

# Coffee Market

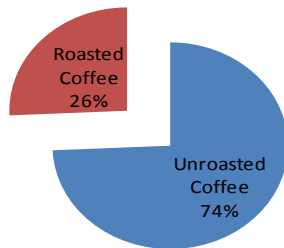


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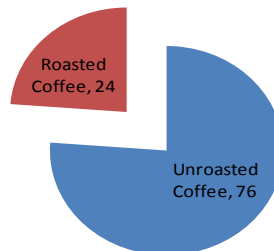
# Coffee Market

- Coffee market in Kosovo has witnessed constant increase over the past three years. Market is divided between local and international brands
- Coffee is imported in two main types:
  - Unroasted coffee (arabica, robusta) – 76%
  - Roasted coffee (ground, unground) – 24%
- Increased proportion of imports of unroasted coffee indicates an increased importance and market share of domestic brands.

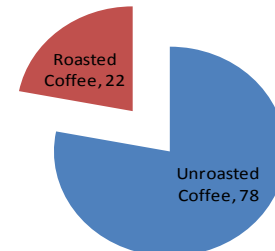
▪ 2009



2010

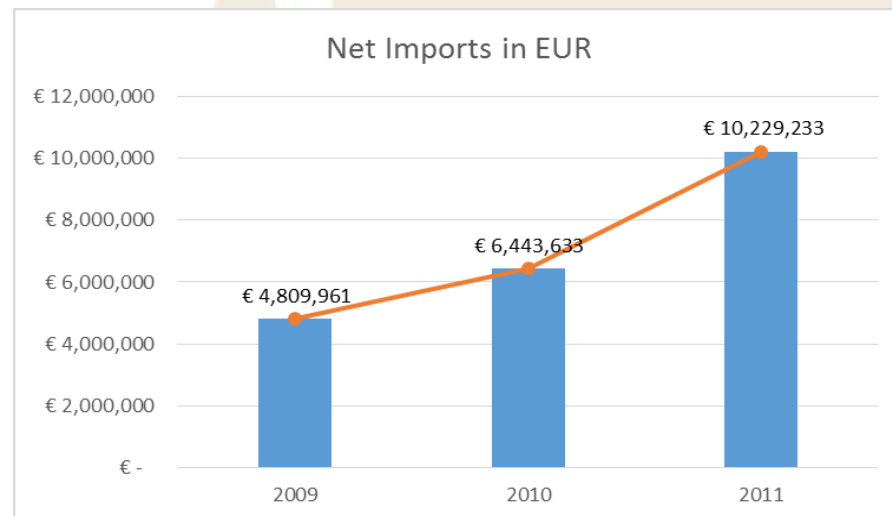
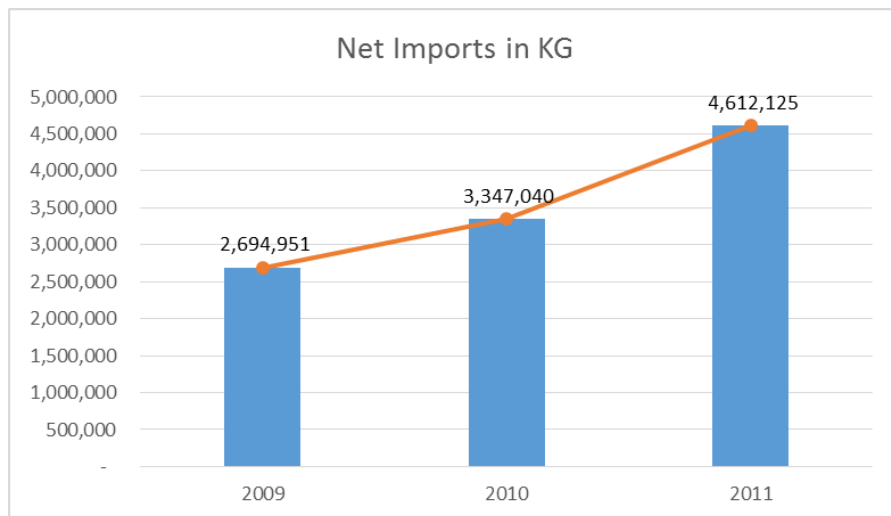


2011



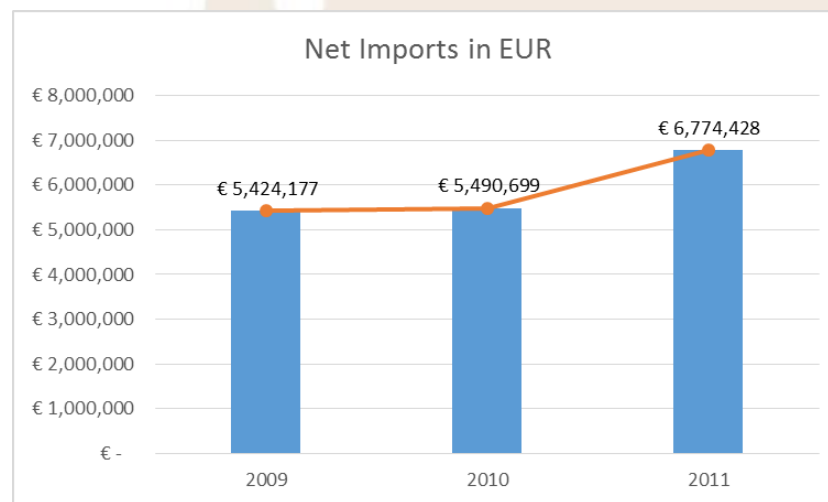
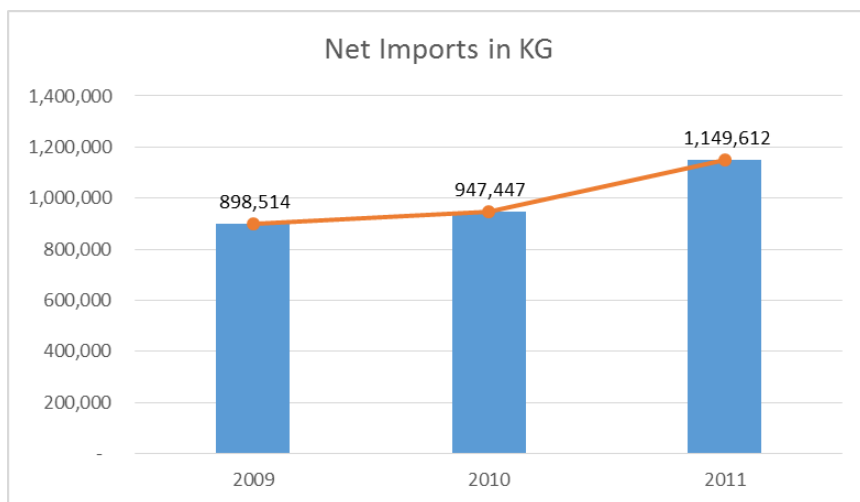
- Net Imports
  - Unroasted Coffee

Unroasted Coffee	2009	2010	2011
<b>Net Imports in KG</b>	2,694,951	3,347,040	4,612,125
<b>Net Imports in EUR</b>	€ 4,809,961	€ 6,443,633	€ 10,229,233



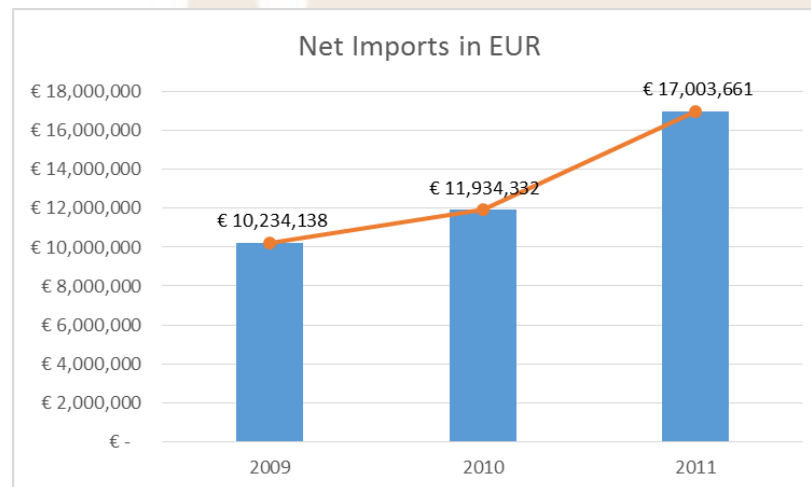
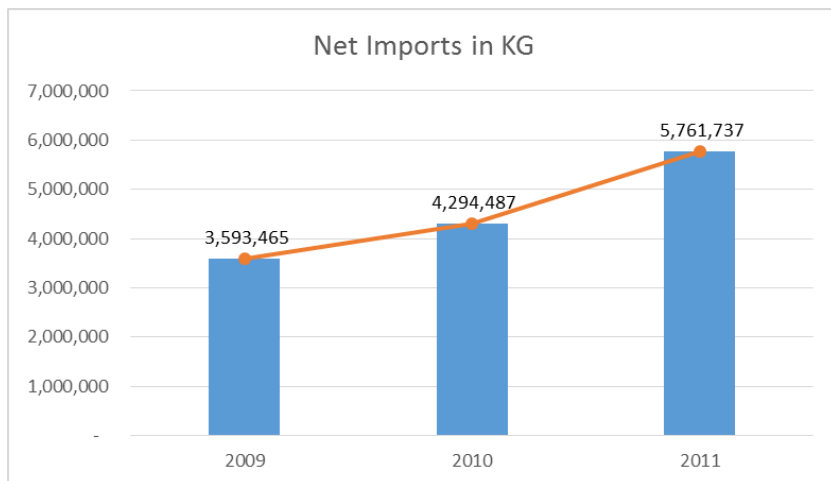
- Net Imports
  - Roasted Coffee

Unroasted Coffee	2009	2010	2011
<b>Net Imports in KG</b>	898,514	947,447	1,149,612
<b>Net Imports in EUR</b>	€ 5,424,177	€ 5,490,699	€ 6,774,428



- Total coffee imports for 2009, 2010 and 2011 are presented in the table below in terms of KG and in monetary value (Euro). Total coffee imports in Kosovo in 2011 were estimated (including undeclared imports) at 17,003,661 Euro.

Total Imports of Coffee	2009	2010	2011
<b>Net Imports in KG</b>	3,593,465	4,294,487	5,761,737
<b>Net Imports in EUR</b>	€ 10,234,138	€ 11,934,332	€ 17,003,661



- Primary espresso coffee consumer market estimation -2011 is presented in the table below

Primary Espresso Coffee for 2011	250,185,094
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- Total primary espresso market in Kosovo is estimated at 250,185,094 Euro in 2011.



- The following table presents the top international brands in the market together with the top domestic producer.

- Imported Brands

<u>Brand</u>	<u>Company</u>	<u>Import Country</u>
Don Caffè	Valoni T	Albania
Lavazza	Oniks shpk	Italy
Mon Caffè	Union T	Italy
Franck	BBL	Croatia
Amico Caffè	Kosova Company	Italy
Barcaffè	Bucaj	Slovenia
Pavin Caffè	Tafaj Elektrik	Italy
San Giusto	NTP Gama	Italy

- Domestic Brands

<u>Brand</u>	<u>Company</u>
Princ Caffè	Vlera/Devolli Corporation
Gespresso	Caffè Group



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