

Task

A mechanical engineering company developed a novel processing technology utilizing its proprietary machinery. As a result, new processing possibilities for coffee production, specifically for the production of instant coffee as well as the micro-milled coffee powder was possible. The resultant coffee demonstrated a significant improvement in taste indicating the effectiveness of the technology.

Objective

To determine the market size and sales potential of the novel technology and machinery for the coffee industry. Understand the different production methods for coffee.

In addition the company needed to determine whether an active market cultivation related to the competitors would be worthwhile.

Methods

- ◆ Compilation of the world's major coffee producers, as well as all specialty providers in the coffee segment.
- ◆ Telephone interviews with representatives of the coffee industry to determine the most common methods, the innovation capacity and acceptance of the segment to new technologies and methods.
- ◆ Market research of predominant methods utilized and the technical rationale for these methods.
- ◆ Compilation of the results, including a list of all interview partners and interested persons.

Result

The market analyses determined that the European consumers prefer the traditional coffee contrary to the American and Asian consumer. The production of finest coffee powder is still in the start-up phase in Germany and in Europe, too. But, the interest of both the consumer and the manufacturer has been peaked.

With regard to the engineering, the coffee production market is dominated by a few manufacturers. However, a targeted market cultivation should be planned for the new machine technology.