



Coffee Consumption and Industry Strategies in Brazil

Edited by Luciana Florêncio de Almeida
and Eduardo Eugênio Spers

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COFFEE CONSUMPTION AND INDUSTRY STRATEGIES IN BRAZIL

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Edited by

LUCIANA FLORÊNCIO DE ALMEIDA

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CHAPTER 17

Coffee and health in the perspective of young consumers

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17.1 Introduction

Coffee consumption has expanded at continuous and increasing rates in Brazil and in the world, and at the same time the interest by young people aged 16–25 has increased due to category innovations and coffeehouse experiences (Euromonitor, 2016).

Due to their global relevance, researchers from several countries have concentrated their studies on coffee in several aspects, such as: factors influencing consumption (Cailleba and Casteran, 2009; Schollenberg, 2012), the role of communication mix effect on coffee consumer behavior (Chelliah et al., 2013; Wang and Yu, 2016), quality attributes (Carvalho et al., 2016), and the reasons for buying organic coffees and the effect of sustainable claims (Chen and Lee, 2015). However, functional aspects of coffee in consumer perception have received little attention from researchers (Aguirre, 2016). In this context, this chapter seeks to add new knowledge to the existing framework with the central objective of understanding young people's perception of coffee healthiness in their daily lives.

Coffee is a product widely consumed by Brazilians and, despite widespread penetration in homes, the out-of-home consumption market is growing and innovating. One of the variables used to measure the frequency of drinking is age; more than half of the young people in Brazil do not consume coffee daily, whereas 90% of people over 50 have a daily consumption habit. However, the interest by young people aged 16–25 for the drink has been increasing mainly in large metropolitan areas due to category innovations and coffeehouse experiences with innovative concepts, as well as the varied offer of innovative products for home consumption that seek to mimic an experience similar to the cafeteria (Euromonitor, 2016).