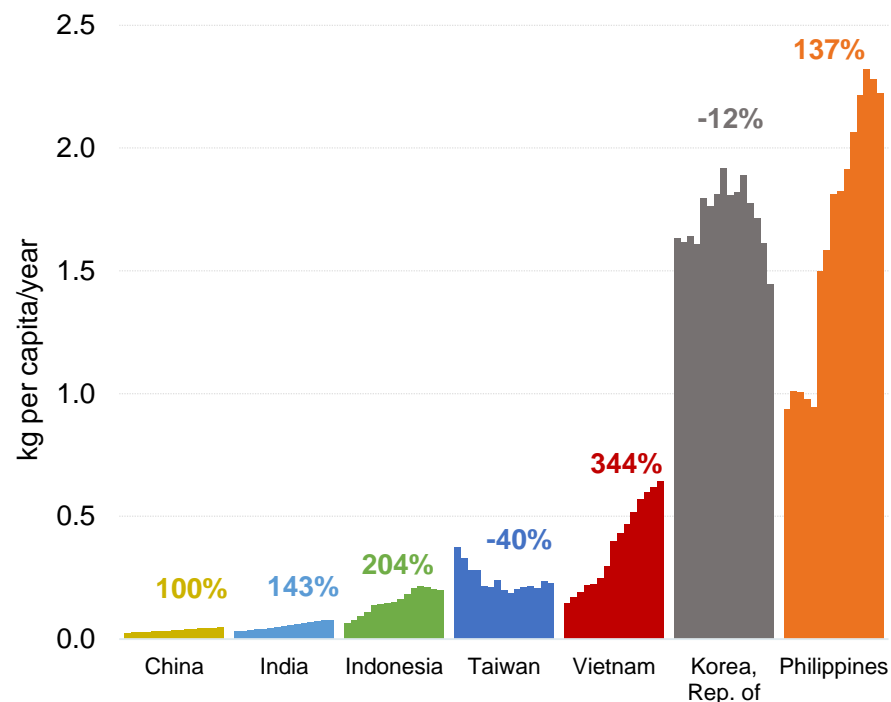


Similar trend for soluble coffee in some markets but less consumption in others

TOTAL



PER CAPITA*

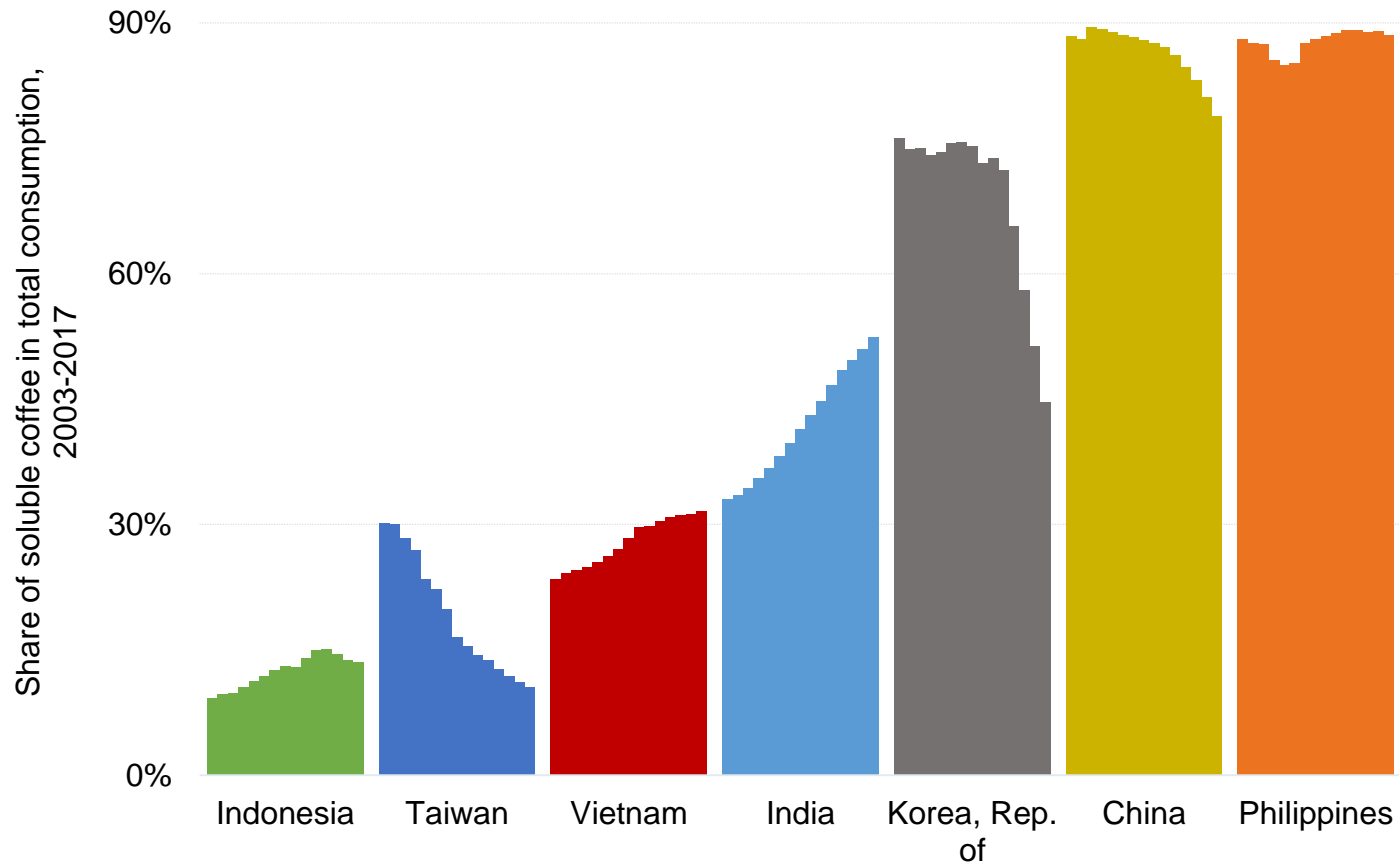


Percentage values indicate the total growth from 2003 to 2017 in coffee consumption

* Calculated using population above 15 years old (inclusive)



Consumer preferences have been changing, favouring fresh coffee consumption.





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Thank you