



COFFEE CONSUMPTION IN SELECTED IMPORTING COUNTRIES

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International Coffee Council, March 2010



CONSUMPTION IN SELECTED IMPORTING COUNTRIES

Average volume

	Average volume (000 bags)				
	1975-79	1980-89	1990-99	2000-08	1975-2008
USA	18 696	17 981	18 297	20 327	18 800
Germany	6 924	8 720	9 998	9 141	8 943
Japan	2 475	4 087	5 796	7 007	5 126
Italy	3 399	4 099	4 707	5 495	4 544
France	4 869	5 267	5 424	5 261	5 253
Spain	1 531	1 983	2 884	2 975	2 444
Sweden	1 677	1 624	1 448	1 229	1 476
<i>Sub-total</i>	39 571	43 762	48 555	51 435	46 586
World total	75 301	87 558	97 717	117 756	96 030



CONSUMPTION IN SELECTED IMPORTING COUNTRIES

Share in world

	Share in World				
	1975-79	1980-89	1990-99	2000-08	1975-2008
USA	24.8%	20.5%	18.7%	17.3%	19.6%
Germany	9.2%	10.0%	10.2%	7.8%	9.3%
Japan	3.3%	4.7%	5.9%	6.0%	5.3%
Italy	4.5%	4.7%	4.8%	4.7%	4.7%
France	6.5%	6.0%	5.6%	4.5%	5.5%
Spain	2.0%	2.3%	3.0%	2.5%	2.5%
Sweden	2.2%	1.9%	1.5%	1.0%	1.5%
<i>Share in World</i>	52.6%	50.0%	49.7%	43.7%	48.5%



METHODOLOGY

Consumption: Imports minus exports and adjusted for changes in visible stocks

Estimated composition of blend: In the absence of information by type of coffee in import data provided by importing Members, the estimated composition of blend is based on exports of green coffee by origin (and by type of coffee, in cases where an origin exports more than one type of coffee from 1990 onwards). The accuracy of this estimate may be influenced by factors such as: destination reported by exporting country not corresponding to actual destination; the greater the proportion of industrialized coffee in total imports of a certain country, the less representative the estimated blend will be; the greater the volume of green coffee imported from importing countries (re-exports by importing countries), the less representative the estimated blend will be; and the greater the volume of coffee that is re-exported by an importing country, the less likely it is that the estimated blend will reflect actual consumption within that country.

Retail price: Retail price of roasted and ground coffee (in US cents per lb).

Population and Gross Domestic Product: ‘International Financial Statistics’, published by the International Monetary Fund.



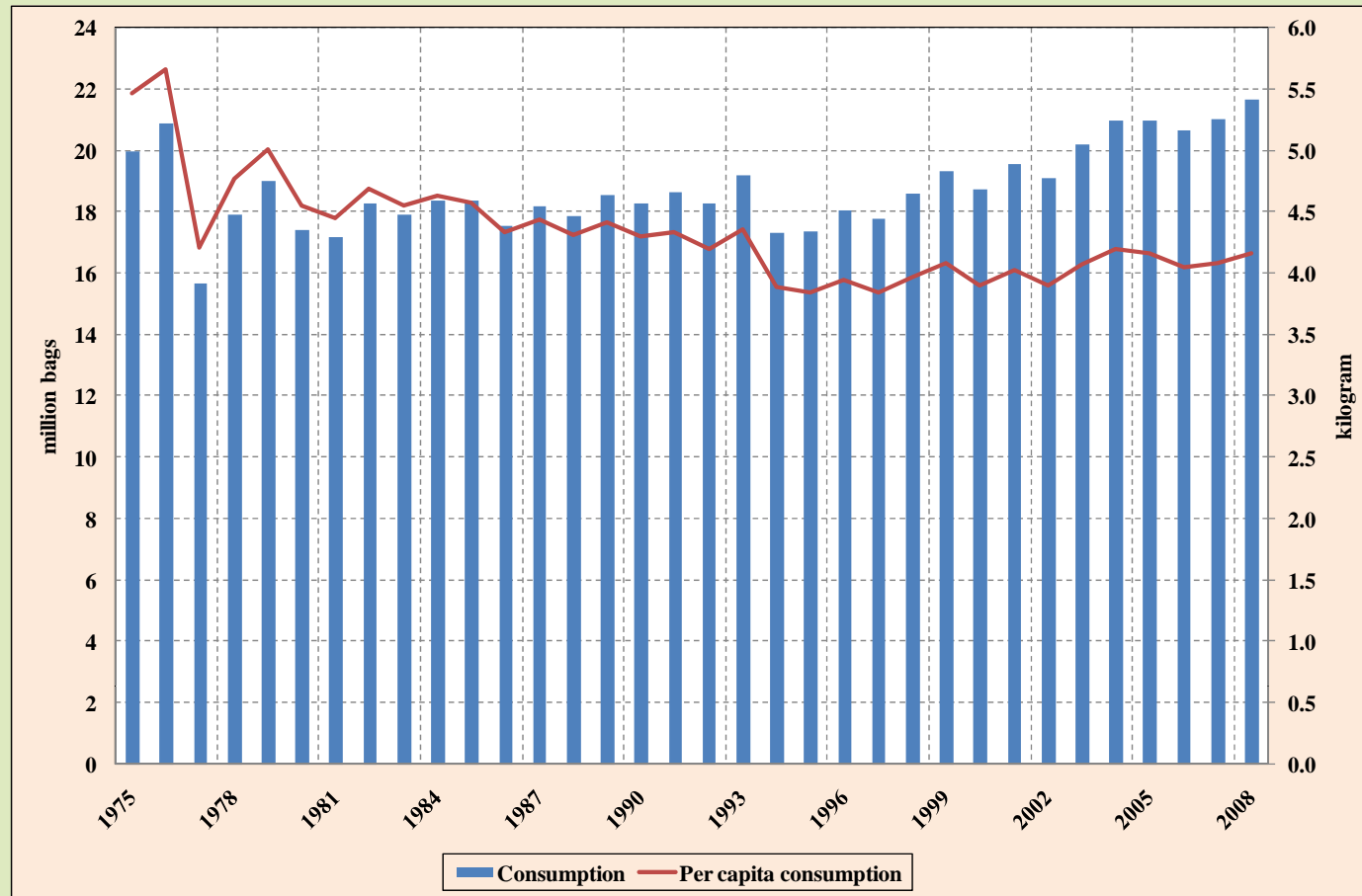
UNITED STATES OF AMERICA

CONSUMPTION INDICATORS

	Period average				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Consumption (000 bags)	18 696	17 981	18 297	20 327	18 800
Consumption index (2000=100)	99.73	95.92	97.61	108.43	100.29
Consumption growth rate (period)	-1.2%	0.6%	0.6%	1.6%	0.2%
Share in world consumption	24.8%	20.5%	18.7%	17.3%	19.6%
Annual per capita consumption (kg)	5.03	4.50	4.08	4.07	4.34
Per capita consumption index (2000=100)	128.70	115.13	104.44	104.06	111.05
Retail prices (US cents/lb)	253.97	283.14	329.97	322.40	303.02



UNITED STATES OF AMERICA EVOLUTION OF CONSUMPTION AND PER CAPITA CONSUMPTION





UNITED STATES OF AMERICA

ESTIMATED COMPOSITION OF BLEND

Composition of blend by group of coffee	Share in total				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Colombian Milds	17.9%	14.5%	17.7%	20.2%	17.5%
Other Milds	42.9%	43.9%	46.3%	38.7%	43.0%
Brazilian Naturals	18.9%	23.5%	15.0%	22.4%	20.1%
Robustas	20.3%	18.1%	21.1%	18.7%	19.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



UNITED STATES OF AMERICA CORRELATION COEFFICIENTS

	1975-79	1980-89	1990-99	2000-08	1975-2008
Retail price and consumption	-0.85	-0.17	-0.52	0.36	-0.16
Retail price and annual per capita consumption	-0.90	-0.60	-0.90	0.14	-0.78
GDP per capita and consumption	-0.34	0.52	0.13	0.90	0.60



GERMANY

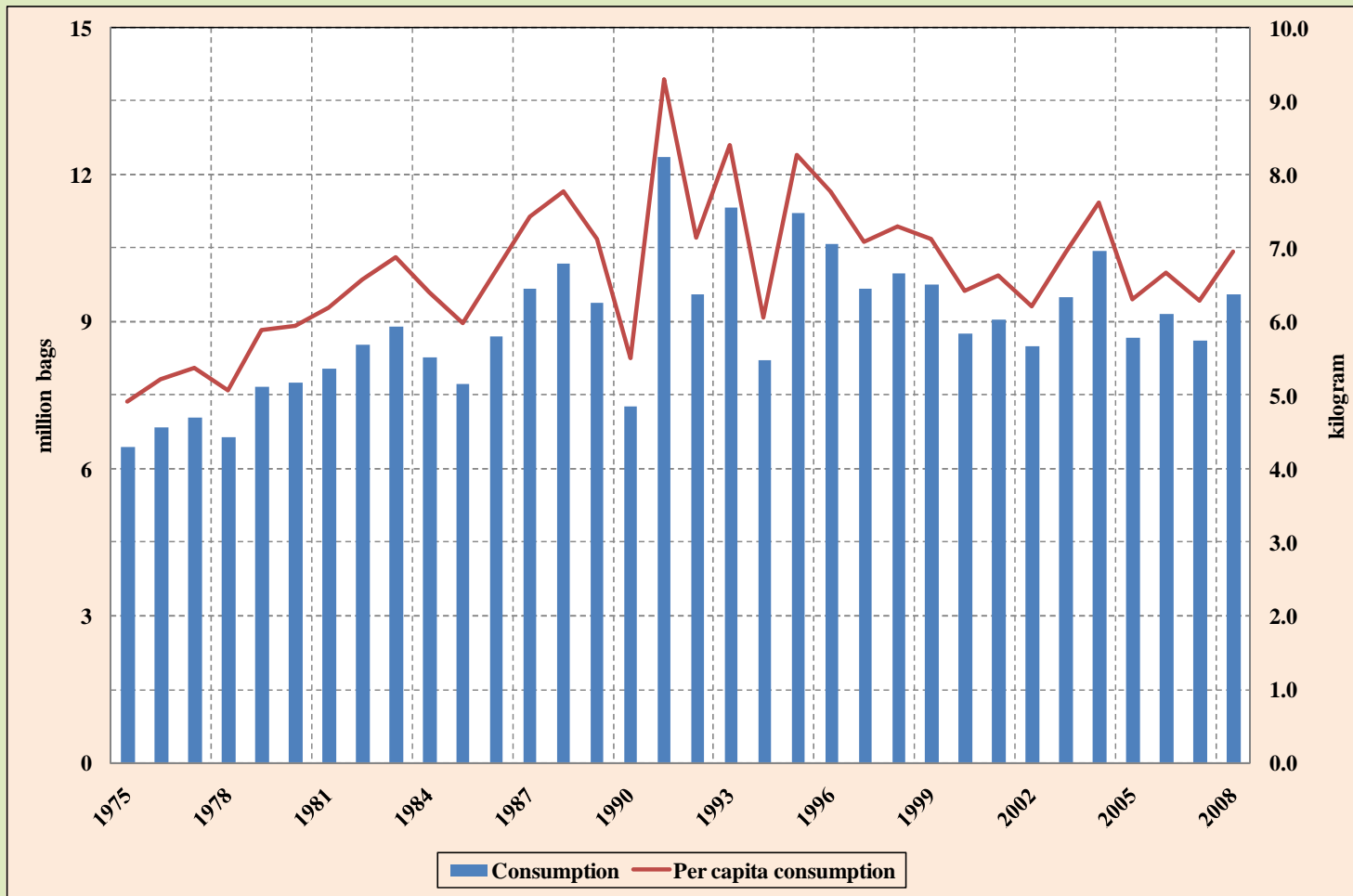
CONSUMPTION INDICATORS

	Period average				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Consumption (000 bags)	6 924	8 720	9 998	9 141	8 943
Consumption index (2000=100)	78.96	99.43	114.01	104.23	101.98
Consumption growth rate (period)	4.5%	1.9%	3.0%	1.0%	1.2%
Share in world consumption	9.2%	10.0%	10.2%	7.8%	9.3%
Annual per capita consumption (kg)	5.29	6.70	7.39	6.66	6.69
Per capita consumption index (2000=100)	82.48	104.49	115.32	103.94	104.29
Retail prices (US cents/lb)	409.86	392.29	403.20	365.59	391.01



GERMANY

EVOLUTION OF CONSUMPTION AND PER CAPITA CONSUMPTION





GERMANY

ESTIMATED COMPOSITION OF BLEND

Composition of blend by group of coffee	Share in total				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Colombian Milds	36.1%	37.5%	32.0%	13.5%	28.0%
Other Milds	39.8%	33.0%	32.5%	28.5%	32.1%
Brazilian Naturals	14.1%	18.0%	18.8%	35.9%	23.5%
Robustas	10.1%	11.5%	16.7%	22.2%	16.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



GERMANY

CORRELATION COEFFICIENTS

	1975-79	1980-89	1990-99	2000-08	1975-2008
Retail price and consumption	0.54	0.19	0.05	0.06	0.04
Retail price and annual per capita consumption	0.55	0.18	0.04	0.04	0.05
GDP per capita and consumption	0.75	0.82	0.34	0.26	0.56



JAPAN

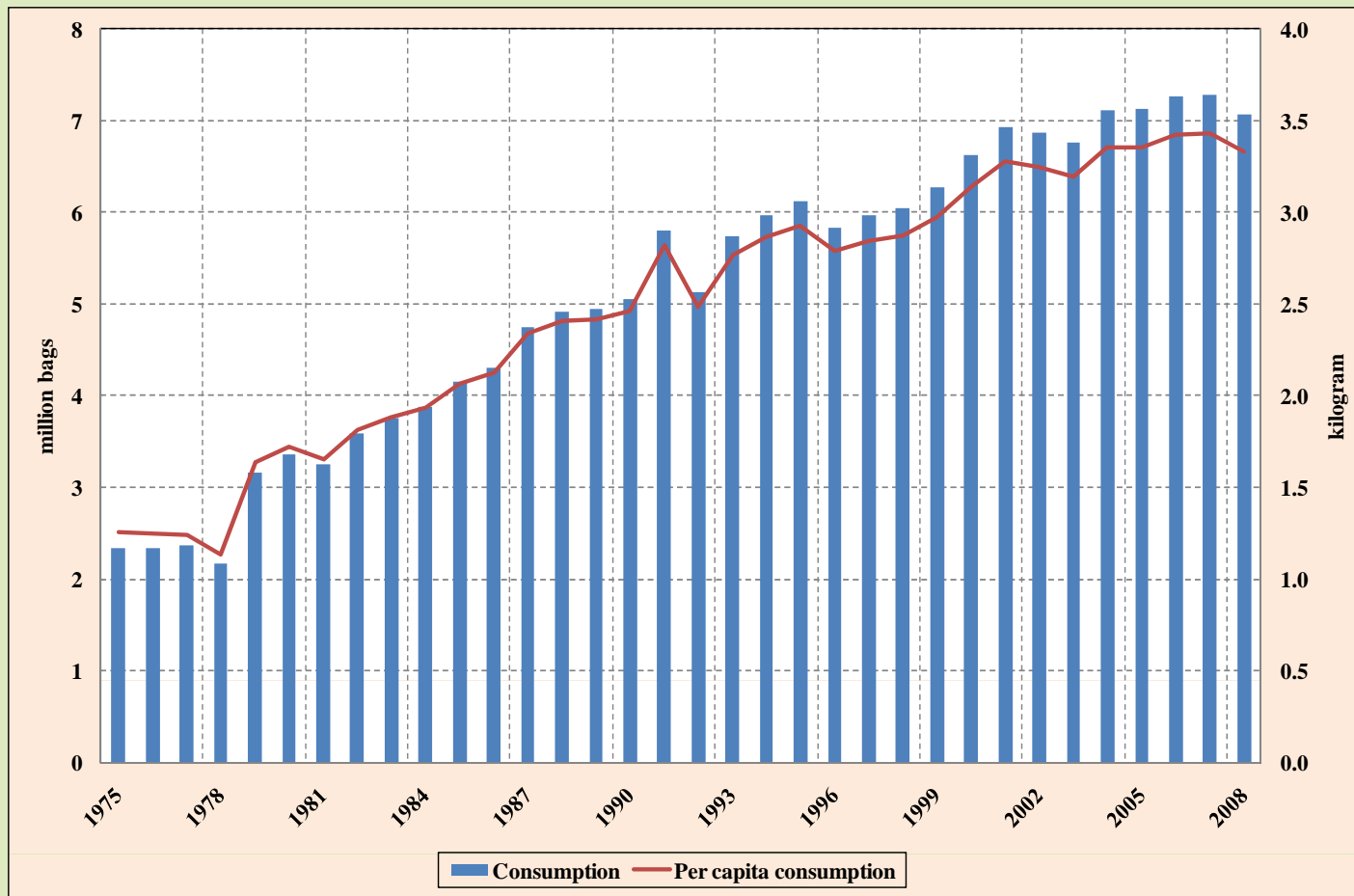
CONSUMPTION INDICATORS

	Period average				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Consumption (000 bags)	2 475	4 087	5 796	7 007	5 126
Consumption index (2000=100)	37.35	61.69	87.48	105.76	77.36
Consumption growth rate (period)	7.9%	3.9%	2.2%	0.7%	3.3%
Share in world consumption	3.3%	4.7%	5.9%	6.0%	5.3%
Annual per capita consumption (kg)	1.30	2.04	2.78	3.30	2.48
Per capita consumption index (2000=100)	41.54	64.88	88.60	105.33	79.13
Retail prices (US cents/lb)	not available	859.94	1 400.42	882.03	1 067.48



JAPAN

EVOLUTION OF CONSUMPTION AND PER CAPITA CONSUMPTION





JAPAN

ESTIMATED COMPOSITION OF BLEND

Composition of blend by group of coffee	Share in total				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Colombian Milds	13.7%	16.3%	23.6%	24.2%	21.3%
Other Milds	26.0%	24.7%	21.0%	19.8%	21.8%
Brazilian Naturals	25.1%	30.4%	31.7%	36.1%	32.5%
Robustas	35.3%	28.7%	23.7%	19.9%	24.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



JAPAN

CORRELATION COEFFICIENTS

	1975-79	1980-89	1990-99	2000-08	1975-2008
Retail price and consumption	not available	0.95	0.74	-0.64	0.16
Retail price and annual per capita consumption	not available	0.95	0.72	-0.63	0.16
GDP per capita and consumption	0.48	0.94	0.64	0.12	0.94



ITALY

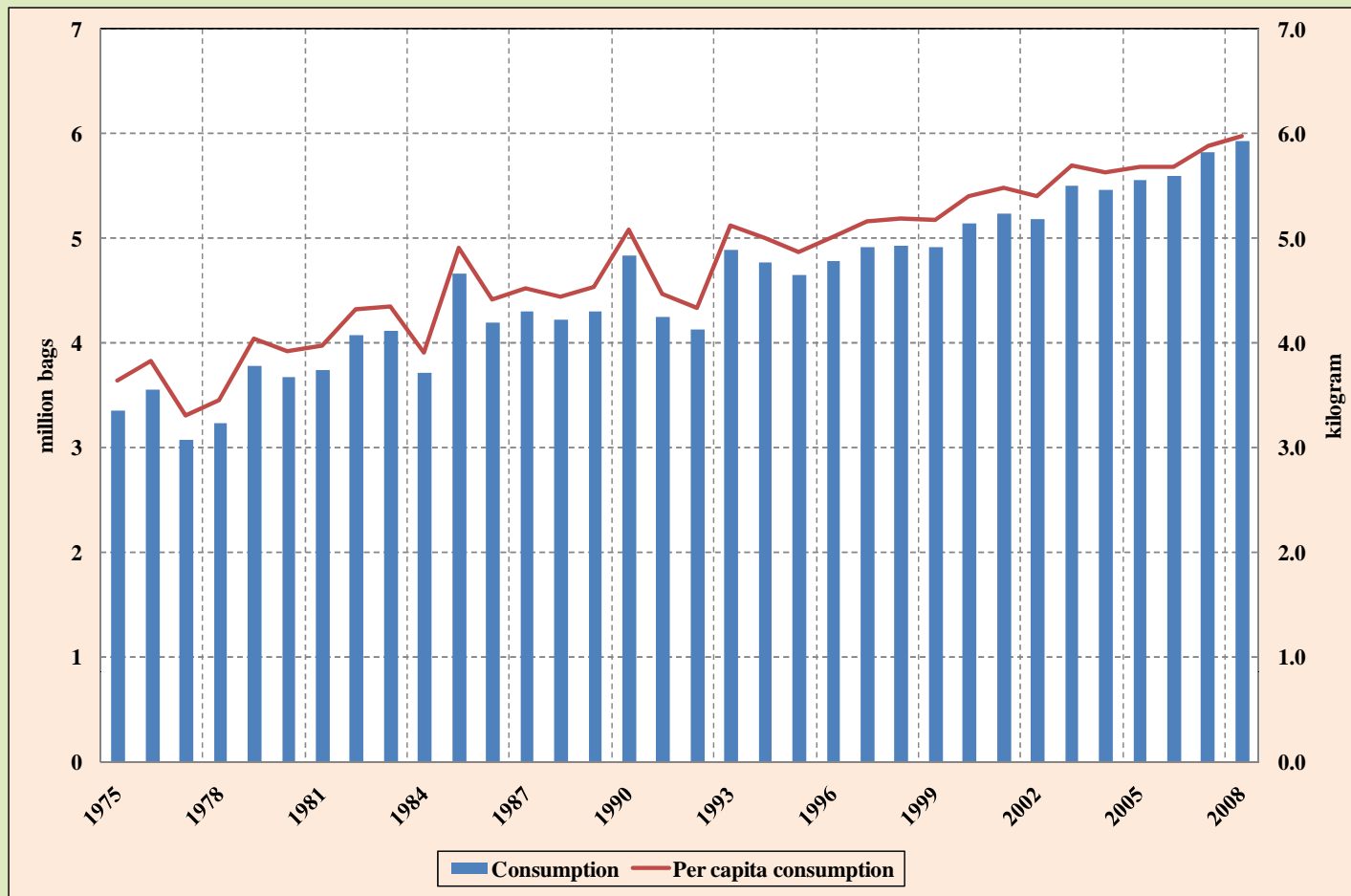
CONSUMPTION INDICATORS

	Period average				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Consumption (000 bags)	3 399	4 099	4 707	5 495	4 544
Consumption index (2000=100)	66.02	79.61	91.41	106.71	88.26
Consumption growth rate (period)	3.07%	1.59%	0.18%	1.60%	1.69%
Share in world consumption	4.5%	4.7%	4.8%	4.7%	4.7%
Annual per capita consumption (kg)	3.66	4.33	4.95	5.65	4.76
Per capita consumption index (2000=100)	67.72	80.10	91.43	104.49	88.07
Retail prices (US cents/lb)	348.00	382.26	538.29	579.16	475.23



ITALY

EVOLUTION OF CONSUMPTION AND PER CAPITA CONSUMPTION





ITALY

ESTIMATED COMPOSITION OF BLEND

Composition of blend by group of coffee	Share in total				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Colombian Milds	6.9%	6.5%	6.8%	5.4%	6.2%
Other Milds	11.3%	11.3%	14.3%	13.4%	13.0%
Brazilian Naturals	38.7%	35.2%	31.4%	33.6%	33.8%
Robustas	43.1%	47.0%	47.5%	47.6%	47.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



ITALY

CORRELATION COEFFICIENTS

	1975-79	1980-89	1990-99	2000-08	1975-2008
Retail price and consumption	-0.21	0.21	-0.48	0.98	0.72
Retail price and annual per capita consumption	-0.29	0.20	-0.47	0.96	0.70
GDP per capita and consumption	0.50	0.42	-0.30	0.98	0.91



FRANCE

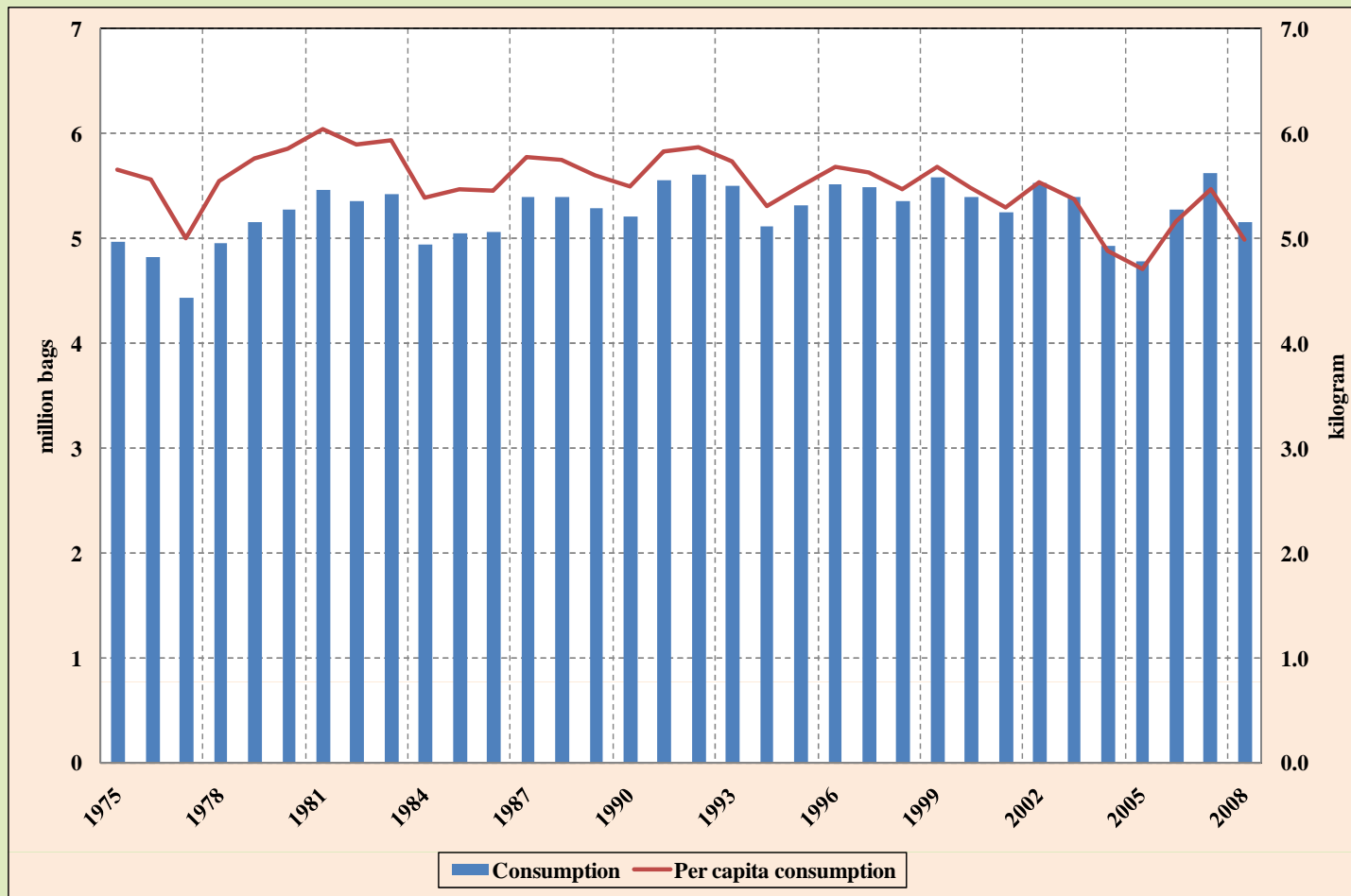
CONSUMPTION INDICATORS

	Period average				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Consumption (000 bags)	4 869	5 267	5 424	5 261	5 253
Consumption index (2000=100)	90.14	97.49	100.40	97.39	97.24
Consumption growth rate (period)	0.9%	0.0%	0.7%	-0.6%	0.1%
Share in world consumption	6.5%	6.0%	5.6%	4.5%	5.5%
Annual per capita consumption (kg)	5.51	5.72	5.62	5.21	5.53
Per capita consumption index (2000=100)	100.48	104.37	102.59	95.07	100.81
Retail prices (US cents/lb)	328.19	348.30	289.68	271.32	307.72



FRANCE

EVOLUTION OF CONSUMPTION AND PER CAPITA CONSUMPTION





FRANCE

ESTIMATED COMPOSITION OF BLEND

Composition of blend by group of coffee	Share in total				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Colombian Milds	5.0%	5.7%	11.0%	6.7%	7.4%
Other Milds	9.7%	10.7%	17.4%	17.0%	13.9%
Brazilian Naturals	15.4%	23.0%	16.6%	30.9%	21.6%
Robustas	69.9%	60.5%	55.0%	45.3%	57.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



FRANCE

CORRELATION COEFFICIENTS

	1975-79	1980-89	1990-99	2000-08	1975-2008
Retail price and consumption	-0.32	-0.05	-0.27	-0.11	-0.23
Retail price and annual per capita consumption	-0.50	-0.19	-0.17	-0.38	0.00
GDP per capita and consumption	0.57	0.33	0.04	-0.20	0.32



SPAIN

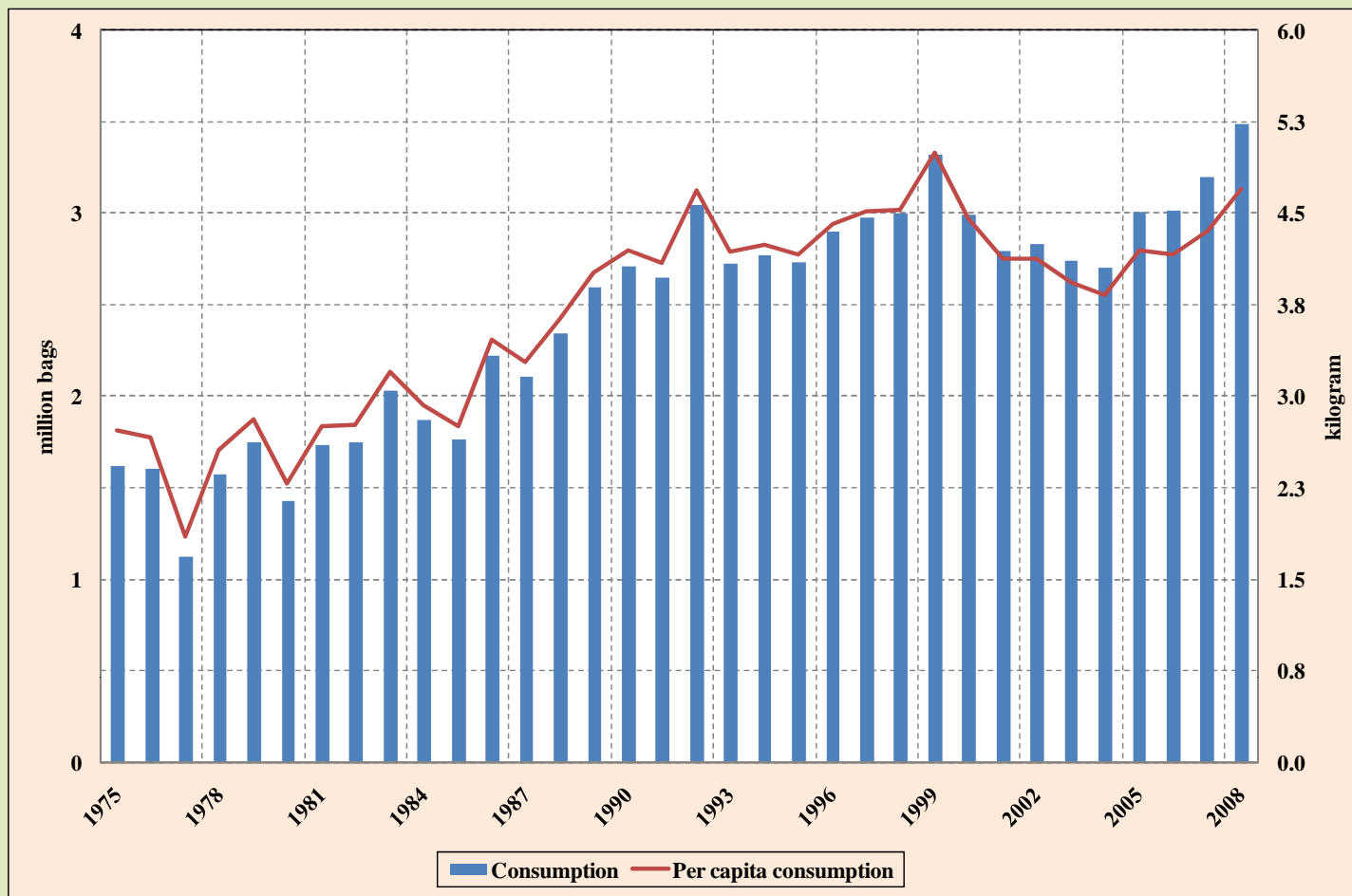
CONSUMPTION INDICATORS

	Period average				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Consumption (000 bags)	1 531	1 983	2 884	2 975	2 444
Consumption index (2000=100)	51.18	66.30	96.42	99.44	81.71
Consumption growth rate (period)	2.0%	6.1%	2.0%	1.7%	2.3%
Share in world consumption	2.0%	2.3%	3.0%	2.5%	2.5%
Annual per capita consumption (kg)	2.52	3.10	4.40	4.20	3.69
Per capita consumption index (2000=100)	56.50	69.64	98.64	94.32	82.77
Retail prices (US cents/lb)	383.98	320.81	352.20	320.57	336.47



SPAIN

EVOLUTION OF CONSUMPTION AND PER CAPITA CONSUMPTION





SPAIN

ESTIMATED COMPOSITION OF BLEND

Composition of blend by group of coffee	Share in total				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Colombian Milds	20.1%	17.1%	14.3%	8.0%	13.3%
Other Milds	14.1%	21.3%	17.5%	11.2%	16.0%
Brazilian Naturals	31.3%	32.5%	22.5%	22.6%	25.8%
Robustas	34.5%	29.2%	45.7%	58.2%	44.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



SPAIN

CORRELATION COEFFICIENTS

	1975-79	1980-89	1990-99	2000-08	1975-2008
Retail price and consumption	-0.92	0.23	-0.06	0.81	0.05
Retail price and annual per capita consumption	-0.92	0.21	-0.08	0.52	0.03
GDP per capita and consumption	0.42	0.75	0.62	0.74	0.83



SWEDEN

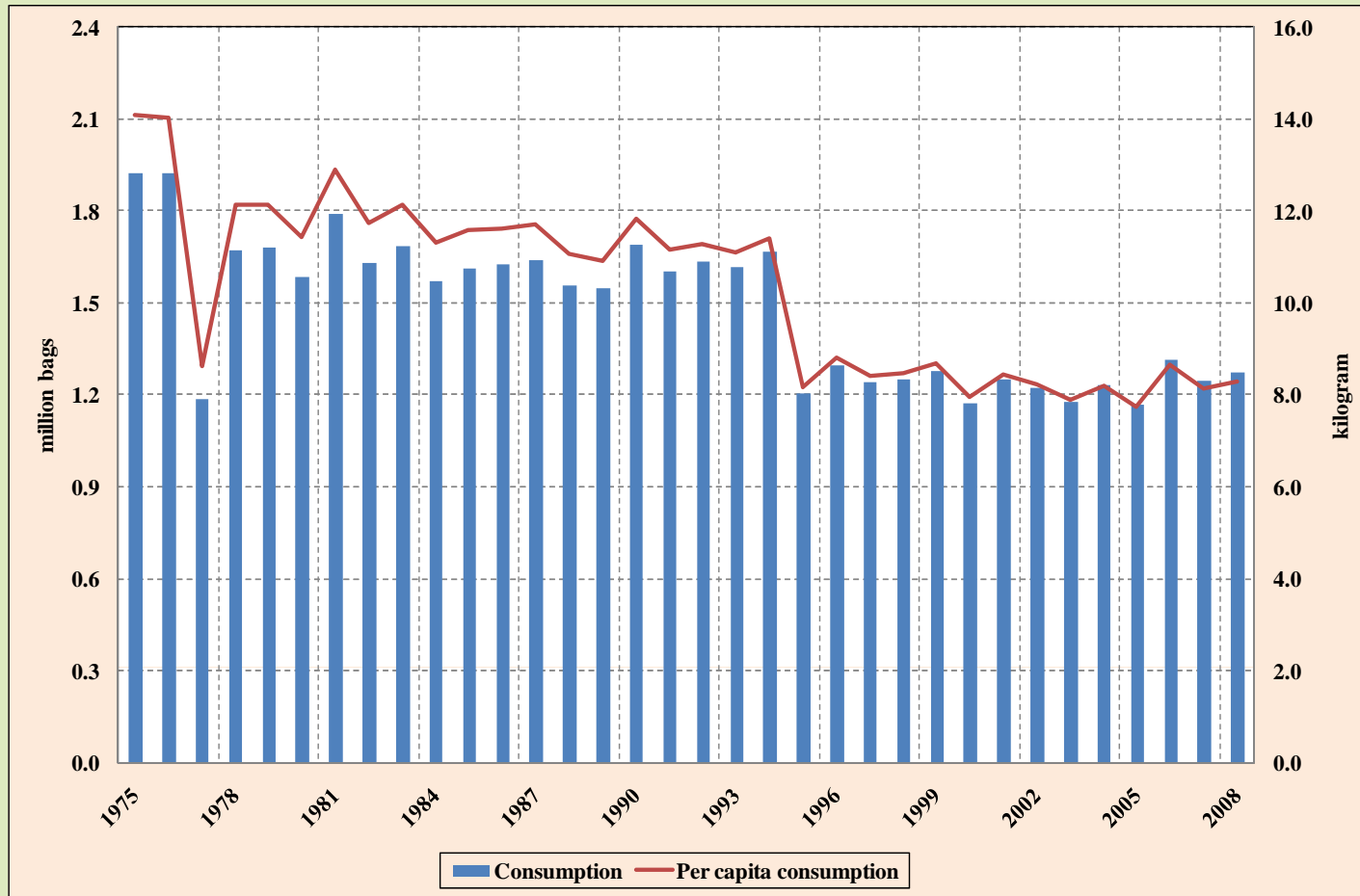
CONSUMPTION INDICATORS

	Period average				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Consumption (000 bags)	1 677	1 624	1 448	1 229	1 476
Consumption index (2000=100)	142.94	138.48	123.47	104.78	125.80
Consumption growth rate (period)	-3.3%	-0.2%	-2.7%	0.9%	-1.2%
Share in world consumption	2.2%	1.9%	1.5%	1.0%	1.5%
Annual per capita consumption (kg)	12.21	11.64	9.93	8.17	10.30
Per capita consumption index (2000=100)	153.64	146.58	125.03	102.87	129.71
Retail prices (US cents/lb)	312.01	350.21	373.57	306.42	339.87



SWEDEN

EVOLUTION OF CONSUMPTION AND PER CAPITA CONSUMPTION





SWEDEN

ESTIMATED COMPOSITION OF BLEND

Composition of blend by group of coffee	Share in total				
	1975-79	1980-89	1990-99	2000-08	1975-2008
Colombian Milds	41.8%	40.8%	41.3%	25.5%	37.0%
Other Milds	9.7%	7.6%	15.9%	20.3%	13.6%
Brazilian Naturals	46.8%	51.4%	42.6%	52.2%	48.4%
Robustas	1.6%	0.2%	0.3%	2.1%	1.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%



SWEDEN

CORRELATION COEFFICIENTS

	1975-79	1980-89	1990-99	2000-08	1975-2008
Retail price and consumption	-0.86	-0.39	-0.77	0.31	-0.30
Retail price and annual per capita consumption	-0.87	-0.44	-0.76	0.02	-0.28
GDP per capita and consumption	-0.21	-0.43	-0.43	0.42	-0.66