

Slovakia

Coffee consumption patterns in Slovakia

63% of people in Slovakia drink coffee every day, with women being the real coffee buffs. They literally adore coffee with the majority of female respondents agreeing that coffee is a great drink. Slovaks generally like to enjoy a cup of coffee in the company of other people. These are the main findings of an online survey conducted by GfK Slovakia in early November 2008 with a sample comprising 514 respondents aged 15 to 60 years.

A cup of coffee represents a daily ritual for a large number of Slovaks. Only one in four respondents in the online survey does not drink coffee at all or does so only occasionally. Non-coffee drinkers are more likely to be found among men than among women. People most frequently drink coffee at home and at work with approximately 40% of coffee consumers drinking their favourite potion when visiting a friend or a relative.

One half of the coffee buffs admitted that they need a morning cup of coffee to get their kick start for the day. Equally, one half of coffee drinkers, especially women, cannot even imagine their day without a cup of espresso. Moreover, coffee is a drink which accompanies many discussions and meetings. The majority of our respondents revealed that they like to enjoy good coffee in the company of other people. This could be the main reason why going to cafés specialising in serving high-quality coffee is a growing trend throughout Slovakia and roughly one in three coffee supporters drinks his or her cup of espresso in exactly this type of coffee shop.

Coffee contains caffeine and the opinions on its effects on the human organism differ greatly from one respondent to another. However, only about one in four coffee drinkers believes that coffee might have a negative effect on their health.

According to GfK Slovakia's continuous tracking survey, the Household Panel, the average Slovak per capita coffee consumption for the first 6 months of 2008 was 0.8 kg. Households most often buy ground coffee – doing so once a month on average. In general, ground coffee can be found in three out of four Slovak households whilst more than half of all Slovak households also buy instant coffee, generally doing so once every two months.

Contact:

Romana Daničová
Head of Consumer Tracking Department

GfK Slovakia

Einsteinova 24/ AUPARK Tower

851 01 Bratislava

Slovak Republic

Tel: +421 2 57 371 224

Fax: +421 2 62 413 765

romana.danicova@gfk.com

www.gfk.sk