Interconnection Consulting

IC Market Tracking
Coffee Horeca Business Europe 2023

www.interconnectionconsulting.com

What Do You Get - Your Benefits at a Glance

Content of the Report

Market Data, Insights and Expertise…

MARKET ANALYSIS

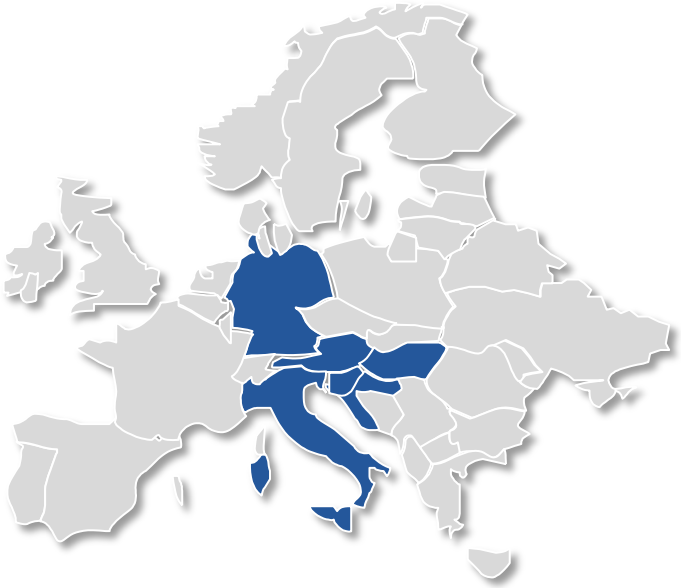
- Historical market data from 2019 – 2022 for the total market development as well as
  - Product Groups
  - Customer Segments
  - Distribution Channels
- Forecasts from 2022 – 2026 for the total market as well as each analyzed product group and segment
- Annually updates of the data

COMPETITION ANALYSIS

- Market shares of the top players 2022 vs. 2021
  - Market Shares on the total market in value and quantity
  - Market Shares per product groups and segments in quantity

MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labor market, demographics, etc.
- Continuous updates of the data



Market & Competition Analysis

- Market Volume
- Market Growth
- Trends
- Market Shares

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What Do You Get - Your Benefits at a Glance

Presentation of the Data and Deliverables

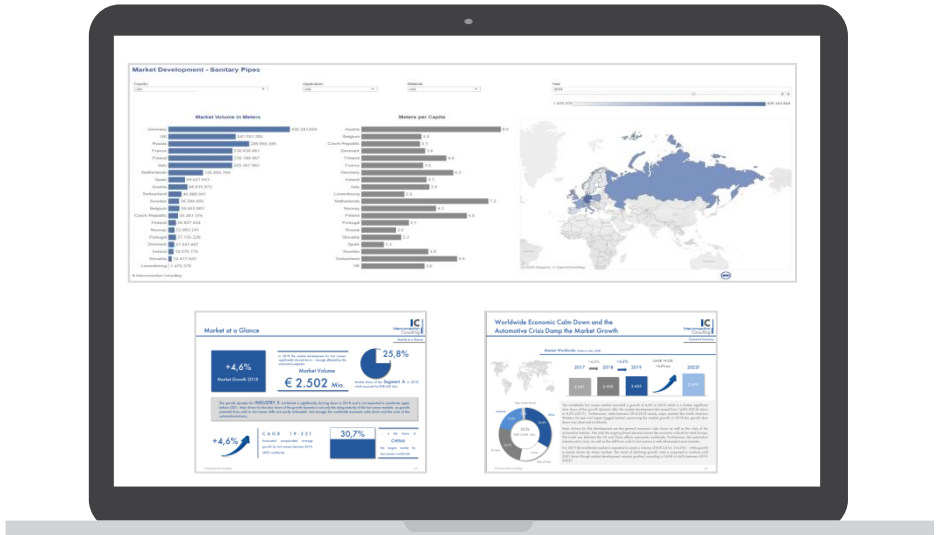
Market Intelligence Tool Access and Deliverables

ONLINE-COCKPIT (is delivered when 2 countries are ordered)

- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

EXECUTIVE REPORTS (if 1 country is ordered)

- PDF report including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts



Market Intelligence Tool and Reports

tableau

Online Dashboards

Market Structure

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Coffee in the Horeca Business

- Germany
- Italy
- Austria
- Hungary
- Slovenia
- Croatia
- Czech Republic
- Slovakia

Market by...

Product Groups	Distribution Channels	Customer Segments
Whole Bean Coffee	Direct	Hotel
Ground Coffee	Indirect	Restaurant & Catering
Coffee Pads		Coffeehouse
Coffee Capsules		Bakery & Confectioner

For each segment the total market and market shares of the top players for the last two years and forecasts for the next three years are available in the study

Definition and Demarcation

Categories

Turnover is stated in 1.000 Euro under brand name. Values are always net-turnovers (not list-prices), excluding VAT

Market volume is stated in tons

Customer Segments

Hotel	Hotel / Bed & Breakfast Place / Guesthouse
Restaurant & Catering	Restaurant / Bar / Pub / Eventcatering
Coffeehouse	Coffeehouse / Coffee Shop / Cafè
Bakery & Confectioner	Backery / Confectioner

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The Unique Mix of Methods and Approaches for Reliable Market Analysis

SELL-IN

The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.

Survey with Manufacturer & Experts

Basis of the analysis are surveys - electronic questionnaires and telephone interviews - with the most important manufacturer as well as interviews with industry experts.

Market Calculation Model

Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our **USP**

"Only who talks with the industry knows what's going on!"

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The Market Intelligence Tool
Dashboards - The Best Way to Work with Data

A picture says more than 1000 words

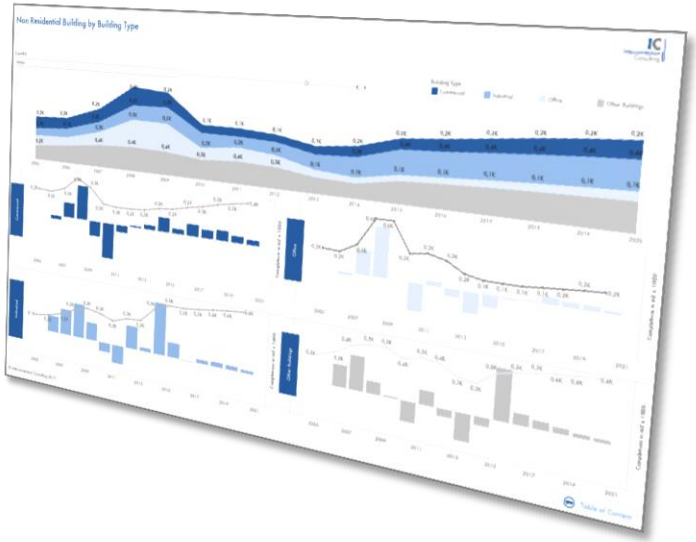
- Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

- Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.

Easy online accesability

- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file



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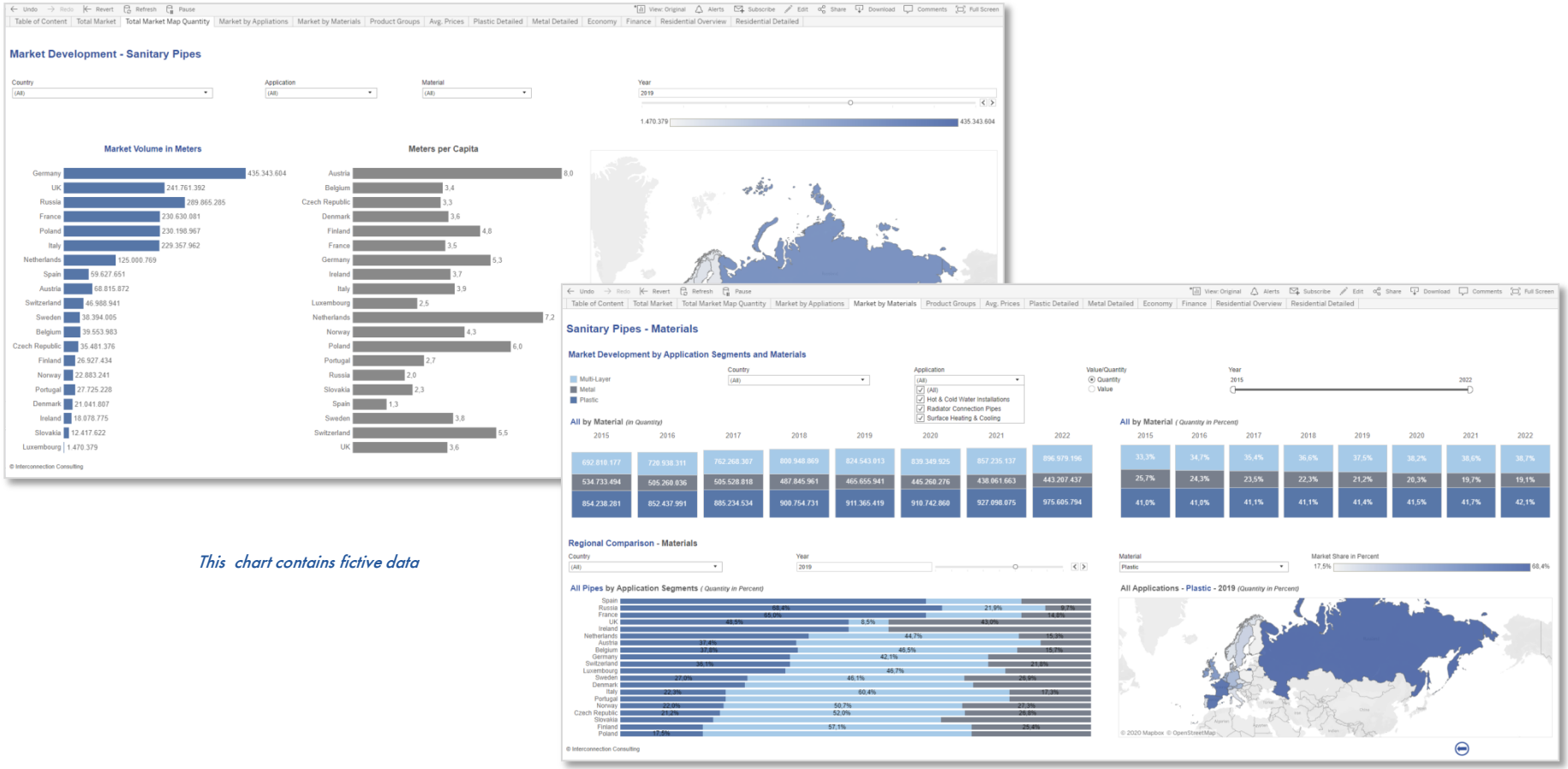
Usability of the Market Intelligence Tool

Let's Put it in a Video…

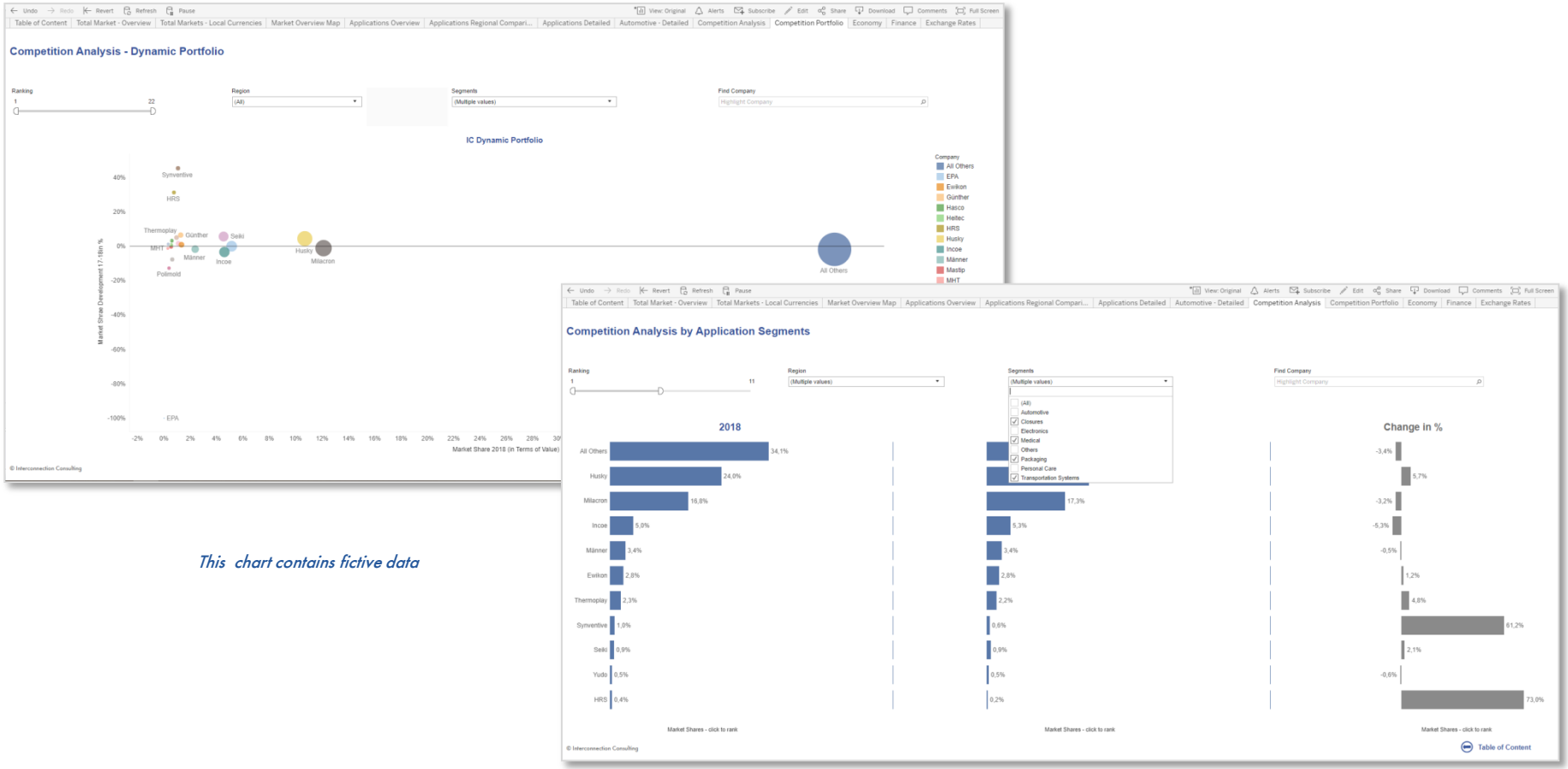
Click here to watch the Video

Sample Cockpit for Market Analysis Data



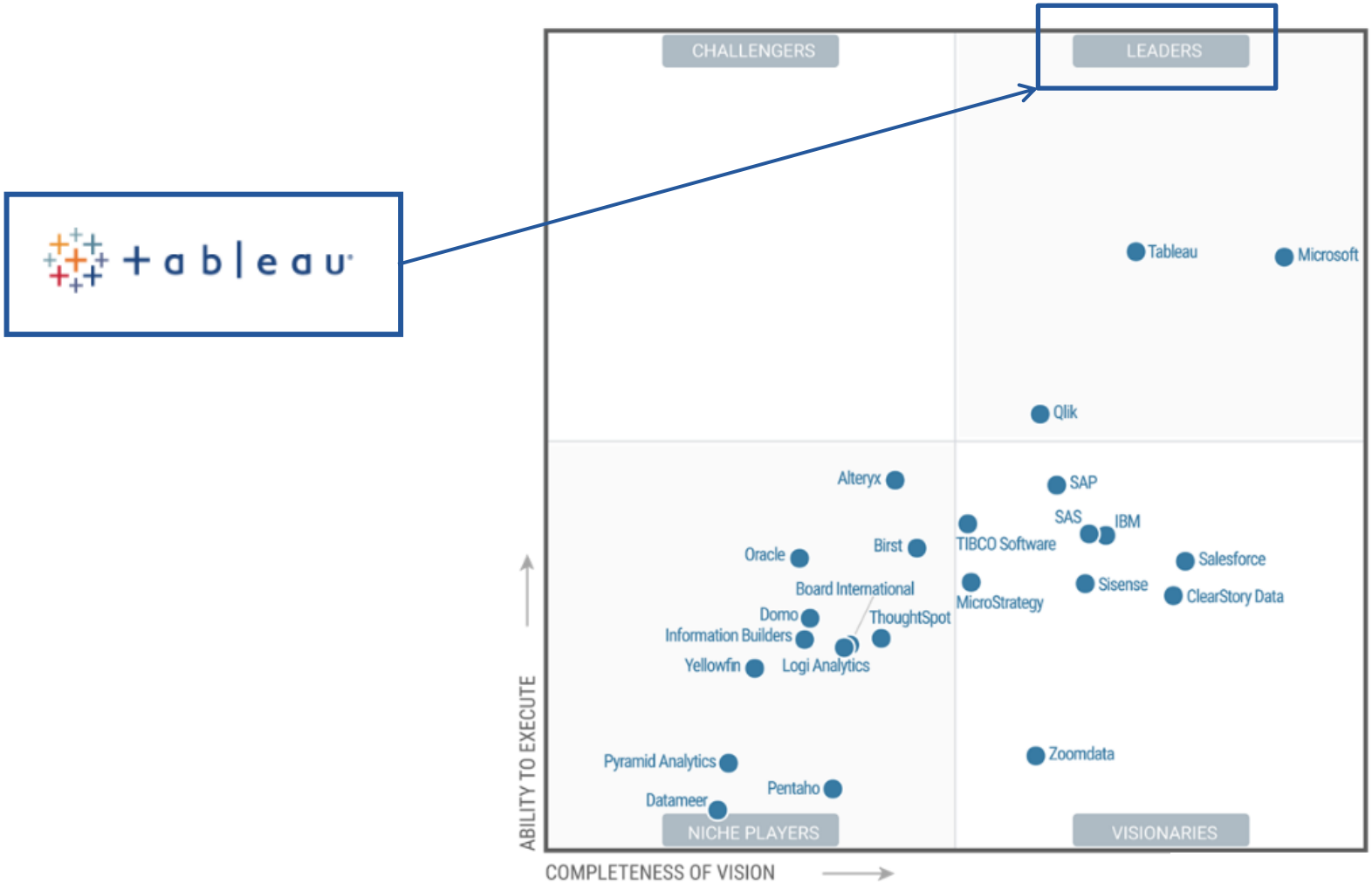
This chart contains fictive data

Sample Cockpit for Competition Data



This chart contains fictive data

IC Managementsystem
Implementation with the Best BI Tool on the Markt!



Source: Gartner Magic Quadrant für Business Intelligence and Analytics, 2017

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Prices & Conditions

	Subscription*
Single Country	€ 3.999,-
3 Countries	€ 9.500,-
5 Countries	€ 15.000,-
7 Countries	€ 21.998,-

For single issue purchase, please contact the responsible consultant Laszlo Barla

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Tel.: +43 1 585 46 - 28

Available countries

Germany	Italy	Austria
Hungary	Slovenia	Croatia
Czech Republic	Slovakia	

* Annual price for at least two orders of the study (order year and the following year). Subscription customers receive an update of the ordered study offer six months. The subscription can be cancelled after two purchases of the study, but not later than at the 31.12. of the year in which the last study has been received. Price changes must be announced by Interconnection at least two months before the issue of a new study. In case of not-cancellation the subscription extends for a further year automatically.

Selected References

JDE

Segafredo ZANETTI

Julius Meinl

ATLANTIC GRUPA

SV Group

sodexo QUALITY OF LIFE SERVICES

MIGROS

GOURMET WIR MACHEN GUTES BESSER

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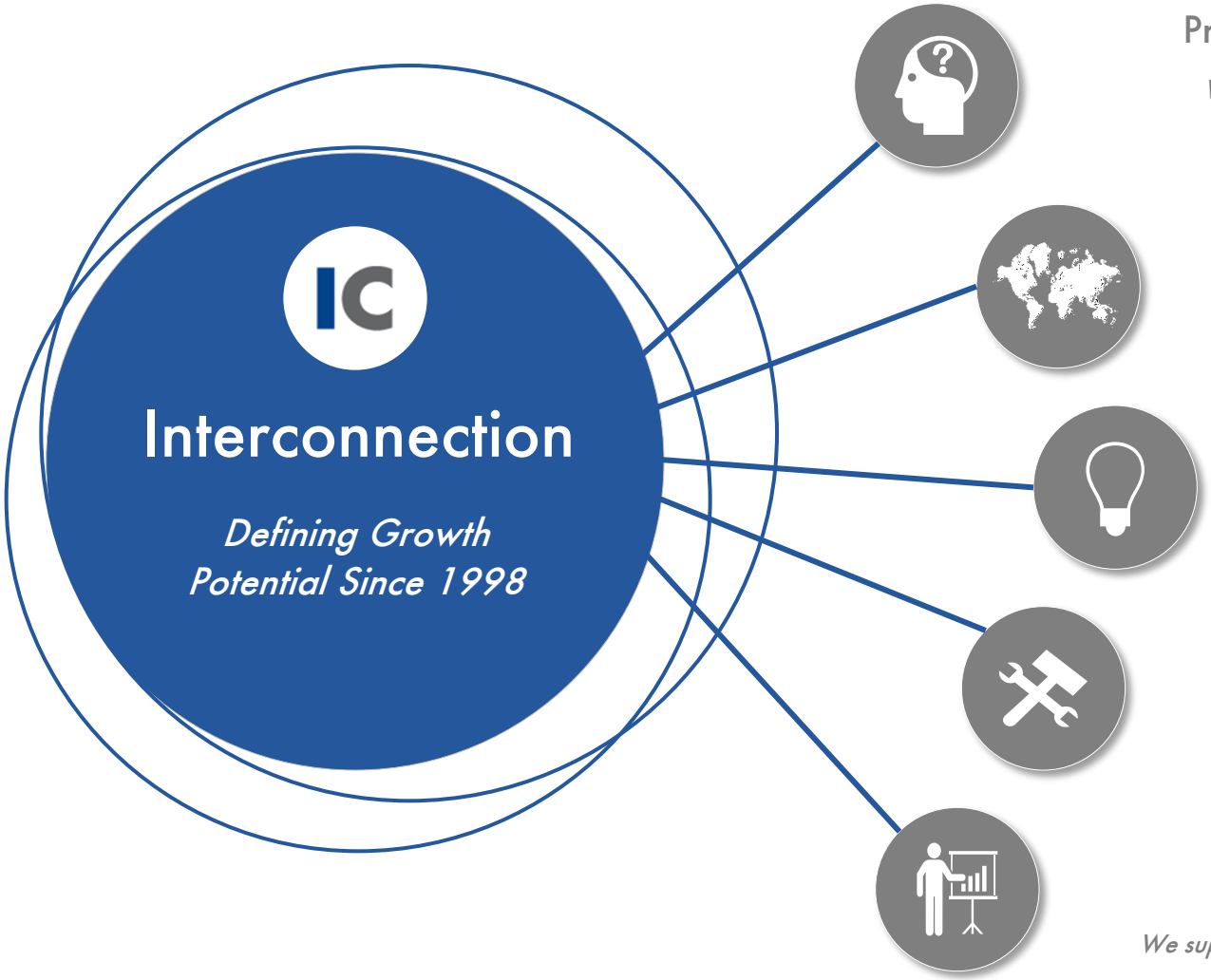
Interconnection Provides Data for Corporate Decisions



Problem Solving Competence

We know the efficient tools to solve your problems/questions

International Focus

Offices in Vienna, Bratislava, Antalya and Buenos Aires

Industry Competence

Industry competence due to longtime experience and regularly conducted studies

Methodology Know-How

Variety of tools for different questions and market characteristics

Consulting – Strategy-Workshops

We support you deriving strategies and actions from the research results

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Our Tools to Increase Your Profits

Our Ad-hoc research team disposes state of the art market intelligence tools to:

- analyze potential to increase turnover and profits
- provide an insight about customers needs and opinions
- identify new promising markets and business segments
- optimize your pricing strategies taking customer benefits and the competitive landscape into account

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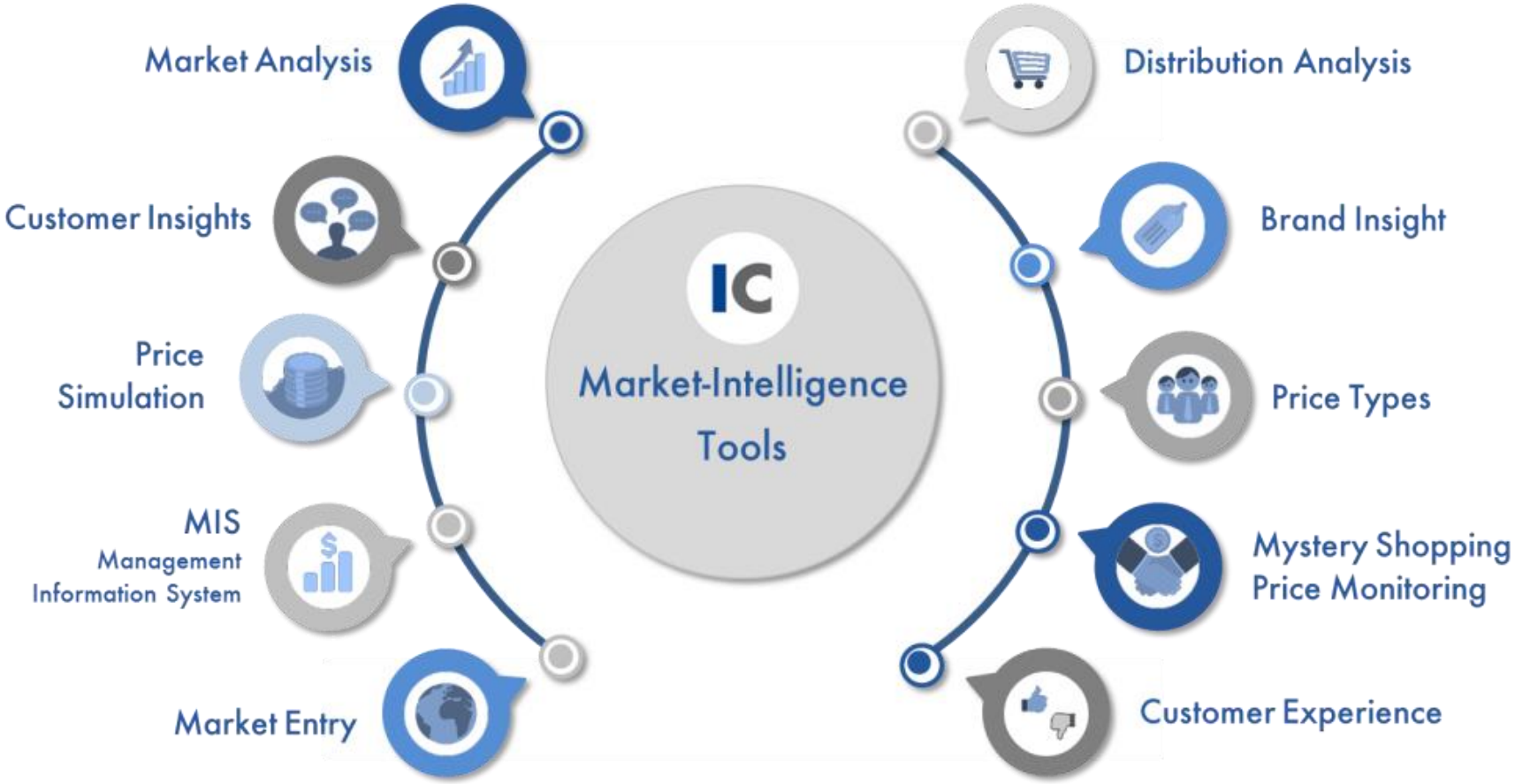
Our Tools to Increase Your Profits



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Contact Information

If there are any questions please
do not hesitate to contact us!

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