



10<sup>th</sup>  
coffee  
dinner&summit  
Cecafé



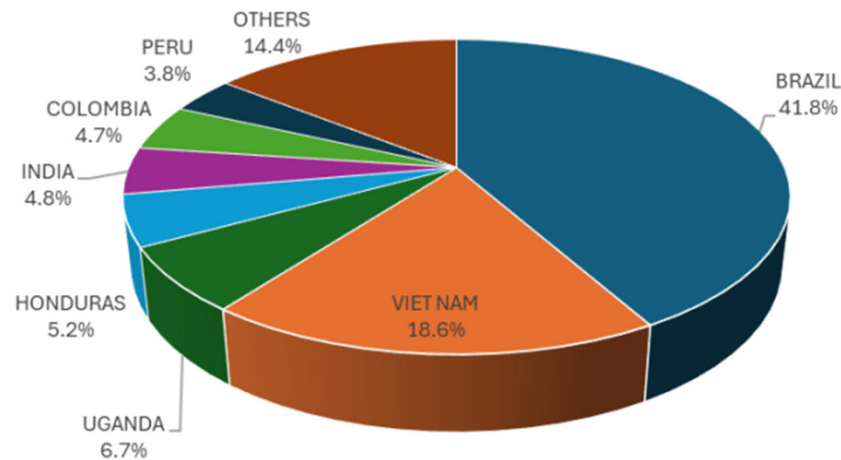
# Coffee Consumption in Europe: Current market developments

Stefan Dierks, Melitta Group Management

# Brazil is most important green coffee supplier to EU27 – Europeans love coffee



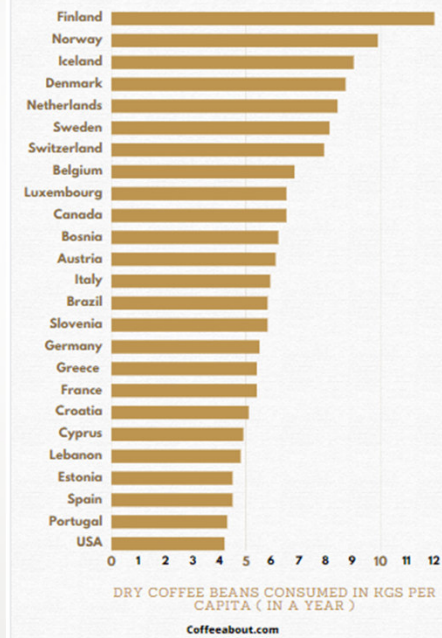
**Top Green Coffee Suppliers to EU27 Countries**  
(tonnes, % of total volumen)



Source: Eurostat

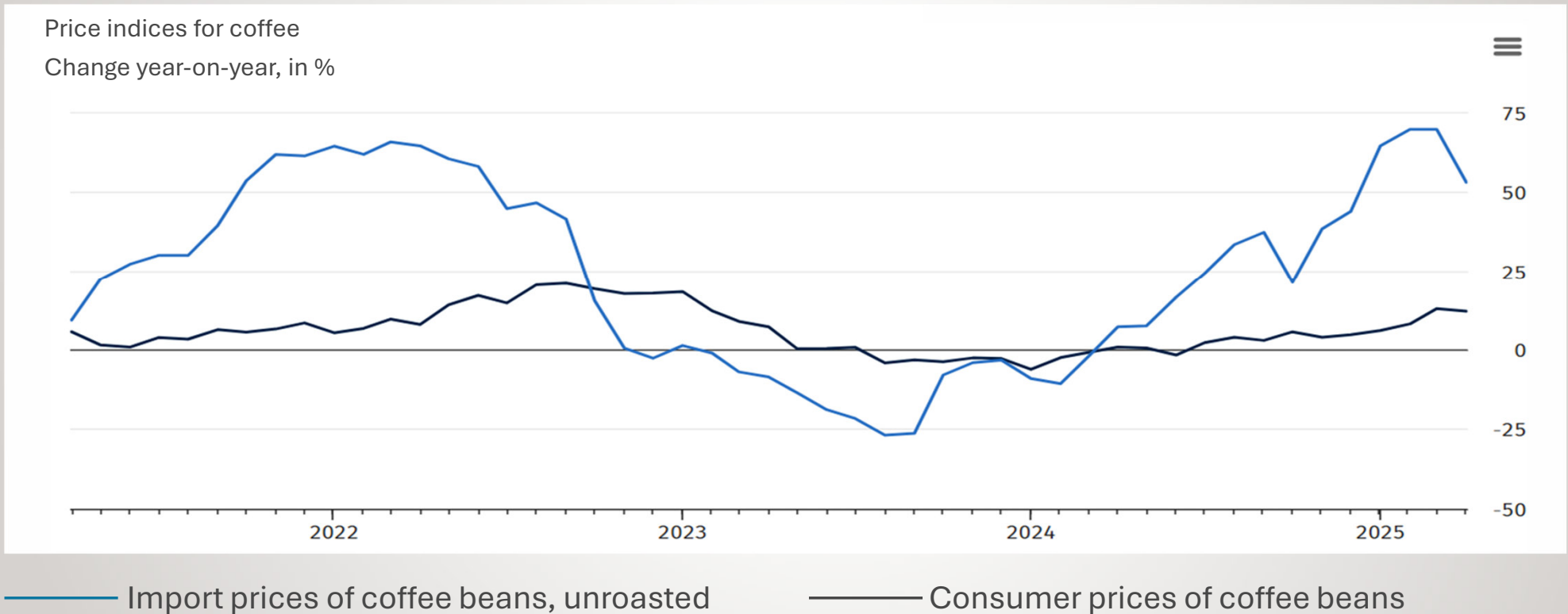
⇒ 2024 shipments to EU27 represent 40% of Brazilian green coffee export

**Coffee Consumption by Country in 2022**



Data Source: Worldatlas

# Germany: Price indices reflect market developments just partially



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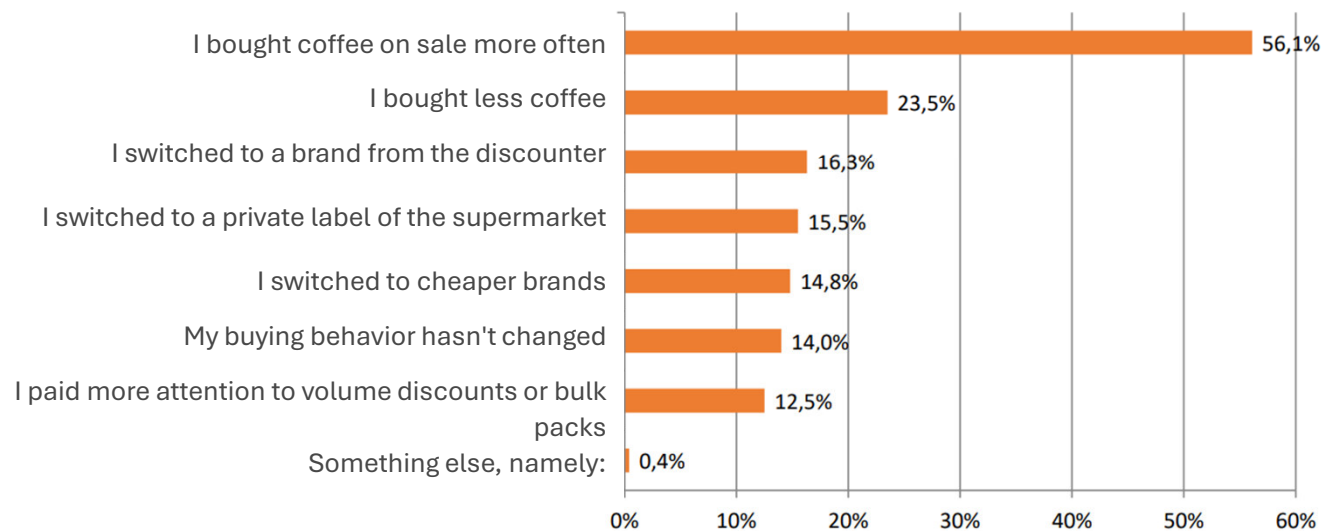


# Higher prices lead to changes in consumer behaviour



To what extent has the previous price development influenced your buying behaviour in relation to the coffee you buy at home?

DEUTSCHER  
KAFFEEVERBAND  
DATEN. TRENDS. INSIGHTS.  
appinio

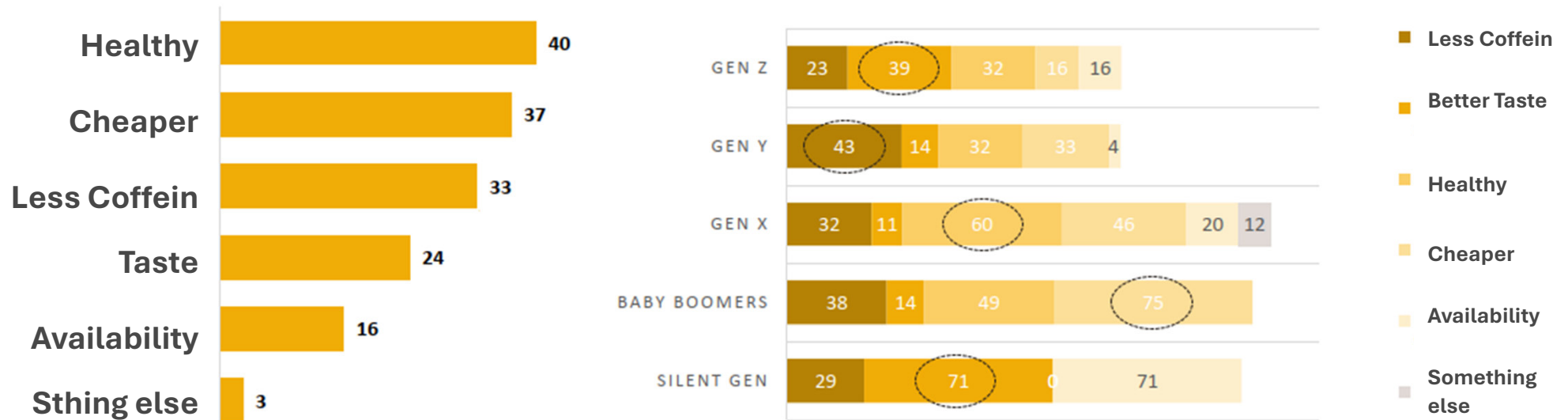


# Reasons to change to alternative beverages



## Reasons for changing to alternative beverages

Basis: Kaffee-Konsumstudie 2025 | Sondermodul „Konsumreduktion“ | N=63 | Anteile in %





# Conclusions



- EU27 / Europe is and will further be a big and important coffee market
- Brazil remains the most important green coffee supplier for Europe / EU27 – with a raising share since COVID-pandemic
- Sustainability including legal compliance (Supply Chain Due Diligence, EUDR etc.) is a hygiene factor
- Changing framework conditions and consumer behaviour patterns require to further strengthening the supply chain resilience
- Let us jointly keep coffee attractive for our consumers and continue our excellent cooperation!

Muito obrigado!  
Thank you!

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[coffeedinner.com.br](http://coffeedinner.com.br)

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