

THE ICO'S STEP-BY-STEP GUIDE TO PROMOTE COFFEE CONSUMPTION IN PRODUCING COUNTRIES IN PRACTICE: LESSONS AND RECOMMENDATIONS

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A STEP-BY-STEP GUIDE TO PROMOTE COFFEE CONSUMPTION IN PRODUCING COUNTRIES



- Released in 2004
- Based on cases of Brazil and many other countries
 - positive examples
 - negative examples

GUIDE INSPIRED AND PROVIDED METHODOLOGY FOR PROGRAMS IN SEVERAL COUNTRIES

- India (2006)
- Mexico (2006)
- Indonesia (2006)
- El Salvador (2007)
- Costa Rica (2008/09)
- Colombia (2010/16)

- Many programs created

- Different lessons learned



GUIDE PROVIDED IDEAS/METHODOLOGY FOR PROMOTION ACTIONS IN OTHER COUNTRIES

IT IS TIME TO UPDATE THE ICO GUIDE

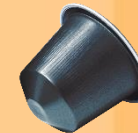
- Incorporate experiences from
 - programs
 - actionsthat used Guide



- Changes in “environment”
 - digital world
 - coffee market
 - coffee preparation
 - demography



BLUE BOTTLE
COFFEE



- Other trends and opportunities
 - countries where consumption grows without programs
 - sustainability
 - other



A LOT HAPPENED IN A RELATIVELY SHORT TIME

INCORPORATE EXPERIENCE FROM USE OF GUIDE

- Analyze applications
 - success
 - failures
 - other
- Why not used more intensely?
- Why not better results?
- What shape should a new version take?



NEW DIGITAL WORLD: HABITS AND MEDIA

DIGITAL TECHNOLOGIES

DIGITAL BRANDING

CONNECTIVITY
AND MOBILITY

E-MARKETING

DIGITAL
TRANSFORMATION
(SOCIAL + ECONOMIC)

DIGITAL
COMMUNICATION
(INTERNET)

CHANGING BUYING
PATTERNS
(E-COMMERCE)

DIGITAL CHANGE OF
HABITS

“GO VIRAL”

(BREXIT - TRUMP - BOLSONARO)

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256

BILLION

PENETRATION:

42%



we
are
social



we
are
social

7

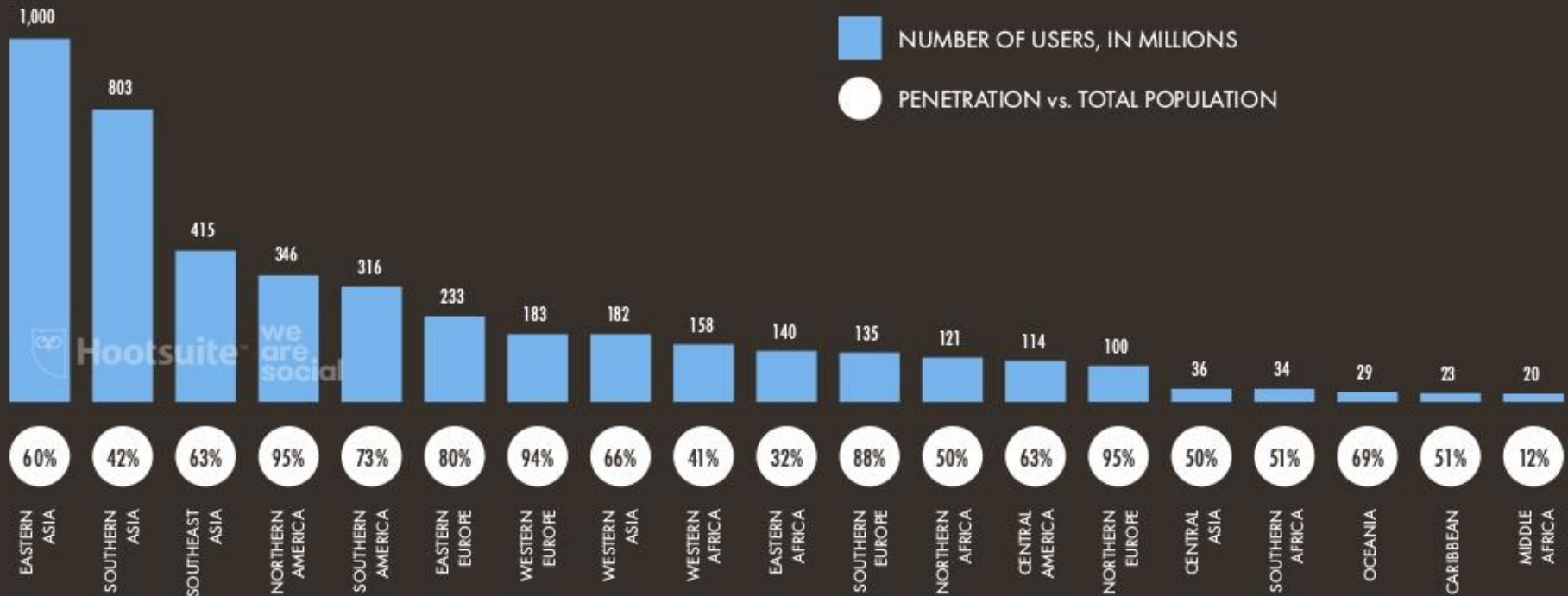
SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. **MOBILE:** GSMA INTELLIGENCE. **INTERNET:** INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. **SOCIAL MEDIA:** PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAB; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

 **Hootsuite™** 

JAN
2019

INTERNET USE: REGIONAL OVERVIEW

INTERNET USERS IN MILLIONS, AND INTERNET PENETRATION vs. TOTAL POPULATION, BY GLOBAL REGION



CHANGES IN COFFEE MARKET: THIRD WAVE AND MORE

EXPERIENCE



HIGHER
QUALITY

MICRO LOTS

CONSUMER
BETTER
INFORMED



NEW PROCESSES
AND FLAVORS



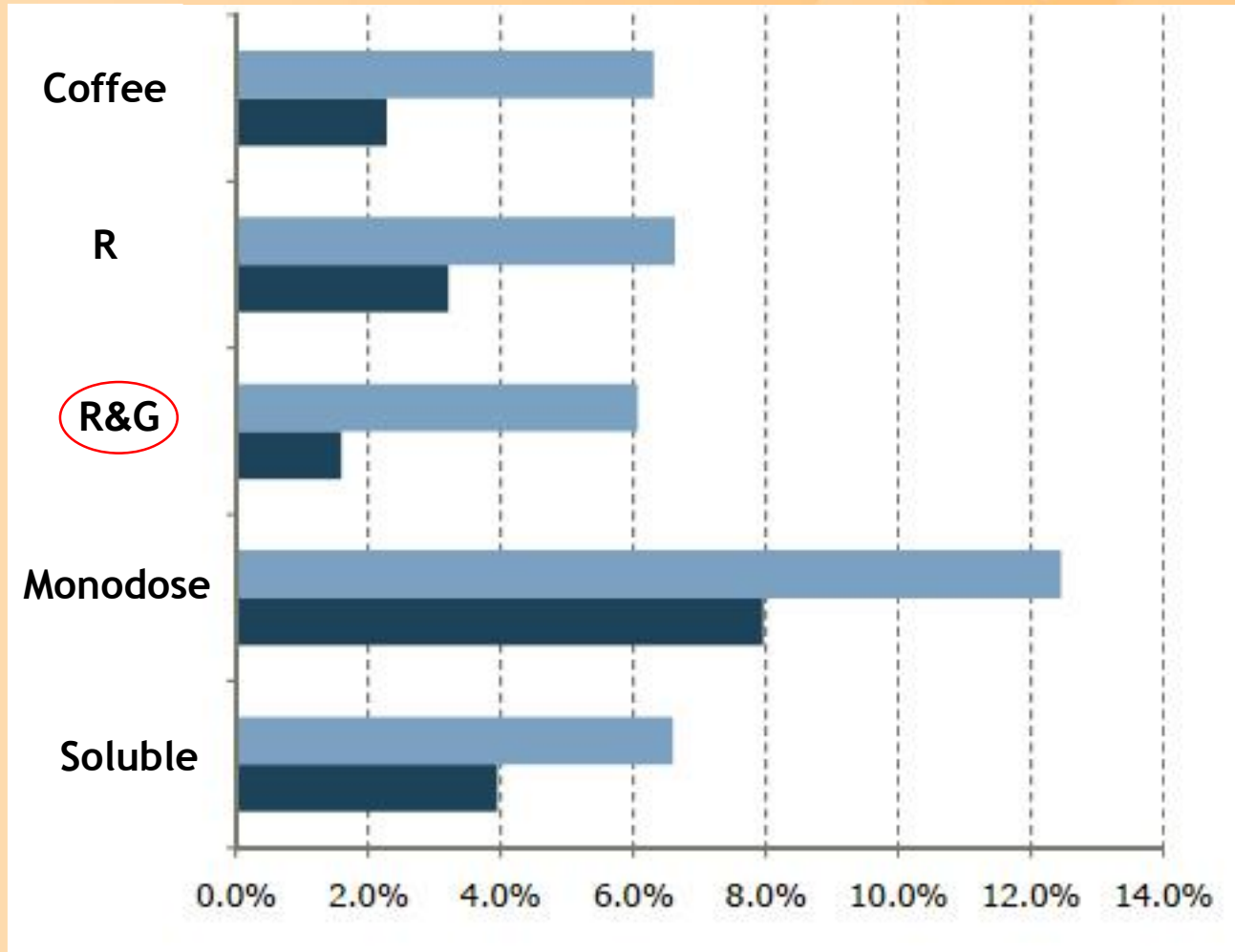
ORIGINS

NEW
PREPARATION
METHODS



CHANGES IN COFFEE PREPARATION

2012-2017



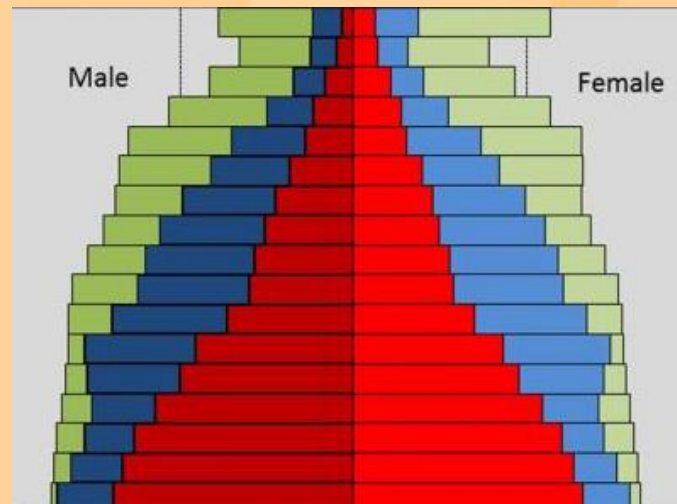
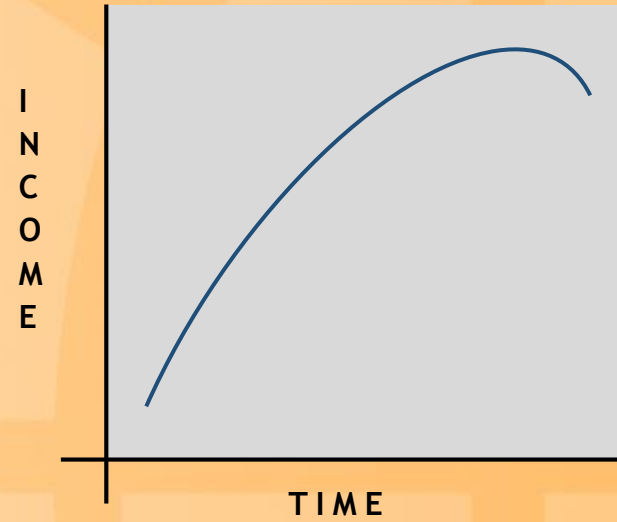
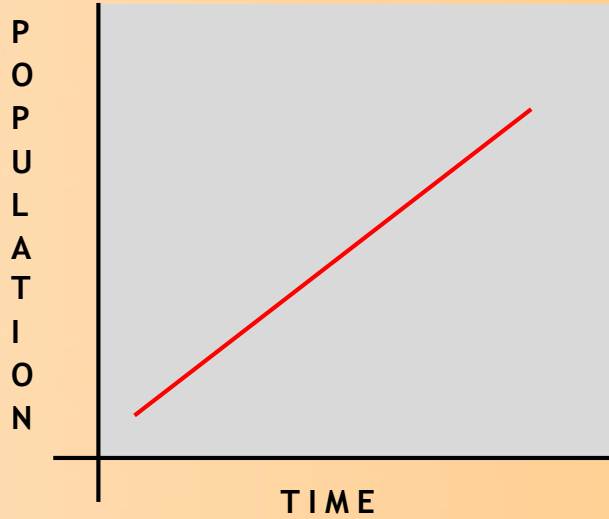
Value
Volume

Source: Euromonitor

ANNUAL GROWTH RATE



DEMOGRAPHIC CHANGES



AGE PYRAMID

COUNTRIES WHERE CONSUMPTION GROWS WITHOUT PROGRAMS

- **INDONESIA:** largest market of Southeast Asia
 - 30% of market is “3 in 1” coffee
- **CHINA:** coffee consumption grows 15% per year
 - but per capita consumption still low
- **RUSSIA:** soluble is 70% of the market
 - youngsters push specialty (shops)
- **EASTERN EUROPE:** growth returns
- **VIETNAM:** consumption represents already 1 kg/capita
 - soluble grows more than 10% per year



ANALYZE - UNDERSTAND - USE / INCORPORATE

NEW CONSUMPTION DYNAMICS IN US MARKET

- Surprising growth rates
- Is it Third Wave only?



ANALYZE - UNDERSTAND
REPLICABLE? - USE / INCORPORATE

COFFEE AND HEALTH

COFFEE AND WELL BEING

SUSTAINABILITY?

OTHER?

UPDATED GUIDE

– APPROACH

– STRATEGIES

GUIDE ITSELF

– TOOLS



**THANK
YOU!**