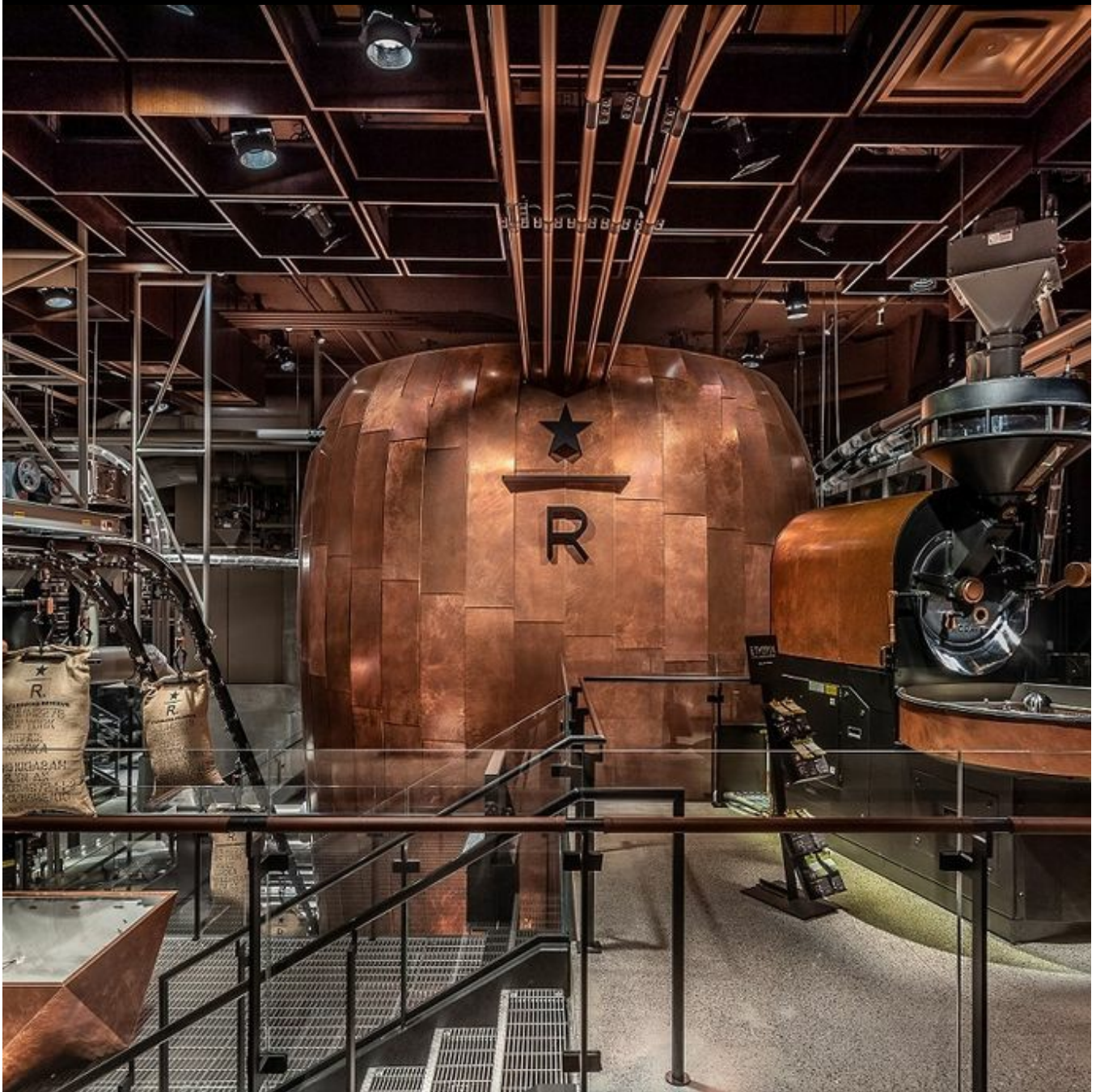


# THOUGHT-STARTER: WHAT'S NEXT FOR CRAFT COFFEE?

By Livvy Houghton and Holly Friend

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*The rise in coffee connoisseurship is creating new opportunities in a competitive market, says foresight writer Alex Hawkins, with brands exploring emerging markets, new product categories and bean-to-brew experiences.*

As coffee shops become popular destinations for work, socialising and convenience, the industry has continued to evolve its cultural proposition. According to the [British Coffee Association](#) (BCA), 80% of people who visit coffee shops do so at least once a week, while 16% visit on a daily basis.

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'In the last decade we have gone from a country of tea sippers who enjoy the occasional instant coffee, to a nation of seasoned coffee connoisseurs exploring a large variety of roast and ground blends,' says Chris Stemman, executive director of the BCA. 'Coffee consumption has boomed across the UK and with so many choices on offer, both at home and on the high street, this increase is not surprising.'

But the risk of market saturation presents coffee brands and vendors with a new set of challenges. As a result, many are recognising the need to elevate their offering, launch new products or explore emerging markets.

To discover more, explore the future of the coffee sector [here](#).