



COFFEE CONSUMPTION TRENDS



Pavel Cardoso | President



- 2nd largest coffee consumer market in the world
- Only 4,1 million bags separate us from the biggest market (USA)
- 21,9 million bags – domestic consumption
- Per capita consumption = 6.26 kg green coffee/hab. year
- Brazilians consume 1.430 coffee cups per capita per year
- The product is present in 98% of Brazilian homes
- Coffee is the food most consumed by Brazilians, according to IBGE
- For Brazilians, coffee is much more than what is in the cup: it is, above all, pleasure and emotion.



ABIC Associação Brasileira da Indústria de Café

Evolution of the consumption in Brazil (millions of bags)

It stimulated the increase in consumption in Brazil by **200%** since 1989.



PURITY

1989



6,4

8,2

8,5

8,9

9,1

9,3

10,1

11,0

11,5

12,2

12,7

13,2

13,6

14,0

13,7

14,9

15,5

16,3

17,1

17,7

18,4

19,1

19,7

20,3

20,1

20,3

20,5

21,2

22,0

21,0

20,9

21,2

21,5

21,3

21,7

21,9

QUALITY
2004



2007
SUSTAINABILITY



2023
SPECIALTY COFFEES



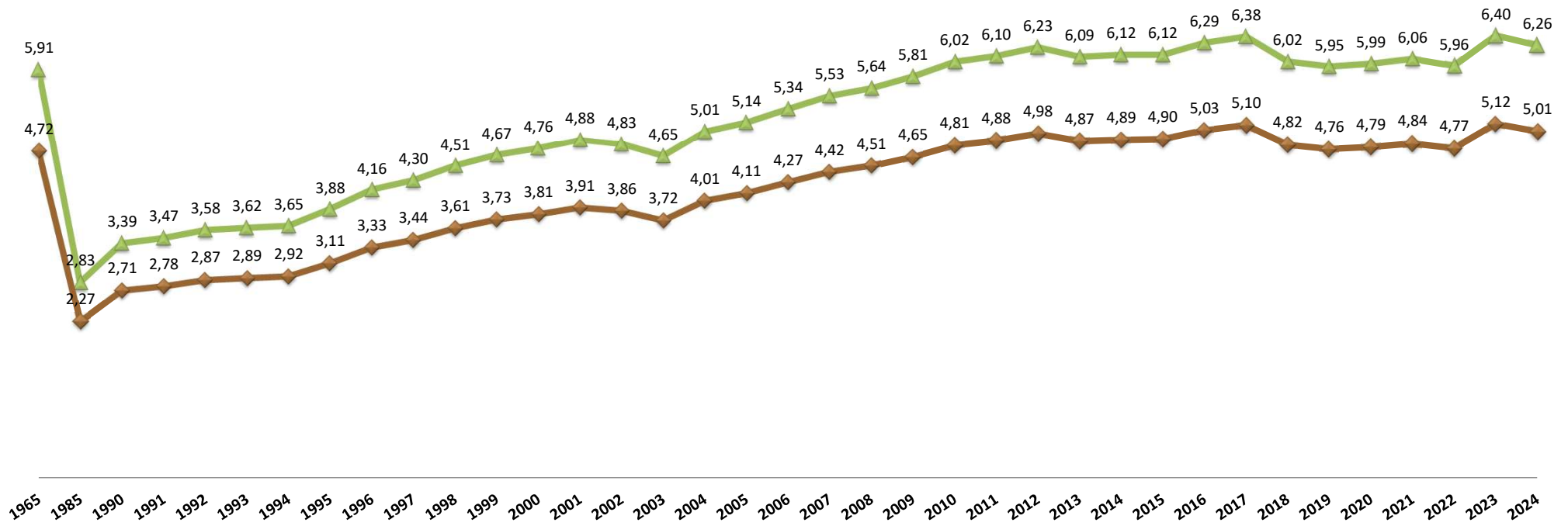
21,9

	1985	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
MM Sacas	6,4	8,2	8,5	8,9	9,1	9,3	10,1	11,0	11,5	12,2	12,7	13,2	13,6	14,0	13,7	14,9	15,5	16,3	17,1	17,7	18,4	19,1	19,7	20,3	20,1	20,3	20,5	21,2	22,0	21,0	20,9	21,2	21,5	21,3	21,7	21,9
kg café torrado / hab. ano	2,27	2,71	2,78	2,87	2,89	2,92	3,11	3,33	3,44	3,61	3,73	3,81	3,91	3,86	3,72	4,01	4,11	4,27	4,42	4,51	4,65	4,81	4,88	4,98	4,87	4,89	4,90	5,03	5,10	4,82	4,76	4,79	4,84	4,77	5,12	5,01

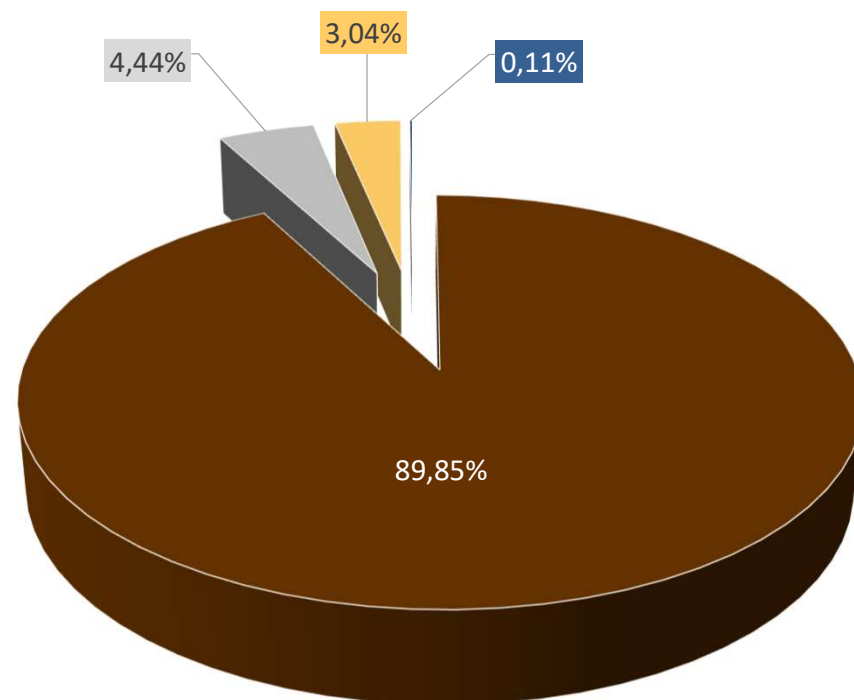
Evolution of per capita consumption in Brazil



green coffee per capita
roasted coffee per capita



% Sales by style



■ Traditional/ Dark Roast ■ Superior ■ Gourmet ■ Special



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Consumer Trends

1. Health and well-being
2. Innovation, experience and versatility
3. Origin, traceability and sustainability
4. Convenience and practicality
5. Quality, styles and certification



Promotion and marketing of Brazilian coffees



ABIC Associação Brasileira de Indústria de Café



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