

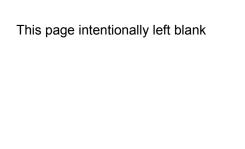
Coffee Consumption and Industry Strategies in Brazil

Edited by Luciana Florêncio de Almeida and Eduardo Eugênio Spers

Series Editors: Alessio Cavicchi and Cristina Santini



COFFEE CONSUMPTION AND INDUSTRY STRATEGIES IN BRAZIL



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Edited by

LUCIANA FLORÊNCIO DE ALMEIDA EDUARDO EUGÊNIO SPERS



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CHAPTER 2

Perspectives of global coffee demand

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2.1 Introduction

The exact origins of coffee are unknown. However, popular legends assert that the beginning of coffee production and consumption dates back to Abyssinia, in present day Ethiopia. The first observations concerning this beverage apparently involved its energy-giving effects on goats. The first mention of coffee is attributed to the Persian physician Rhazes (CE 865–925), who referred to the drink as *bunchum*. But he was not writing about the same beverage that we drink today; the first time that coffee beans were roasted, ground, and infused was in the 15th century (Pendergrast, 2010).

During the following centuries, coffee consumption spread throughout the world, including Europe, and also gained a major role during mercantilism, according to Ormrod (2003). At the 20th century, coffee was largely traded worldwide, and some underdeveloped countries such as Brazil had their economies based on coffee exports, as explained by Skidmore (2009).

Nowadays, the supply chain of coffee has evolved to a complex system that involves several agents, from the agricultural inputs firms, farmers, and commodity traders to food industries and retailers. One of the biggest challenges faced by them is how to add more value to the final product and, thereafter, to the value chain. But to attain that purpose, it's crucial to understand how consumers perceive the value of the coffee, that is, how the demand will respond to changes of the final product or at the supply chain.

The main objective of this chapter is to provide information about coffee demand that can assist all agents of the coffee value chain to organize themselves to be more competitive in the near future, keeping in mind the consumers that they will be selling to.

The specific objective of this chapter is to analyze the perspectives of the global demand for coffee in the present, providing a summarized literature