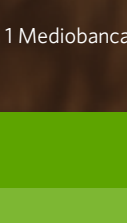


Opportunities are brewing: Five top trends to help you grow your coffee brand

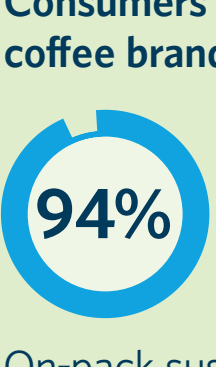
Explore why a greater consumer focus on quality, at-home convenience, and sustainability means big opportunities in the global coffee market.



Coffee consumption is a ritual that brings people together. In fact, **3.1 billion cups of coffee are consumed daily.**¹

Here, we look at five trends and opportunities to grow your coffee brand – and how the perfect blend of packaging can help you thrive.

¹ Mediobanca research 2024

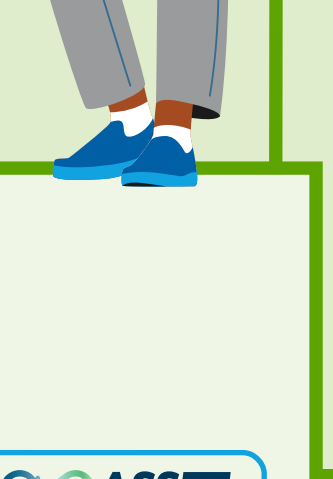


SUSTAINABILITY MATTERS FROM PLANT TO PACKAGING

Consumers are increasingly eco-conscious and now expect coffee brands to do more than provide quality products, with

94% of European consumers saying they care about sustainability issues.²

On-pack sustainability credentials directly impacts brand growth. From sourcing beans from sustainable growers to including on-pack recyclability logos and instructions, brands using ethical claims have seen an increase in NPD share in the coffee category by 55% from 2018 to 2022.³



38%

Packaging accounts for **38%**⁴ of a coffee product chain's carbon footprint. It's essential to assess the environmental impact of your coffee packaging.

→ [Find out about our ASSET™ Life Cycle Assessment tool.](#)



TOP TAKEAWAY

Get to know your packaging's environmental impact and tell your sustainability story with clear, transparent on-pack messages

² Amcor Consumers Claim Research 2023

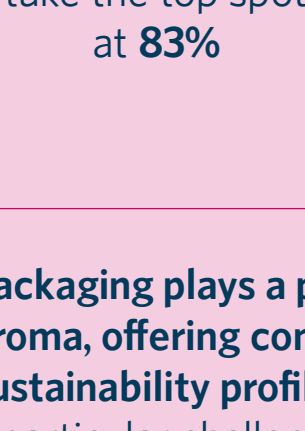
³ Mintel NPD 2023

⁴ Amcor Consumers Claim Research 2023



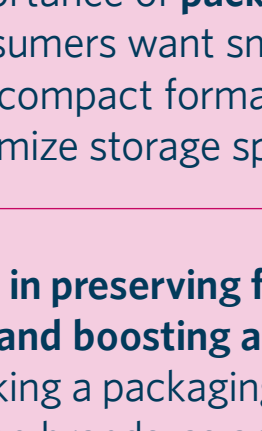
PACKAGING IS THE BIG DIFFERENTIATOR

Recent Amcor research among European consumers assessed the most important criteria in their coffee purchasing decisions.



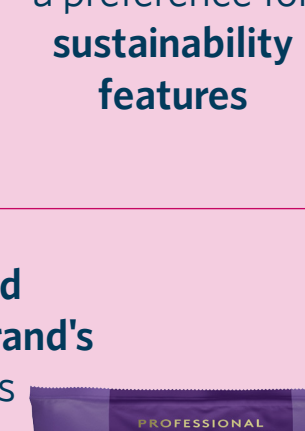
83%

Taste and aroma take the top spot at **83%**



58%

58% emphasized the importance of **pack size**. Consumers want smaller and compact formats to optimize storage space.



50%

50% expressed a preference for **sustainability features**

Packaging plays a pivotal role in preserving flavour and aroma, offering convenience, and boosting a coffee brand's sustainability profile. But making a packaging switch is a particular challenge for coffee brands, as any choice must be carefully designed to retain the product quality.

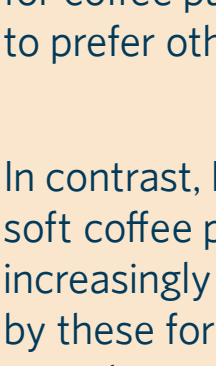
Thankfully, packaging experts like Amcor can help. How? Learn how **Lofberg's** reached a **55% reduction in carbon emissions** by moving to more sustainable packaging.

→ [Read here](#)



TOP TAKEAWAY

Upgrade your packaging to attract consumers by communicating your environmental credentials and product quality



COFFEE PREFERENCES VARY ACROSS EUROPE



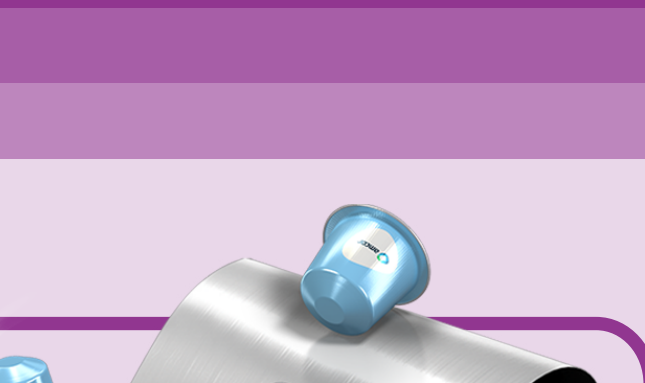
Europe represents **30%** of global coffee consumption, but preferences for coffee formats differ significantly between countries.

Let's take the example of coffee pads.

In Scandinavian countries, there is limited growth in demand for coffee pads or capsules, as Scandinavian consumers tend to prefer other brewing methods.

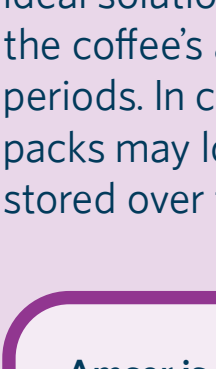
In contrast, Italy and France are witnessing a high popularity of soft coffee pads and capsules. Consumers in these countries increasingly favor the convenience and portion control offered by these formats, especially for home use. In Italy, pads and capsules represent **40% of the total coffee market**.

AMFIBER™ Performance Paper 60U
Our performance paper packaging solution is specifically crafted for coffee pads, offering a practical and efficient way to encase individual coffee servings. It's easily recyclable in existing paper streams, can help brands lower the impact of EPR fees and plastic taxes, and can be tailored to meet the unique needs of your coffee packaging.



TOP TAKEAWAY

Explore high-quality and customizable packaging solutions like coffee pads and capsules to enhance the overall coffee experience for consumers



COFFEE CAPSULES DRIVEN BY CONVENIENCE

This format is especially appealing to singles, couples, and small families, who may consume coffee in smaller quantities.

For these consumers, aluminum capsules are an ideal solution thanks to their ability to preserve the coffee's aroma and freshness for longer periods. In comparison, ground coffee in larger packs may lose its aroma once opened and stored over time, especially if not consumed

Amcor is a producer of **aluminum material** for capsules stamping and lidings in wide variety of sizes and shapes.



TOP TAKEAWAY

Consider offering a wider range of at-home coffee products than ever before



DON'T UNDERESTIMATE ECOMMERCE SHOPPERS

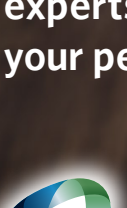
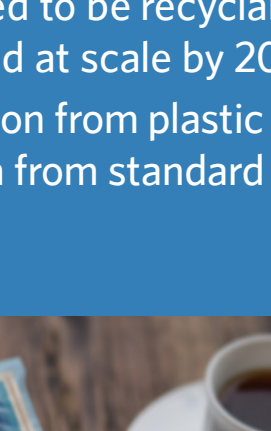
Coffee consumers are increasingly demanding convenience, and ecommerce is a great way for businesses to offer it.

The World Coffee Portal's inaugural 2023 report on the UK's at-home coffee market showed total sales for domestic pod, filter, and espresso machines rose **3.5% in 12 months**.⁵

↑ At-home coffee machine sales up **3.5% in 12 months**

WE'RE ISTA 6A AMAZON-CERTIFIED

We can test your packaging to ensure it passes Amazon's packaging standards, giving you peace of mind that it should arrive undamaged and intact.



TOP TAKEAWAY

Meet consumer expectations with direct-to-consumer products that don't compromise on quality

⁵ <https://www.worldcoffeeportal.com/Latest/News/2023/June/UK-consumers-embrace-premium-and-specialty-coffee>



EUROPEAN LEGISLATION IS CHANGING

The European Union's Packaging & Packaging Waste Regulation (PPWR) sets out a comprehensive framework aimed at preventing waste and fostering re-use and recycling of packaging.

All coffee packaging will need to be designed to be recyclable by 2030 and coffee packaging must be recycled at scale by 2035.

This will generate an increase of the transition from plastic to aluminium for capsules and also a transition from standard coffee packs to recyclable packaging.

WANT TO LEARN MORE?

Contact one of our coffee packaging experts to discuss how to create your perfect blend of packaging.

