



Fairtrade Koffie & Klimaat

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Structure of the sample



48%



52%

34% 18 – 30 years old
15% 31 – 40 years old
15% 41 – 50 years old
25% 51 – 64 years old
11% 65 – 75 years old

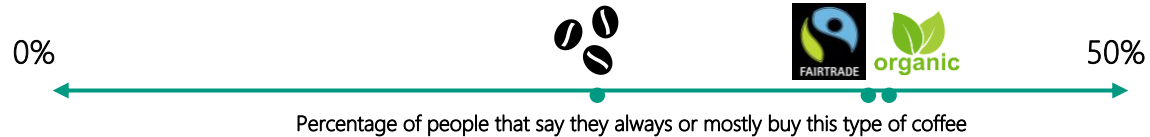
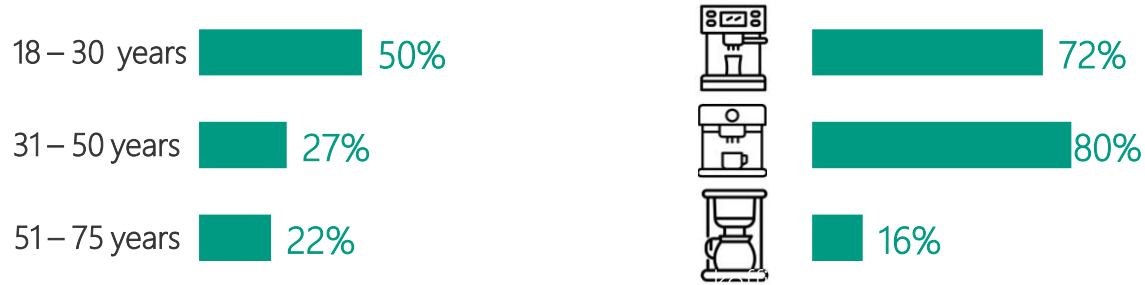
- All (partially) responsible for the daily household purchases
- All of them drink coffee at least once a week at home or in a coffee bar, restaurant, bar, ...

**Who are the coffee drinkers in
Belgium ?**



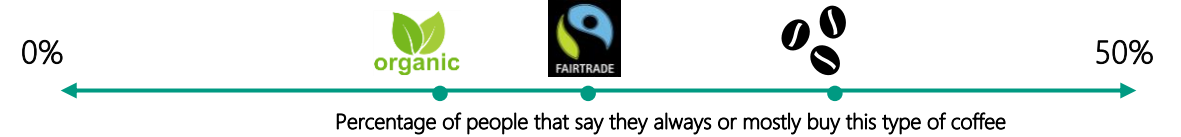
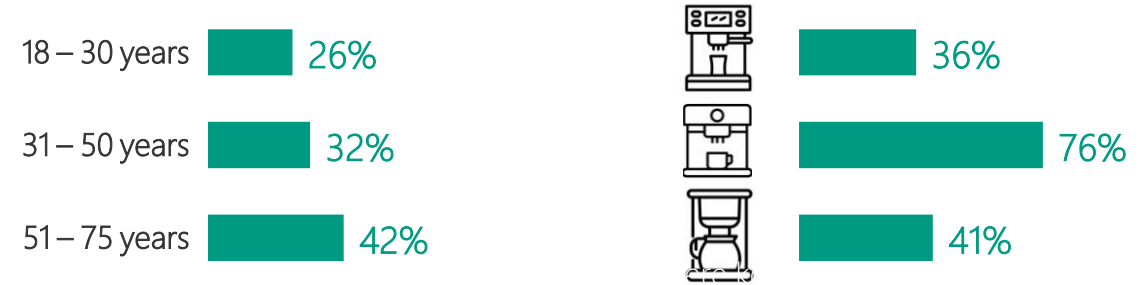
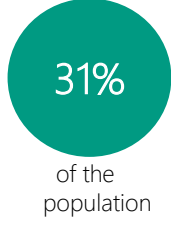
HOME BARISTA'S

Frequency of use: % who drink coffee at least daily



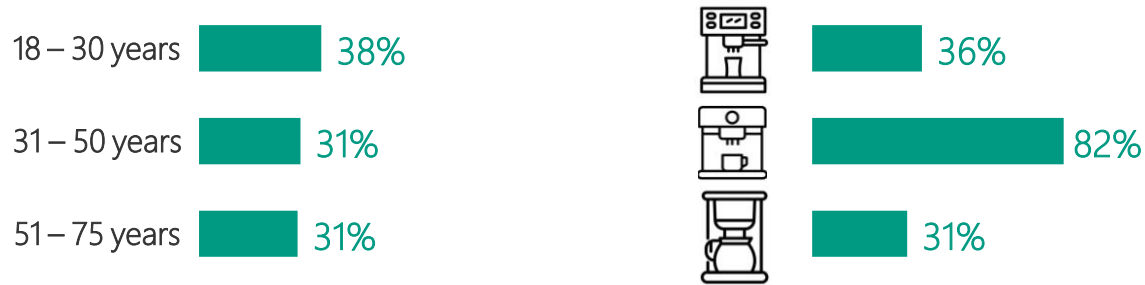
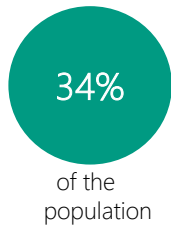
ENERGY ADDICTS

Frequency of use: % who drink coffee at least daily



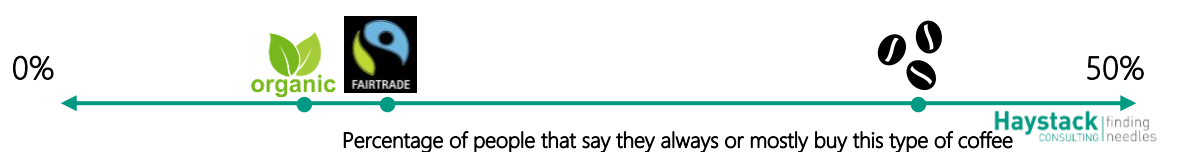
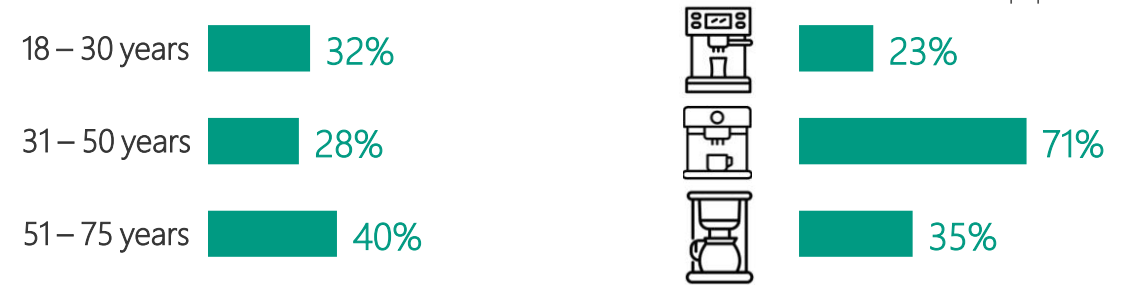
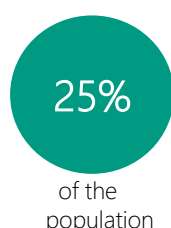
INDULGENCE SEEKERS

Frequency of use: % who drink coffee at least daily



CASUALS

Frequency of use: % who drink coffee at least daily



HOME BARISTA'S



Frequency of use: % who drink coffee at least daily



of the population



0%



50%

Percentage of people that say they always or mostly buy this type of coffee

HOME BARISTAS are the real coffee experts.

They use a (high-end) espresso machine at home to make their favorite coffee creations. Home baristas are more often young people between the ages of 18 and 30 years old. When they buy coffee they go to a specialist shop and make a conscious decision: They usually choose bio, organic or Fairtrade coffee

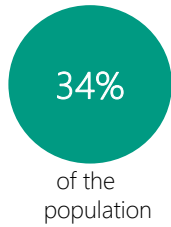


TO INDULGENCE SEEKERS coffee stands for one thing: conviviality and enjoyment. To make their favourite coffee drinks at home they most often use a coffee machine with pads or cups. The majority of them are young people between the ages of 18 and 30 years old, but other age groups are also represented.

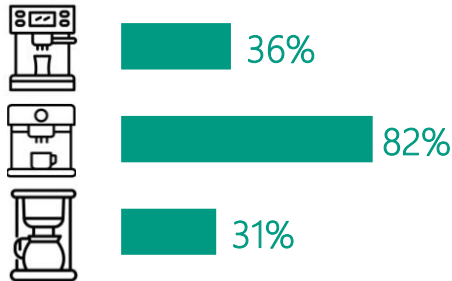
INDULGENCE SEEKERS



Frequency of use: % who drink coffee at least daily



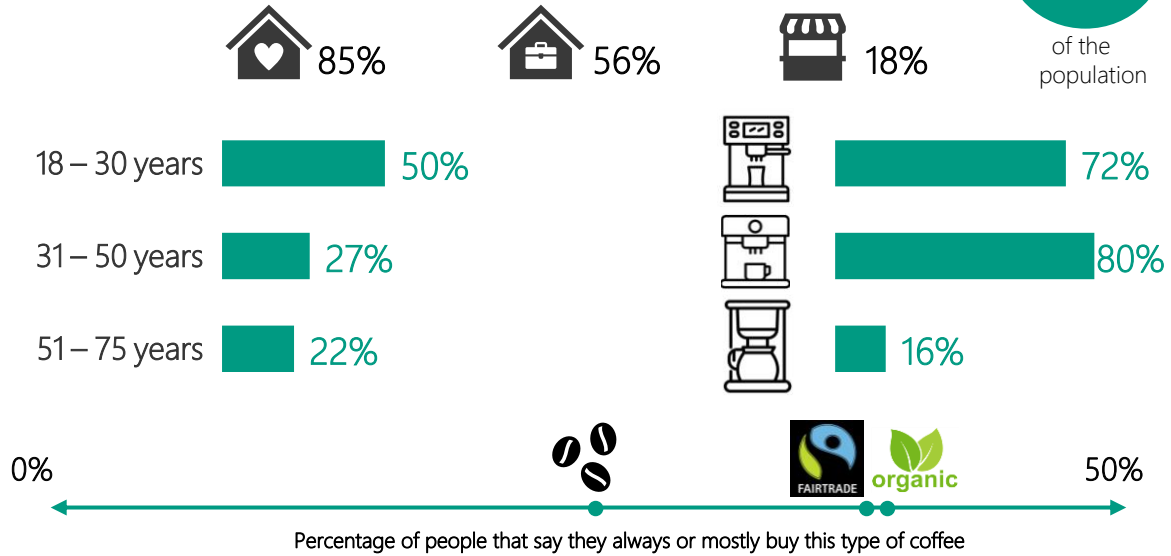
of the population



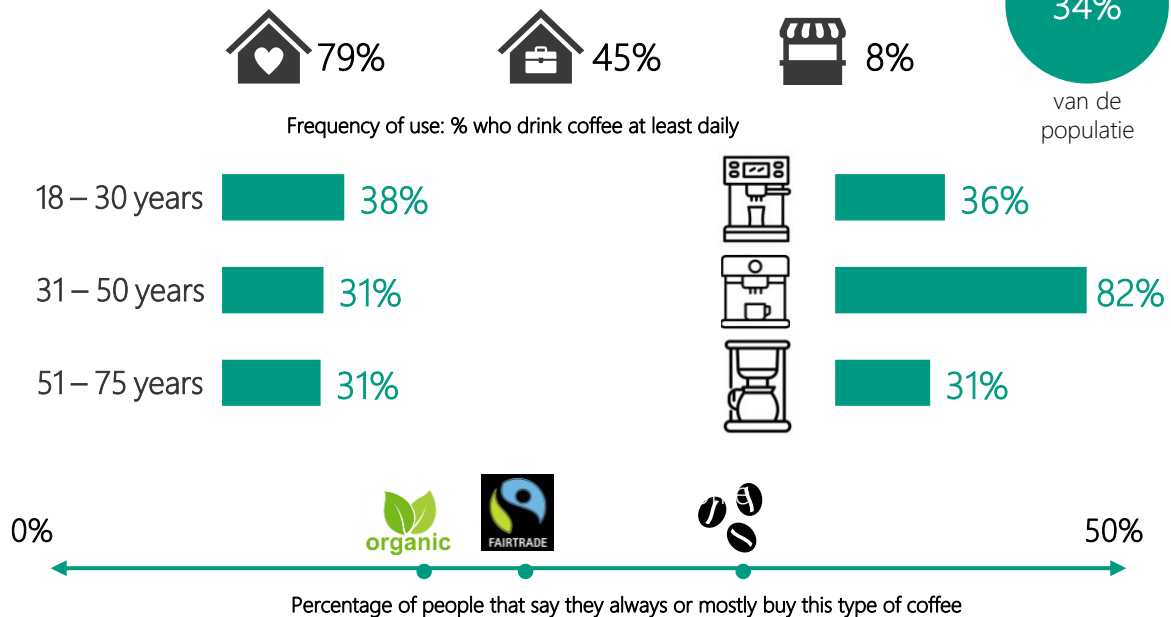
Percentage of people that say they always or mostly buy this type of coffee



HOME BARISTA'S



INDULGENCE SEEKERS

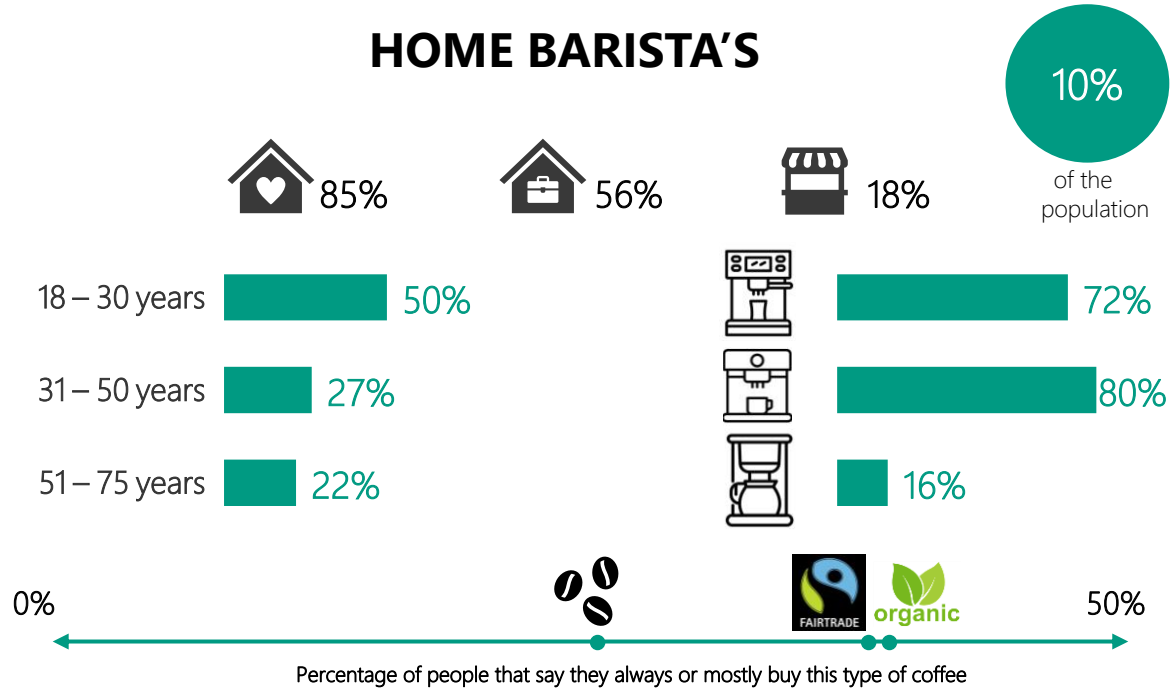


Together, these two groups represent 44% of the surveyed population

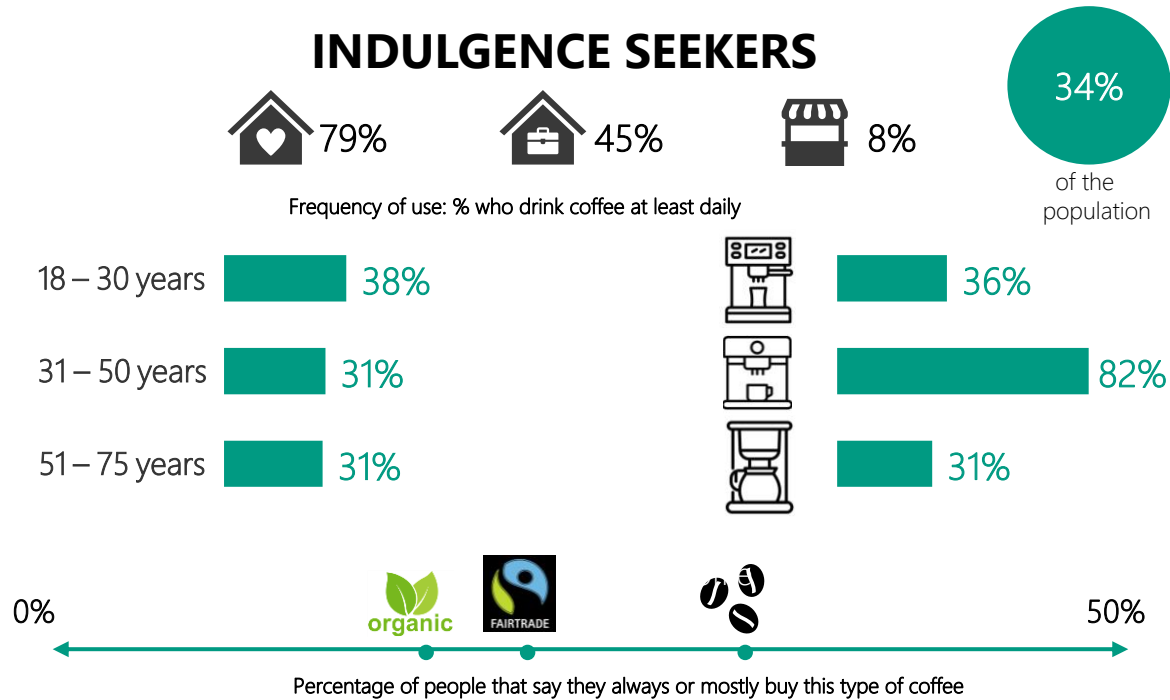
We describe them further in this report as **COFFEE LOVERS.**



HOME BARISTA'S



INDULGENCE SEEKERS



The frequency with which coffee lovers buy bio or Fairtrade coffee also has an impact on the brand of coffee that they buy.

	Bio shoppers		FT Buyers	
	Infrequent buyers	Frequent buyers	Infrequent buyers	Frequent buyers
Well known brand	75%	70%	74%	70%
Private label	41%	45%	40%	47%
Kleiner merk	8%	23%	8%	22%
Local coffee roaster	5%	18%	7%	11%

Both frequent and infrequent coffee lovers who buy bio or Fairtrade coffee are still most likely to buy coffee from a well-known brand. Private labels are bought less often, but are purchased more by frequent buyers of bio or Fairtrade



ENERGY ADDICTS

31%
of the population

94%

60%

12%

Frequency of use: % who drink coffee at least daily

18 – 30 years 26%

31 – 50 years 32%

51 – 75 years 42%



36%



76%



41%

0%



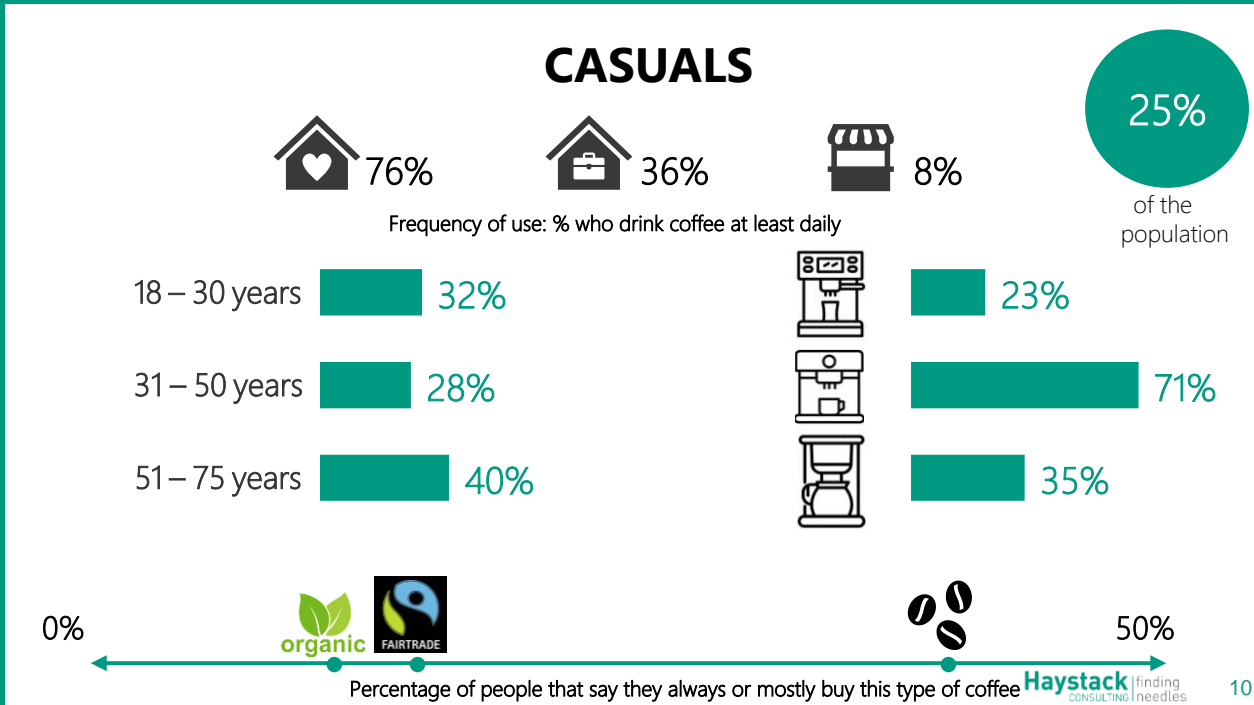
50%

Percentage of people that say they always or mostly buy this type of coffee

ENERGY ADDICTS are the big drinkers who are in search of energy. They invariably start their day with a cup of coffee to wake them up and continue to drink coffee throughout the day to keep them on their toes. At home they mainly use a coffee machine and are often over the age of 50.

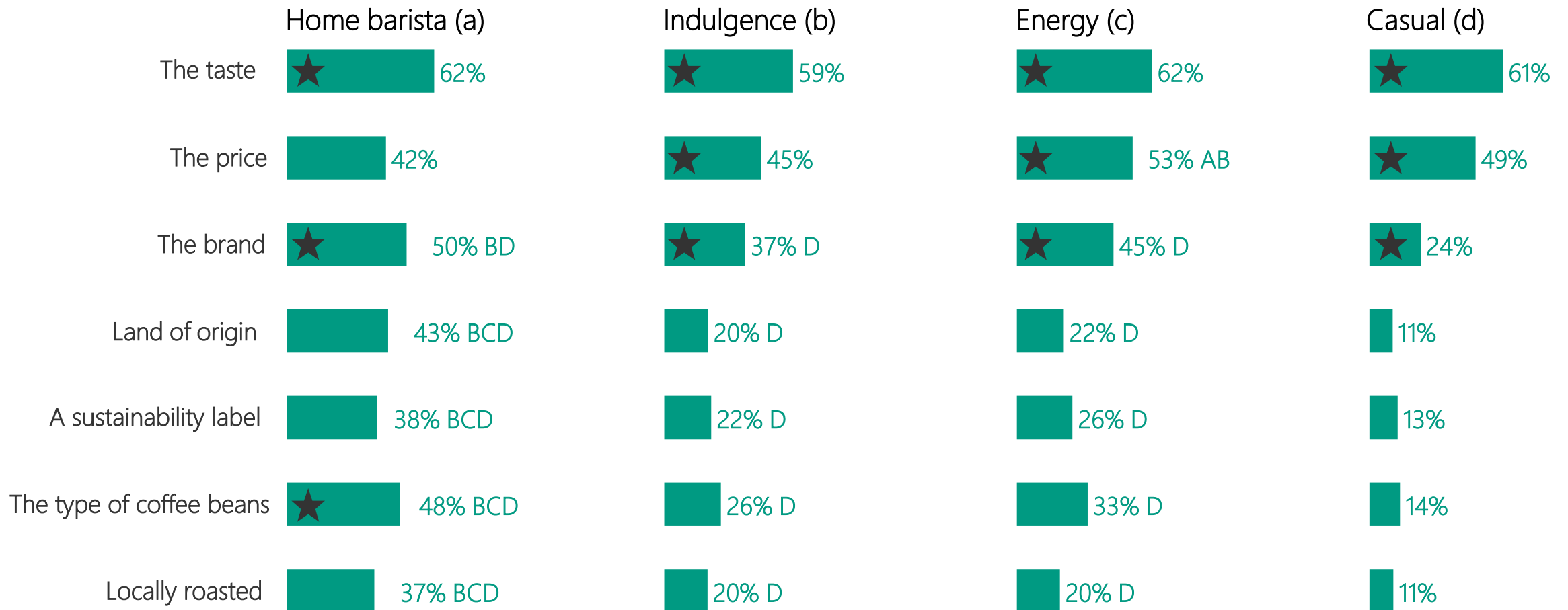


CASUALS love simplicity: a good cup of coffee, and nothing more. Compared to the other groups they don't drink coffee as often and usually opt for a coffee machine. They don't care about the type of coffee or how it is prepared: as long as the coffee tastes good, they are satisfied



Taste, price and brand are important aspects for all coffee consumers when buying coffee. For home baristas, all other aspects are important too, and price is less important than the type of coffee beans and the country of cultivation. As true coffee experts, they therefore look for coffee that satisfies all these conditions for them.

Buying behaviour: importance of criteria



Top 3 criteria are indicated with a star

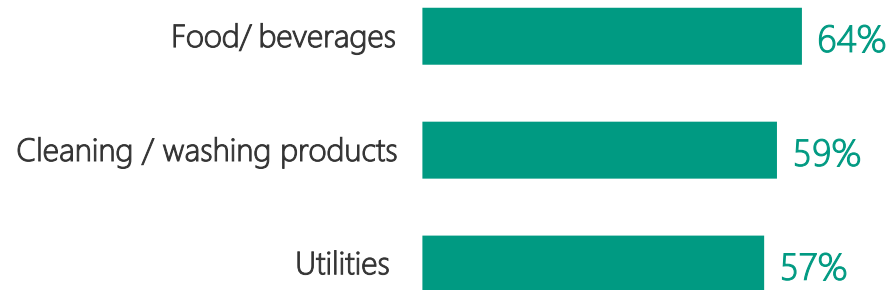
COFFEE & SUSTAINABILITY



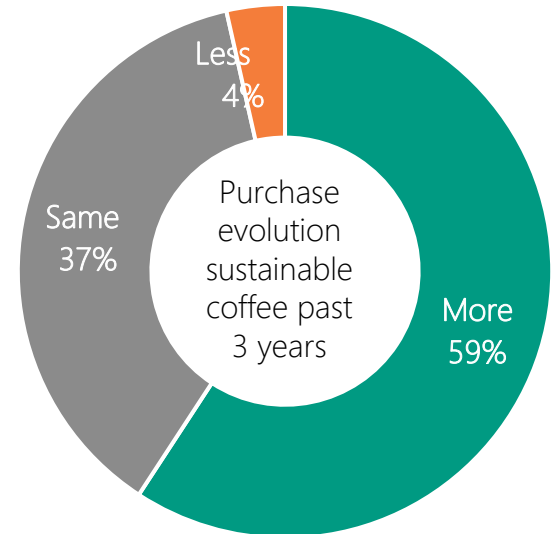
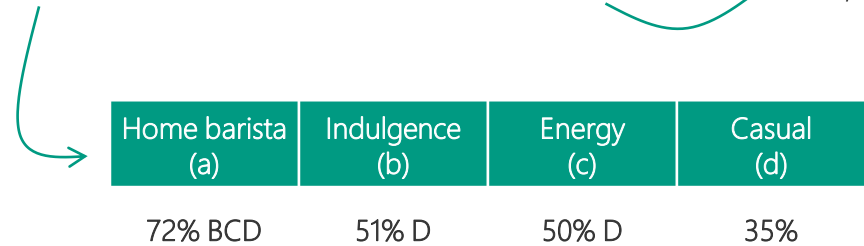


Coffee lovers already often buy sustainable products (food & beverages) and this also translates into a higher purchase frequency of sustainable coffee. This is driven by the home baristas who buy more sustainable coffee than the other segments. The purchase of sustainable coffee among coffee lovers is also on the rise: 59% indicate that they have started to buy more sustainable coffee in the last 3 years.

Buying behaviour sustainable coffee among coffee lovers



56% buy sustainable coffee for at home
Mostly young adults (59% for 18-30j vs 44% for 30+)



Reason for increased purchase sustainable coffee among coffee lovers :

- 42% Climate change
- 38% Social rights of farmers
- 30% Covid-19 (more conscious consumption)
- 27% Better quality and tastier

To determine whether coffee is sustainable, coffee lovers mainly look at the logos on the packaging and the Ecoscore. A quarter of the coffee lovers trust the reputation of the brand.



Information source provision sustainable coffee

Coffee lovers (home barista + indulgence)	Home barista (a)	Indulgence (b)	Energy (c)	Casual (d)
Labels on the packaging 40%	34%	41%	38%	33%
Ecoscore 37%	38%	36%	37%	33%
Information on the packaging 33%	30%	34%	36%	30%
Trust in reputation of a brand 26% <i>Mainly older people (30% vs 18%)</i>	28%	25%	32% BD	20%
List of ingredients 17%	19%	17%	16%	12%
Trust advice friends/family 15% <i>Mainly younger people (19% vs 11%)</i>	20%	13%	13%	14%
I read or hear this in the news 11%	14%	10%	9%	11%
Online 10%	15%	8%	9%	8%
QR code on packaging 9% <i>Mainly younger people (12% vs 5%)</i>	17% BCD	7%	7%	5%



To determine whether coffee is sustainable, coffee lovers mainly look at the logos on the packaging and the Ecoscore. A quarter of the coffee lovers trust the reputation of the brand.

Coffee lovers who already buy bio or Fairtrade coffee on a regular basis trust the reputation of the brand less, and make more efforts / take more actions to determine whether coffee is sustainable or not (data in blue)

Information source provision sustainable coffee

Coffee lovers (home barista + indulgence)	Bio buyers		Fairtrade buyers	
	Infrequent buyers	Frequent buyers	Infrequent buyers	Frequent buyers
Logos on the packaging 40%	37%	39%	37%	41%
Ecoscore 37%	33%	49%	33%	46%
Information on the packaging 33%	33%	30%	32%	33%
Trust reputation of the brand 26%	29%	12%	28%	19%
List of ingredients 17%	16%	22%	14%	25%
Trust advice friends/family 15%	13%	19%	14%	16%
I read or hear this in the news 11%	12%	9%	12%	9%
Online 10%	7%	20%	8%	15%
QR code on packaging 9%	6%	19%	6%	18%

COFFEE & CLIMATE





31% of all consumers think that conventional coffee production has a negative impact on the environment. The majority also has the (false) perception that the transport of coffee beans has the biggest impact. The majority of consumers are prepared to change their current brand for a more climate-friendly coffee brand (for the same price). And more than half are even willing to pay more for climate-friendly coffee (10-5% extra)

Impact of coffee on the climate and climate change

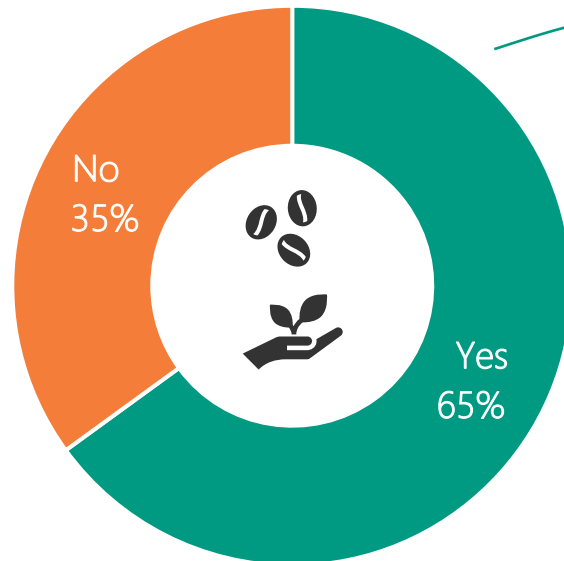


31% think that conventional coffee production has a negative impact



79% Willing to buy a more climate-friendly brand or coffee

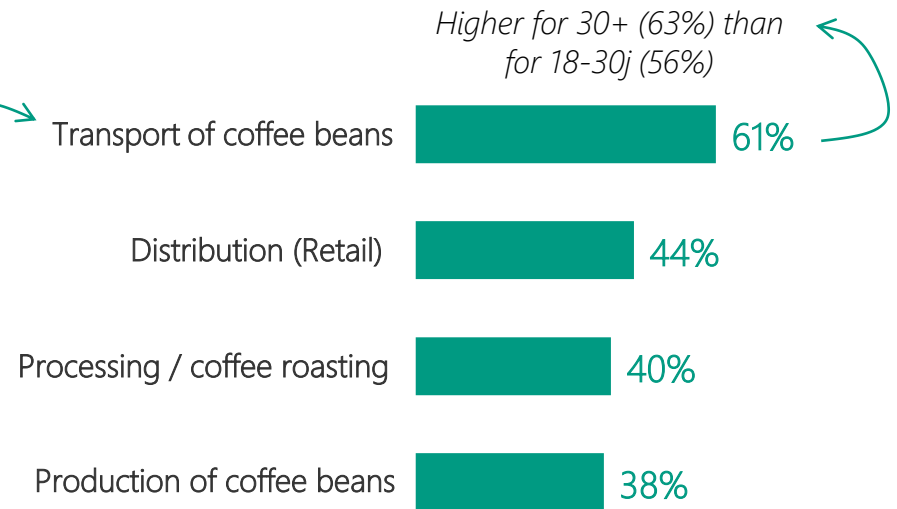
Willing to buy more climate -friendly brand or coffee:



Especially younger people (80% vs 57%) & home baristas (79% vs 69%, 65% en 54%) are willing to pay more

How much are they willing to pay ?

- 9% would pay 20% more
- 29% would pay 10% more
- 27% would pay 5% more



74% know the Fairtrade logo, this is mainly among older people and less so among young people and real coffee lovers.



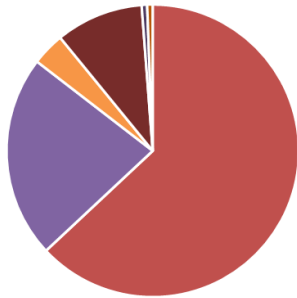
60% associate coffee with the Fairtrade logo as good for the climate



Consumers want information about the climate impact of coffee and are prepared to adapt their behaviour accordingly, mainly by buying more climate-friendly coffee. They think that coffee brands should produce more environmentally friendly coffee and retail chains should sell and promote more of this coffee.

Awareness after information

Greenhouse gas emissions Conventional coffee*
*ourworldindata.org

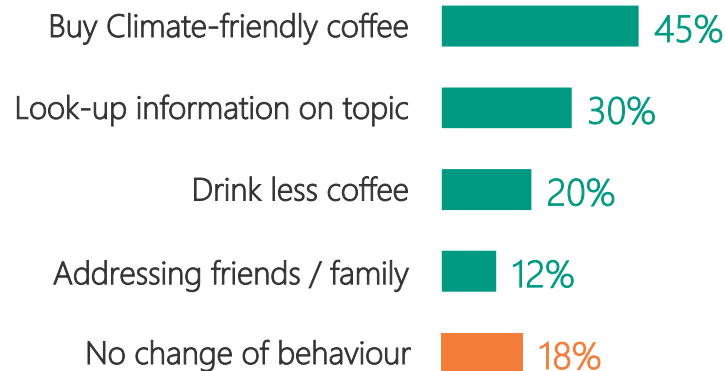


Especially younger people find this important (77% vs 70%)

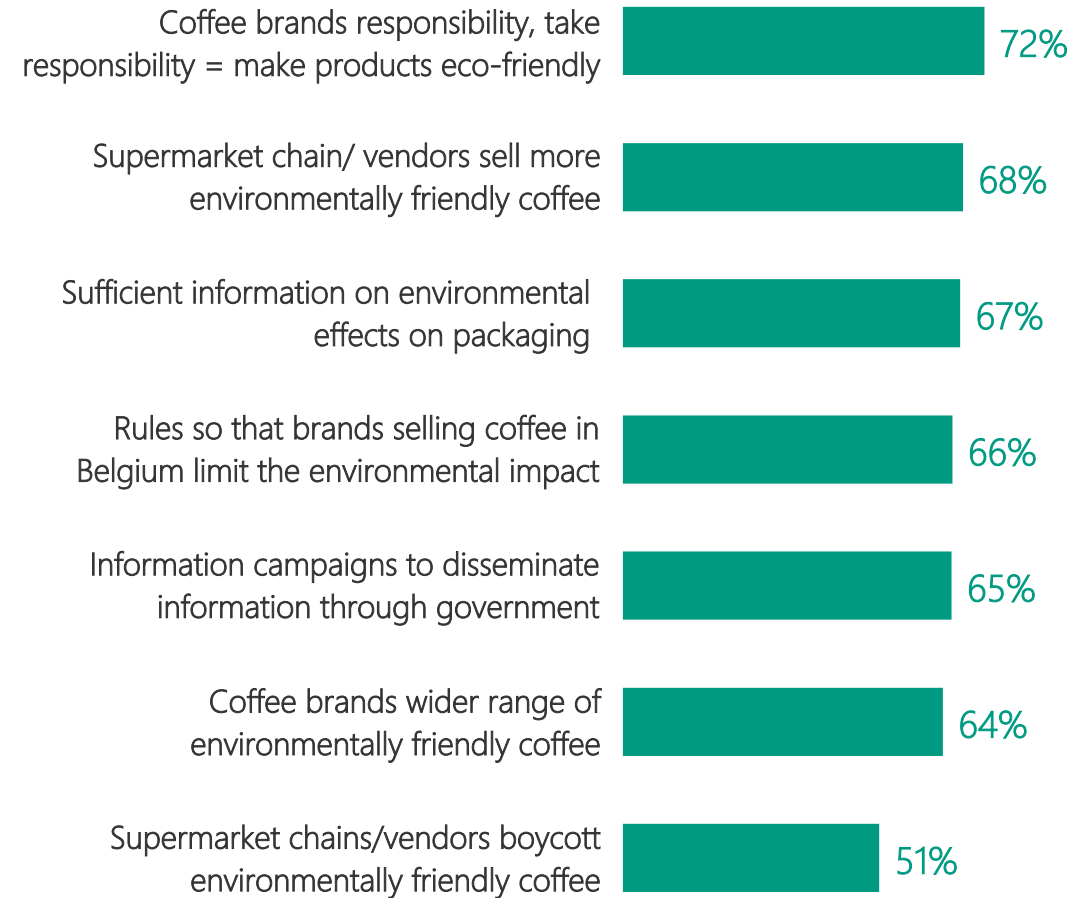
72% consider it important to be aware of this information

■ Farm ■ Land use change ■ Processing ■ Packaging ■ Transport ■ Retail

Behavioural adjustment after information :



Expected actions in Belgium



MADE WITH PASSION MADE FOR YOU

There is no such thing as an ending, just a new beginning.

We'd love to work with you on the next step of this journey.