

# HELGI'S POINT

"Data with a story"

February 21, 2013

Czech Republic

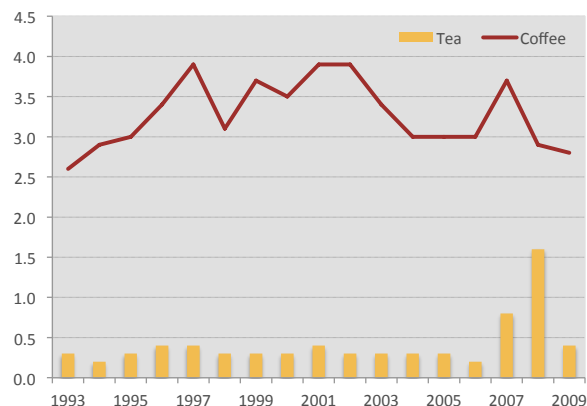


## COFFEE CONSUMPTION PER CAPITA

Coffee is one of the most-consumed beverages in the world. The beans are found in coffee cherries, which grow on trees cultivated in over 70 countries, primarily in equatorial Latin America, Southeast Asia, South Asia and Africa.

An important export commodity, coffee was the top agricultural export for twelve countries in 2004, and it was the world's seventh largest legal agricultural export by value in 2005.

Scandinavians are the largest drinkers of coffee in the world, together with the Dutch and Swiss, with more than 8 kilos consumed per person a year. With 12 kg consumed per person in 2007, Finland is the absolute winner.



Source: Faostat, Helgi Analytics

You will find more at <http://www.helgilibrary.com/indicators/index/coffee-consumption-per-capita>

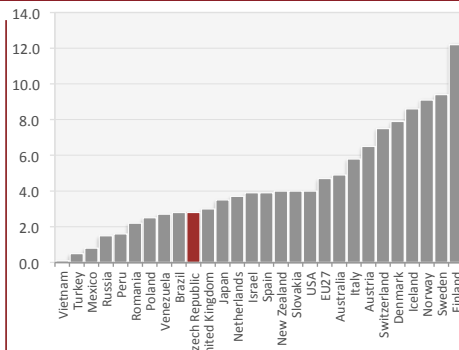
## HELGI'S POINT OF VIEW

Czechs are not any heavy coffee drinkers. Although they enjoy a cup of coffee per person a day, consumption of coffee has been declining over the last decade to around 2.4 kg a year, on average. That is roughly a half when compared to the European average, or less than a third when compared to the heaviest coffee-addicts from the Scandinavia.

Having said that, Czechs have been increasingly looking for a quality. Consumption of Arabica coffee has been increasing as opposed to the cheaper and lower quality Robusta while number of coffee houses has doubled in the last decade. Czechs spend around USD 250 mil on coffee a year.

Although consumption of coffee is relatively low, Czechs have been clearly moving from its cheap home-made Turkish styled or instant coffee to a cup of tasty espresso drunk in a fancy coffee house.

## INTERNATIONAL COMPARISON



## ABOUT THE PRODUCT

Helgi's Data Breakfast is a service primarily set up to feed media sector with interesting statistical data. If you like it, you can find more at [www.helgilibrary.com/daily](http://www.helgilibrary.com/daily). If you would like to get our report regularly, please, register at [www.helgilibrary.com/user/register](http://www.helgilibrary.com/user/register) and receive our daily report with an excel file the actual data for free. If you have any questions, suggestions, or comments, please, let us know at [info@helgianalytics.com](mailto:info@helgianalytics.com).



[www.HelgiAnalytics.com](http://www.HelgiAnalytics.com)

# HELGIHO POINTA

"Data s příběhem"

21. Února, 2013



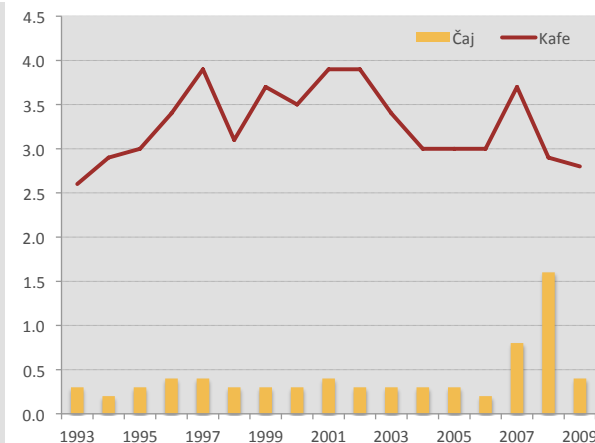
Česká Republika

## SPOTŘEBA KÁVY NA OSOBU

Káva je jedním z nejvíce konzumovaných nápojů na světě. Kávová zrna se nacházejí v plodu podobný naší třešni, které rostou na stromech pěstovaných ve více než 70 zemích, především v rovníkové Latinské Americe, jihovýchodní Asii, jižní Asii a Africe.

V roce 2004 byla káva, jako významná exportní komodita, artiklem číslo 1 v exportu zemědělského zboží ve 12 zemích světa a v roce 2005 byla káva sedmá na světě co se týče legálního exportu zemědělských komodit.

Skandinávci jsou největší konzumenti kávy na světě spolu s Nizozemím a Švýcarskem s více než 8 kg spotřeby na osobu ročně. S 12 kg spotřebovaných v roce 2007 na osobu je Finsko absolutní vítěz.



Zdroj: Faostat, Helgi Analytics

Více informací najdete na [You will find more at http://www.helgilibrary.com/indicators/index/coffee-consumption-per-capita](http://www.helgilibrary.com/indicators/index/coffee-consumption-per-capita)

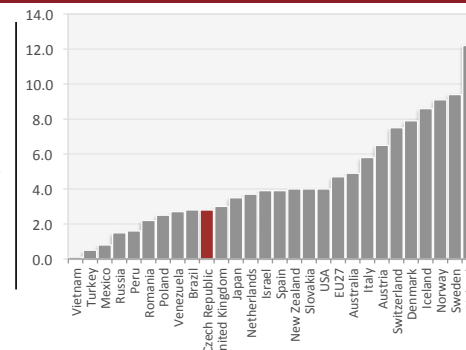
## HELGIHO POINTA

Češi nejsou žádní velcí "závisláci" na kávě. I když si v průměru dají jeden šálek na osobu denně, spotřeba kávy v posledních deseti letech klesá ke zhruba 2.4 kg na osobu ročně. To je asi polovina evropského průměru a třetina ve srovnání s nejvíce závislými popíječmi kávy ze skandinávie.

Na druhou stranu se zvyšuje kvalita spotřebované kávy a prostředí, kde se konzumuje. Češi spotřebovávají více kvalitnější arabiky oproti levnější robustě oproti minulosti a počet kaváren se za posledních 10 let zdvojnásobil. Češi tak celkem za kávu utratí okolo Kč 5 miliard korun ročně.

I když spotřeba kávy zůstává v České republice relativně nízká, češi si svůj šálek kávy podle statistik více užívají více. Pryč s turkem či instantní pseudo kávou připravenou narychlo doma, dejte si kvalitní silné espresso v pěkném prostředí kavárny!

## V MEZINÁRODNÍM SROVNÁNÍ



## O PRODUKTU

"Helgiho pointa" je produkt, který se snaží poskytnout zajímavá statistická data jednoduchou formou převážně mediálnímu sektoru. Pokud Vás tato služba zaujme, více naleznete na [www.helgilibrary.com/daily](http://www.helgilibrary.com/daily). Pokud máte zájem odebrat náš report pravidelně, zaregistrujte se na [www.helgilibrary.com/user/register](http://www.helgilibrary.com/user/register) a odebírejte každý den zdarma report společně s příloženým datovým souborem. Pokud budete mít jakékoliv dotazy, návrhy či připomínky, kontaktujte nás prosím na [info@helgianalytics.com](mailto:info@helgianalytics.com).



[www.HelgiAnalytics.com](http://www.HelgiAnalytics.com)

## ABOUT HELGI ANALYTICS

Helgi Analytics is a consulting company based in the Czech Republic. The company mainly provides consultancy in the area of financial services and real estate and focuses primarily on the region of Central and Eastern Europe.

Helgi Analytics also runs a web application called Helgi Library, which is a database/library offering data and analyses on more than 95% of the world's economy and population. The Library aims to bring interesting statistical data and analyses to a wide audience under affordable conditions. If you wish to get more details, please visit [www.helgilibrary.com](http://www.helgilibrary.com) or contact us at [info@helgianalytics.com](mailto:info@helgianalytics.com).

### Helgi Analytics

Eliasova 38, Prague 6  
160 00, Czech Republic  
[www.helgianalytics.com](http://www.helgianalytics.com)



## DISCLAIMER

© 2012, HELGI ANALYTICS LTD. ALL RIGHTS RESERVED. All information contained herein is protected by Copyright Law and no such information may be copied or otherwise reproduced, in whole or in part, in any form or manner, by any Person or Company without Helgi Analytics' prior written consent. All information contained herein is obtained by Helgi Analytics from sources believed by it to be accurate and reliable. Because of the possibility of human and mechanical error, as well as other factors, however, all information contained herein is provided without warranty of any kind. Under no circumstances is Helgi Analytics under any liability to any person or entity for any loss or damage caused by any error, or other circumstance or contingency within or beyond the control of Helgi Analytics or any of its directors, employees, or agents in connection with the procurement, collection, compilation, analysis, interpretation, communication, publication, or delivery of any such information, or any direct or indirect damages whatsoever. The financial reporting, analysis, projections, observations, and other information contained herein are, and must be construed solely as, statements of opinion and not statements of fact or recommendations to purchase, sell, or hold any securities.