

# Coffee in Australia 2009

Coffee in Australia 2009 is BIS Foodservice's latest report and up-date on the coffee market in Australia.

**BIS** Foodservice

"Over the last decade the Italian coffee culture or coffee concept has swept the world. It has been embraced by a large number of foodservice markets, and the world has seen many international and local café chains emerge and prosper. This has also been the case in Australia. We are slowly changing from a tea drinking nation to that of a coffee loving people."



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This report addresses the following areas:

- ☕ General trends and developments in the consumption of coffee
- ☕ The outlook for the café market
- ☕ BIS Foodservice R&G Coffee Barometers
- ☕ Total market size of coffee
- ☕ Coffee machines – total market size in the foodservice market by channel
- ☕ Australians' consumption of coffee:
  - » Types of coffee consumed
  - » Consumer profiles by type of coffee consumed
  - » Units of coffee consumed in an average week
  - » Where coffee is consumed by type of coffee
    - » Why coffee is consumed
  - » Where coffee is consumed or purchased from
  - » Type of foodservice outlet where coffee is consumed
- » Key purchasing factors in the retail market including consumer profile
  - » Key purchasing factors in the foodservice market
    - » Average price paid for a coffee out of home
      - » Most frequented coffee chains
      - » Selection criteria of a coffee chain
    - » Brand of coffee purchased most frequently
- » Stage of week, time of day and occasion when coffee is consumed
  - » Type and size of container used
  - » Type of milk used
  - » Brand recognition of key brands
  - » Advertising awareness of main brands

**Cost of Coffee in Australia 2009: A\$3,500 plus GST**

## ABOUT US

BIS Shrapnel has provided research, analysis and forecasts on the foodservice industry for over 25 years. BIS Foodservice runs continuous information services in Australia and New Zealand as well as in-depth country reports on another 20 foodservice markets in South East Asia, China region, The Middle East and the Nordic markets.

For further details about our business and studies please visit our website: [www.bis.com.au](http://www.bis.com.au) (click on Foodservice).

## INQUIRY & CONSULTANCY FACILITY

Our consultants are continually available to clients who want to discuss trends, developments and market estimates. We are contactable via telephone and email and will seek to facilitate face-to-face meetings whenever possible.

## CONTACTS

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