

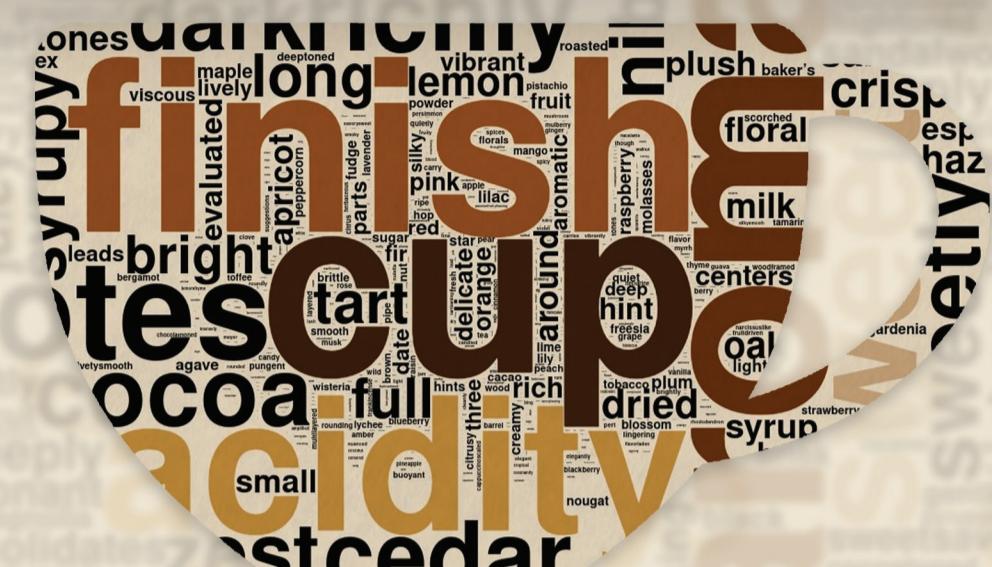
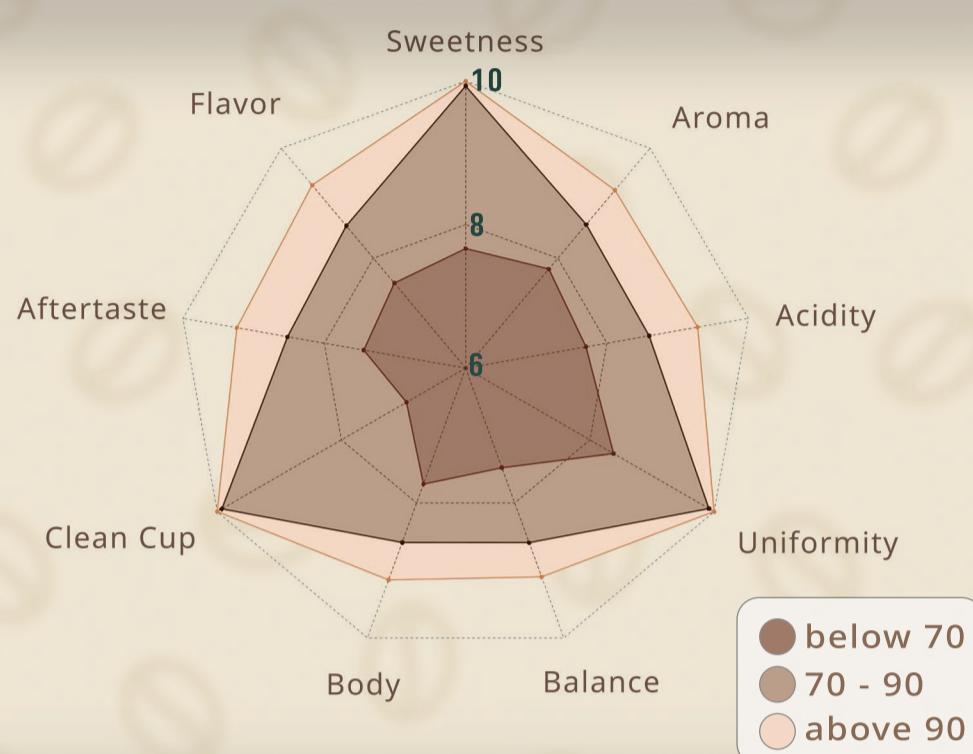
A SIP OF LUXURY



10.5 billion kilograms of coffee were consumed in 2022, with Europeans averaging 5 kilograms per person. Specialty coffees make up 20% of the market by weight but over 40% by value, with a projected growth to \$51 billion by 2030. Young adults, 18-24 years old, are notable consumers, accounting for 32% of specialty coffee consumption.

Coffee profile based on SCA Scores

A spider chart categorizes coffees into three quality groups, showing that specialty coffees nearly universally score maximum points for sweetness, cleanliness, and consistency. Specialty coffees demonstrate a 10% higher rating in attributes such as acidity and flavor, distinguishing them significantly from coffees scored around 80 points.



Coffee tasting experience

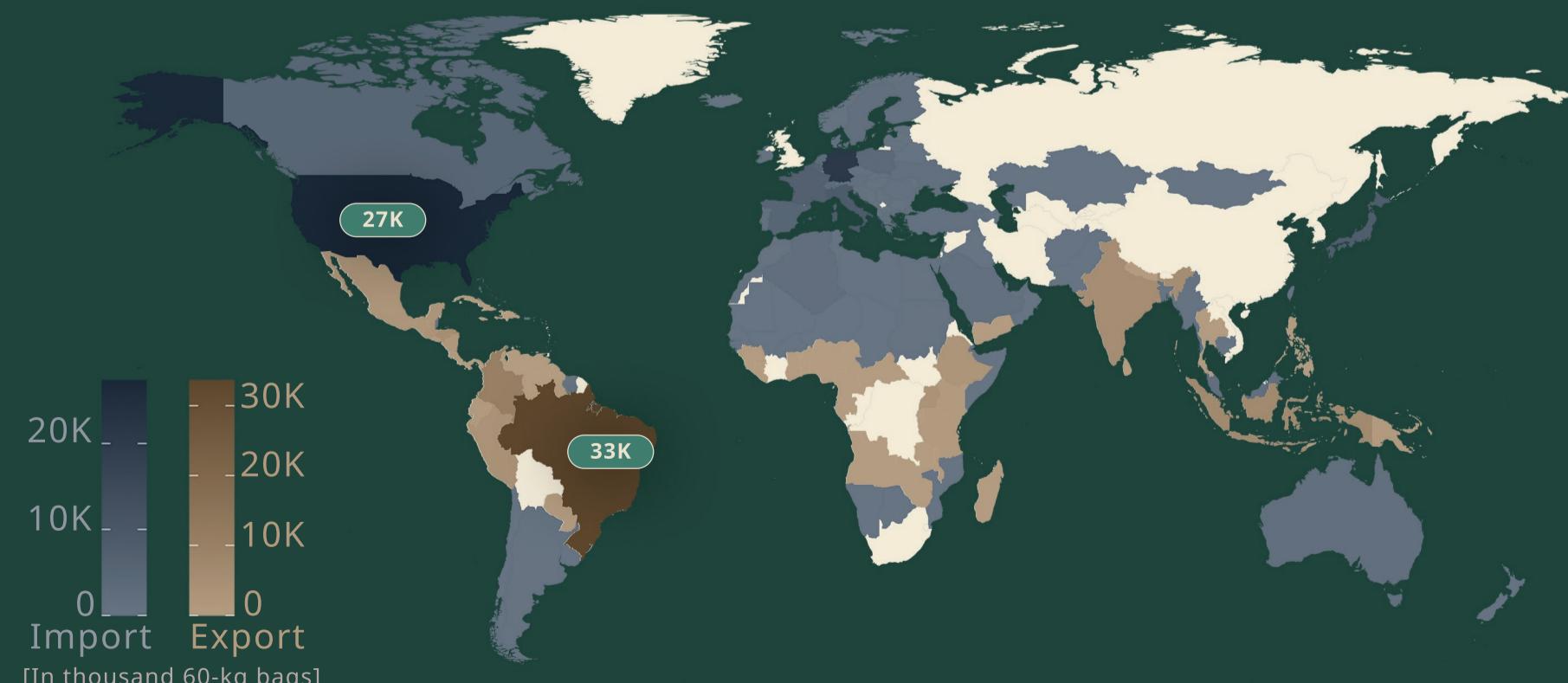


PRICE INSIGHTS

The detailed violin chart lays out the price distribution for different coffee varieties, pinpointing median cost for each. Notably, the Gesha variety stands out for its exquisite complexity, with a flavor profile that includes fruit, floral, and chocolate notes, making it a high-value bean in the coffee market. The Kona variety, cultivated in Hawaii's unique volcanic soil, offers a distinctive chocolate-caramel taste and fetches a high price due to its limited production and superior quality standards.

Cultivation Patterns

The waffle chart shows coffee varieties by region: Typica leads in Mexico, Bourbon varieties are favored in Guatemala, and Caturra is preferred in Colombia, each selected for their distinct traits and local adaptability.



Trade Map

The map indicates Brazil as the largest coffee exporter with 1.98 billion kilograms, followed by Vietnam. The United States emerges as the largest importer with 1.6 billion kilograms, with the map's color shades—brown for exporters and blue for importers—visually quantifying the scale of the global coffee trade.