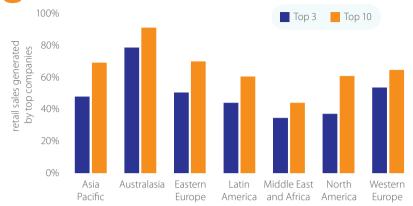
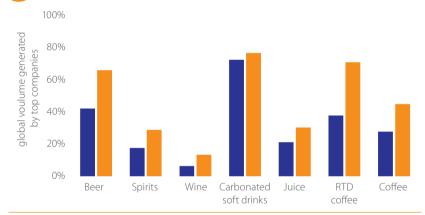
Market concentration in coffee

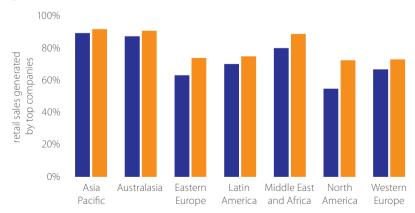
1 Hot coffee market share concentration



Beverage market share consolidation by segment



3 Coffee pod market share concentration



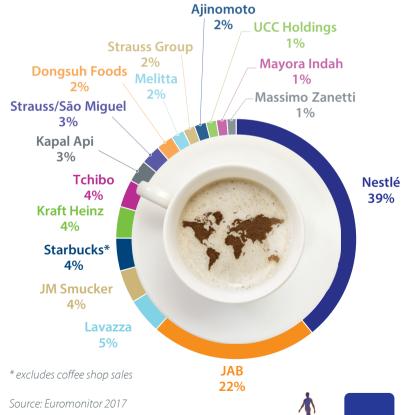
Our vision

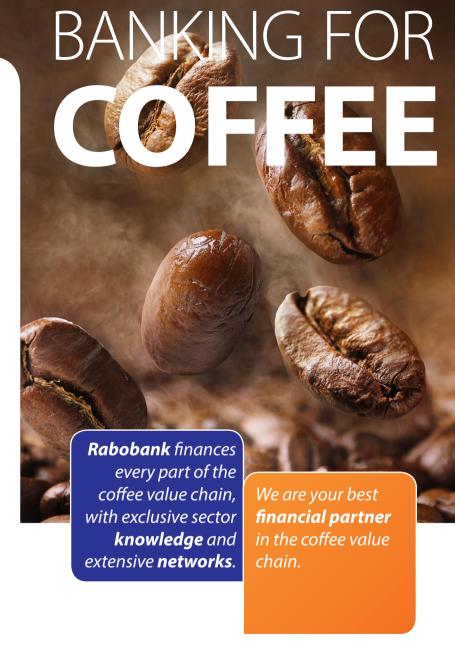
Banking for Food

Hot coffee* world value share

14 coffee players hold shares between 1-5%

The last five years have seen a rapid shift in the coffee landscape, with JAB spending over USD 30bn to acquire coffee brands around the world. JAB's emergence as a clear competitor to Nestlé for global coffee leadership has upped the pace of M&A industry-wide. Significant consolidation lies ahead in the coffee industry—and it will take a different form at the brand-owner level than through the rest of the supply chain.









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