

Coffee in Eastern Europe

August 2020

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Key findings

REGIONAL OVERVIEW

Eastern Europe has high potential in coffee despite current slow growth

Coffee to show positive future performance in region

Fresh coffee gains share thanks to growing coffee culture

Regional shifts towards fresh coffee, with further premiumisation

Fresh coffee is the primary growth driver in coffee at regional level

Local markets vary based on economic outlook and cultural tradition

Modern retailers drive sales, while traditional retail is still strong

On-trade drives coffee culture, with a knock-on effect on the off-trade

LEADING COMPANIES AND BRANDS

Large producers lead through strong portfolios and brand recognition

Jacobs Douwe Egberts and Nestlé SA compete for leadership

Russia is the key coffee market in Eastern Europe

Shifting demand structure leads to changes in the top 10 brands

FORECAST PROJECTIONS

Positive performances in major markets will support regional growth

2020 will see enhanced off-trade sales, while the on-trade suffers

GDP growth and habit persistence are key to coffee performance

Growth in product availability and consumer awareness will drive sales

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Russia: competitive and retail landscape

Poland: market context

Poland: competitive and retail landscape

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Ukraine: competitive and retail landscape

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Romania: competitive and retail landscape

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Czech Republic: competitive and retail landscape

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Hungary: competitive and retail landscape

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Slovakia: competitive and retail landscape

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Belarus: competitive and retail landscape

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About Euromonitor International

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