

Your Name

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Date

Essay: Coffee

Overview of the Product

Coffee is one of the most popular drinks around the globe. People around the world are usually fond of having this drink at the time of breakfast or dinner. This keeps them fresh and energetic due to which they can focus on their daily life chores with more effectiveness and convenience. The core ingredients of this drink are the coffee beans that are the seed berries obtained from coffee species (Ghosh and Venkatachalapathy). It is a tremendously popular drink that is slightly bitter and has a darker colour. Moreover, the presence of caffeine content helps impose stimulating effects among humans. Researchers have thoroughly researched the effects of this particular product on humans. According to the research of Poole and fellow researchers, “the moderate consumption of coffee may prove to be beneficial for the stimulating effect but there is not any clear evidence that the long term consumption can help control different diseases (Poole et al.)”. Coffee has become tremendously popular as there is a perception that it is good for health. It has also become an integral part of the breakfast routine due to which the people are more vigilant towards coffee consumption during breakfast. People usually follow the traditional norms and coffee consumption has become also become a part of cultural norms. People also like to consume it as a source of energy as they believe that it can prove to be quite beneficial for their health. It is a drink having tremendous taste and that is why it is liked all over the world. People who want to stay energetic for the whole day are more likely to consume coffee as

compared to the other consumers. The demand for coffee has significantly increased during recent times due to which the companies manufacturing coffee are generating massive revenues. This paper will provide the readers with a chance to get familiar with the basic protocols that are associated with coffee production, consumption, demand, and market share. Moreover, it will also provide a thorough description of the companies that are producing coffee and the way they are providing each other with tough competition in the market. Furthermore, the opinions of individuals, companies, and researchers regarding the importance, and need for coffee within the industry will also be explored.

Significance of Coffee

Many coffee points have achieved tremendous reputations within the industry, and many brands are renowned for the production of high-quality coffee. Considering the popularity of coffee, it is quite evident that numerous restaurants have opted to incorporate coffee into the main menu as they believe that this product can attract a lot of customers to the services offered by the company. Starbucks has been one of the top brands to provide customers with coffee of the highest quality. This is because the company never compromises on the quality of its products due to which it has attained maximum customer retention for many years. Moreover, some other brands have also been providing each other with tough competition in the market. Coffee has become an integral part of the cultures and it is embedded in different cultures. If the cultures of developed countries are considered then it can be said that coffee is an essential part of daily routine. Incorporate offices that the trend of coffee breaks has significantly increased and has become a cultural norm. People cannot consider their routines without coffee which demonstrates its importance and significance in people's lives. There is always a discussion regarding the fact that which drink is better tea and coffee. However, it depends upon the choices

and preferences of people that what kind of drink they would like to consume. Coffee is usually consumed by a specific group of people that are aware of its health benefits. The inclination of people towards coffee consumption is the main reason due to which it has become a highly traded commodity. Moreover, it is also observed as one of the most consumed beverages other than water. Considering the cultural significance of coffee, it is quite evident that it has become a major part of people's lives and most people also start their day with coffee. These people believe that coffee will help them to stay active for the whole day which they cannot think of a starting a day without coffee. This demonstrates that coffee has become one of the most things in people's lives which further enhances the chance of new coffee ventures to attain maximum profits and revenues within the market. A business is always dependent upon the kind of customers and their preferences. The product "coffee" can be very helpful for the businesses to attract the desired number of customers due to the love the product has attained from the people. Another major societal norm associated with the product is that many people like to socialize their choices regarding coffee, or they want it to be a part of the tea versus coffee debate. The coffee houses have been in operation for 500 years, which shows that this product is not only cultural but historical too. It is a product that engages different communities together and integrates of different cultures. In every corner of the world, any region, any community or any country, this product has amazing popularity and is consumed by the people belonging to every culture around the globe. The top brands have achieved massive revenues due to the provision of high-quality coffee to the customers. Coffee is consumed by a specific group of people who prefer quality and taste over anything, and this is the main reason why it is traded more than the other commodities.

Research Regarding Health Benefits of Coffee

Many researchers have either demonstrated or proved the fact that coffee brings numerous benefits for the health of an individual. Coffee can help make people feel less tired or more energetic (Hindmarch et al.). This also shows that coffee consumption can boost your mental health as an energetic body will always be equipped with a healthier mind. An individual being mentally strong can perform his/her duties more efficaciously as compared to the ones who are not mentally tough. Coffee helps to boost the stimulating effect among humans and that is why it is liked by many people all over the world (Butt and Sultan). One of the primary reasons for the brain getting strengthened by the use of coffee is that the presence of caffeine present in the coffee can travel to your brain through your bloodstream as it is absorbed into it (McCall et al.). Numerous brain functions are improved and regulated due to the consumption of coffee. This includes the memorizing capability of an individual, mental strength, energy, and the other relevant functions (Ruxton). Not only the mental benefits, but the consumption of coffee can also help an individual to improve his/her physical health too. Researchers have also investigated this fact and have proved that coffee intake can prove to be beneficial for physical health as it helps to burn fat (Acheson). Its constructive impact on an individual's health also demonstrates that it contains essential nutrients that are required for a human body to remain healthy. The most prominent nutrients that are contained by a single cup of coffee are Riboflavin, Magnesium and niacin, pantothenic acid, and manganese, and *potassium* (*Coffee, Brewed from Grounds, Prepared with Tap Water Nutrition Facts & Calories*). Moreover, some other health benefits that are associated with coffee consumption are the protection of the liver, lower risk of Parkinson's, and the adequate maintenance of type-2 diabetes. It can also protect an individual from cancer and heart disease (MYERS). This thoroughly researched analysis is based on the attainment of

the health benefits due to the consumption of coffee. The following sections will discuss the industrial analysis and the reputation of the selected product within the market.



Figure 1: Health Benefits of Coffee

Industrial Analysis and Trends

The overall coffee industry is experiencing growth with each passing day. It is because people are becoming more interested in consuming coffee regularly. It is anticipated that the industry will experience further growth till the end of 2021. However, the US Coffee industry had faced some sort of decline by the end of 2020 (*IBISWorld - Industry Market Research, Reports, and Statistics*). This can be a repercussion of the corporate issues that were caused by the pandemic. The trends of the industry have also modified with the passage of time and some new trends have been introduced in recent times. People nowadays are more concerned about the hygienic aspects that are associated with their food. The top brands that are competing within this particular industry are Starbucks, Dunkin Donuts, Maxwell House, Folgers, Tim Hortons, Costa Coffee, Nescafe, Keurig, McCafe, and Gloria Jean's Coffee ("Top 10 Coffee Brands in the World 2020, Top Coffee Brands, Global Coffee Market Factsheet"). The following image shows the top brands that are generating maximum revenue by producing high-quality coffee.

Rank	Coffee Brand	Revenue (USD billions)	Headquarters
1	Starbucks	26.5	Seattle, Washington, USA
2	Costa Coffee	1.54	Dunstable, England
3	Dunkin' Donuts	1.37	Canton, Massachusetts, USA
4	McCafé	21.07	Oak Brook, Illinois, USA
5	Tim Hortons	3	Toronto, Ontario, Canada
6	Gloria Jean's Coffees	0.54	Castle Hill, New South Wales, Australia
7	Nescafé	99.71	Vevey, Switzerland
8	Folgers	0.22	San Francisco, California, USA
9	Keurig	2.86	Reading, Massachusetts, USA
10	Maxwell House	0.4	Tarrytown, New York, USA

Figure 2: Top Ten Coffee Brands

These brands have dominated the industry for many years and it is because of the provision of the highest quality coffee to the consumers. It is only because the management of these organizations understand the value of the product due to which they have been able to develop highly effective and impressive strategies in this regard.

The trend of unique blends and healthy coffees has significantly increased during the past few years (Silva). The trend of Snapchilled coffees and bottled coffees have also increased nowadays along with the demand for butter coffee (Curzi). Coffee is consumed in different parts of the world by different people. Finland is the country that consumes the highest amount of coffee among all the other countries across the globe (*The Countries That Drink The Most Coffee | Kau Coffee Mill*).

Country	Consumption in-lbs
Finland.	26.5
Norway	21.8
Iceland	19.8
Denmark	19.18
Netherlands	18.5
Sweden	18
Switzerland	17.4
Belgium.	14.9

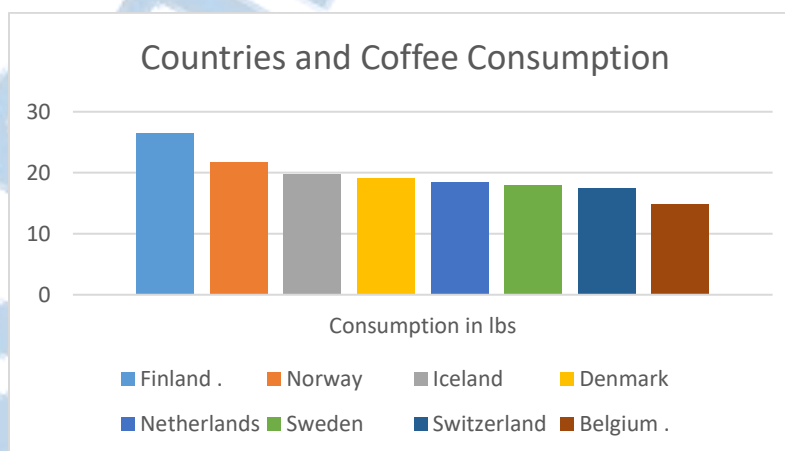



Figure 3: Countries vs. Coffee Consumption

The coffee market is anticipated to experience further growth in the upcoming year as the statistics have predicted an expected growth of around 4.28% during the next six years (Vegro). The largest coffee market in the world is the South American Coffee market which has been dominating the overall global market for many years. The total size of the global coffee market is approximately \$102.5 billion.

Coffee A Need or Want?

A need is known as anything crucial for an individual's survival, whereas a want is a thing that is liked or preferred by an individual. A simple example in this regard is that food is a basic need to survive, and there are plenty of food options that can be chosen by an individual based on his or her liking and choices. Specifically talking about coffee, it can be said that this drink has become more of a need rather than a want in people's life. It is because it has tremendous health benefits and also it can provide people with enough energy to remain fresh and to perform their duties efficaciously (Taylor). There are some people too who consume coffee as a medical need and that is why it is more than a want for them (Tipaldi). Coffee has become a part of people's daily life routine, so that is why its popularity has increased, and the global market is also expected to grow significantly within the next few years. Therefore, it can be said that coffee is more than a want nowadays in fact it has become a basic need. The following snapshot depicts the people's love for coffee (Sam).

90 thoughts on “Debate: Is your coffee a want or a need?”

 **atheistsmeow** >(^-^)<

March 5, 2018 at 2:16 pm

I quit smoking & alcohol years ago.....I WILL NOT give up my coffee!!!

★ Liked by [5 people](#)

REPLY

 **Sam** 🇺🇸

March 6, 2018 at 1:42 pm

Coffee is the better option out of the three I am sure 😊

Figure 4: Snapshot

Research and Assumptions

As previously discussed in the paper that coffee has a significant history so it is of great importance that all the factors associated with the product must be explored. It has gained tremendous popularity among people due to which it is consumed at a massive rate. Caffeine is the main component of coffee and a primary reason why people become addicted to this particular product. It has become a prevalent drink for practically everyone on the planet. Coffee has grown so integral to our everyday lives in some countries that it has become a part of their culture. Some people regard it as an important aspect of their day, and some even regard it as a fashion statement. However, just because everyone likes coffee doesn't imply, they're all fit to drink it. It depends upon the health situation of an individual whether he/she should drink coffee or not. A lot of people believe that consuming coffee in a limited amount is perfect for the physical health of an individual, along with making him/her quicker and more active as compared to the ones who do not consume coffee. The moderate consumption of coffee can

prove to be quite advantageous in lowering the possibility of detrimental diseases such as myocardial infarction, excessive cholesterol levels, and heart attacks. Furthermore, the consumption of coffee can lower the cases fetal birth rate and fetal heart rate if it is used appropriately by pregnant women. It can prove to be good for their mental and physical health during the testing period of pregnancy. A high rate of coffee consumption has both positive and negative effects on people's mental growth and behaviour. Finally, this section examines the advantages and disadvantages of daily based consumption of coffee. In this scenario, different kinds of people belonging to different cultures, races, age groups, and genders have been explored.

Caffeine, according to Linda Nolan, is a type of chemical medication that has the same therapeutic pharmacological activities as theophylline and theobromine. These actions on the kidneys relax surrounding smooth muscles, excite heart muscles, and stimulate the central nervous system. According to studies, a regular cup of coffee contains 85 to 100 mg of caffeine, whereas a cup of instant coffee contains 65 mg. In comparison, a 12 oz cup of tea contains 40 mg of caffeine, while a 45 oz soft drink contains 45 mg. Caffeine's effects on individuals, on the other hand, are dependent on how much coffee they drink, as well as how much and for how long they drink it. Caffeine is a potent central nervous system (CNS) stimulant, according to the researchers and it can over-excite all parts of the conex. Another prominent study suggests that people appear brighter and are more easily able to come up with ideal ideas after drinking caffeine. Another study discovered that after taking coffee, people's motor activity increased, allowing them to work faster with less time and errors. According to Nicholas, French researchers studied over 7000 men and women with an average age of 74 for over four years.

Scientists gathered data on education, income, depression, and alcohol consumption, with tobacco use serving as a control variable.

. Caffeine's pharmacologic effects may not be beneficial to everyone. Caffeine, as we all know, can exacerbate anxiety, depression, and panic disorder in persons who drink it.

Overconsumption of coffee may be a risk factor for sleep disruption. According to Ruxton, 400mg of caffeine appears to be the highest limit for persons who can safely consume coffee. A. Smith further points out that consuming too much caffeine can make people anxious, and some patients with anxiety disorders have said that caffeine use contributed to their issues.

Well, nothing in this world is flawless. Caffeine consumption may hasten bone loss in postmenopausal women, according to researchers at Creighton University in Omaha. The study included 96 healthy women in their 60s and 70s who consumed more than 300 milligrams of caffeine daily. During three periods, researchers discovered that women who consumed too much coffee lost more bone in their spines than women who consumed less. Furthermore, such effects may be more noticeable in women who have a specific set of genes.

The Food Standards Agency changed the recommended for pregnant women who drink coffee from 300 to 200 milligrams per day. Coffee is known to be detrimental to an unborn baby, thus pregnant women should avoid consuming it during their pregnancy. However, only a small percentage of those pregnant women are aware of the dangers of continuing to drink coffee while pregnant. Coffee drinking by pregnant women is linked to a higher risk of stillbirth. Researchers looked at the coffee consumption of 18400 pregnant women as well as their delivery outcomes. They discovered that women who drink four to seven cups of coffee per day have an 80% higher chance of getting pregnant than women who don't drink at all. Furthermore, several studies have

found that drinking coffee during pregnancy is linked to an increased risk of fetal death, particularly after 20 weeks of pregnancy.

There are numerous factors to consider while determining whether or not to consume coffee, and the effects of coffee vary greatly from person to person. Coffee, without a doubt, plays an important role in people's daily lives. Coffee, on the other hand, can be dangerous if consumed in excess. Overall, there are still a lot of worries on both sides that need to be addressed. For the time being, the only thing that can be done is to wait for any serious research to be completed in this area before someone can stand up and definitively say whether it is proper or wrong to drink coffee.



College Essay

Interview Questions

An interview has been conducted to explore more about the product and to get an in-depth insight regarding the people's opinions about the product. The interview included three participants and was asked the following questions. Their responses to the questions are attached below.

1. How long have you lived in the United States?
2. When did you start drinking coffee?
3. Do you have any habit of drinking coffee?
4. Where do you drink coffee?
5. How often do you drink coffee?
6. What kind of coffee do you drink most often?
7. Do you like coffee? Why?
8. Have you tried sour/bitter coffee? What do you think?
9. Do you know the effect of coffee on the human body?
10. Do you know the coffee-making process?
11. Do you know the history of coffee?
12. What do you think/expect about the changes in coffee in the future?

Interview Responses

Jeffrey, 24, University student, San Jose.

1. 12 years
2. About four years ago
3. No
- 4., at home, sometimes I buy coffee to bring to the classroom or drink it in my car.

5. Almost every day

6. Americano

7. I like to drink coffee. A cup of coffee in the morning will make me feel more energetic.

8. I have drunk sour, but I don't feel like it very much.

9. I know that I can't drink coffee on an empty stomach, nor can I drink too much coffee.

Both of these can induce symptoms of heart discomfort.

10. Because I only drink Americano, I don't know the process of making other coffee very well.

11. I don't know

12. I think the taste of the coffee will become more and more delicate in the future.

Martin, 22, University student, San Francisco

1. 18 years

2. When I was 16

3. I like to add sugar

4. I like to drink coffee at home

5. Two or three times a week

6. I drink Americano most often

7. I think it is okay. Drinking coffee will make me feel healthier

8. I generally drink bitter taste, and rarely drink sour coffee. It's just that sour coffee is more expensive. I don't think it makes much difference to me.

9. I only know that drinking too much coffee can cause problems such as a rapid heartbeat.

10. I know
11. I don't know
12. I think there will be more flavours of coffee in the future.

Dante, 28, Amazon employee, Mountain View

1. 4 years
2. I have been drinking coffee for about 10 years
3. I don't like adding things. I like to enjoy the original taste of coffee
4. Drink coffee at home or buy coffee to drink at the company,
5. Everyday
6. Americano or latte
7. I like it. I think a cup of coffee every day can make me better at work
8. I have drunk them; it doesn't make much difference to me.
9. Know a little bit. Coffee can promote fat burning and can also reduce the risk of Cardiovascular disease.
10. I know the coffee-making process very well
11. I don't know
12. I look forward to a better taste of coffee in the future.

Conclusion of the Interview

Through these people's answers to interview questions, I found that many people have the habit of drinking coffee. Now it is more and more convenient to make coffee at home, and more and more people understand the coffee-making process. But almost no one cares about the history of coffee. Everyone has a different idea about the development of coffee in the future. I

think that if you want to make better coffee, people need to learn more about the history of coffee. Only by knowing the evolution of coffee, can we make better coffee.

Recommendations

After thoroughly exploring the history, significance, and demand of coffee, it can be observed that it has a basic need of people's life due to which they are always looking to drink it during their daily routines. Different brands across the globe have accomplished massive revenues only because they have understood the demands of people and have provided them with coffee of the highest quality. The sales of coffee have also increased massively because the people have considered it as a part of their culture and cannot think of leaving it. However, it is recommended that people must intake coffee according to their health situation. It is quite beneficial for some people, but it can impose negative impacts on an individual's health if it is consumed in excessive quantity. Moreover, the coffee of the highest quality should be preferred by the people even if it is expensive. The coffee makers must ensure the fact that they are producing the best quality coffee for the consumers due to which the chances of their success will also increase. The companies must look to incorporate the health factor in their product which will be quite fascinating for the people who are vigilant towards healthier intake of food. In the current age, it is also observed that people are preferring healthy drinks over any other drink. This has created a massive opportunity for business organizations to make huge profits by making sure that they are providing their customers with the best quality beverages in the market. They should promote their products in a way that leaves a perception that is good for health. Consumers will be attracted towards availing of the products and services of such companies due to which they will be able to attain their targeted aims. The same is the case with coffee as it is also considered as one of the healthiest drinks by people and as it is an immunity

booster so the chances of a boom in the sales rate of coffee are anticipated to be increased massively during the period of a pandemic. The unfortunate situation of the pandemic has proved to be quite detrimental for the overall wellbeing of the world has modified and everything. Business organizations have to transform their mode of operations from virtual to work from the home mode which has further become challenging for the organizations. However, whenever there is any threat or unfortunate situation, there is always an opportunity too. The coffee manufacturing companies have to identify the golden opportunity and try to promote their product based on its health benefits. The companies should arrange campaigns on social media regarding the health benefits of coffee so that more people can become aware of the positive aspects of coffee. Furthermore, the companies can also use innovative techniques to modify the conventional modes of coffee selling. Already some innovations have been made by the companies in the form of cold coffee and coffee-flavoured shakes but still plenty of more innovative options can be used. The debate regarding the comparison of tea and coffee is always quite interesting to listen to as both sides present different points to make their case stronger as compared to the other party. This is also an opportunity for the business organizations to look for such products that can provide the customers with a mutual kind of experience. This will be a tremendous innovation and the people will love this unique coffee. Furthermore, it will be helpful for the organizations to attract both tea and coffee lovers.

Conclusion

Coffee is one of the most widely consumed beverages on the planet. This drink is commonly consumed during breakfast or dinner by people all around the world. This maintains individuals fresh and active, allowing them to focus more effectively and efficiently on their everyday tasks. The coffee beans, which are the seed berries collected from coffee species, are the main ingredients in this drink. It's a popular alcoholic beverage that's slightly bitter and deeper in color. Furthermore, the presence of caffeine aids in the induction of stimulating effects in humans. The effects of this substance on humans have been thoroughly investigated by researchers. "Moderate consumption of coffee may show to be advantageous for the stimulating impact," according to Poole and colleagues' research, "but there is no convincing evidence that long-term consumption can assist regulate different diseases." Coffee's importance and significance in people's life is demonstrated by the fact that they cannot envisage their routines without it. There is always a debate about which drink is superior to the other, whether it be tea or coffee. People's preferences and choices in terms of what kind of drink they want to drink, on the other hand, are based on their choices and preferences. Coffee is typically eaten by a select set of individuals who are aware of its health benefits. People's proclivity for coffee consumption is the primary reason why it has become a highly traded commodity. It is also one of the most commonly drunk beverages, aside from water. Given coffee's cultural significance, it's no surprise that it's become a big part of people's lives, and most people start their day with a cup of coffee. These individuals believe that coffee will keep them energetic throughout the day, thus they cannot imagine starting their day without it. This shows that coffee has become one of the most important aspects of people's life, which increases the chances of new coffee businesses achieving maximum earnings and revenues in the market. Many researchers have either

established or proven that coffee has significant health benefits. Coffee can help people feel more energized or less weary. This also demonstrates that coffee drinking can improve mental health, as an active body is always accompanied by a more alert mind. When opposed to those who are not mentally tough, a one who is mentally strong can accomplish his or her duties more efficiently. Coffee has a stimulating effect on humans, which is why it is enjoyed by so many people around the world. An interview was done to learn more about the product and to gain a more in-depth understanding of people's reactions to it. Three people took part in the interview, and they were asked several key questions. I discovered that many people had a coffee habit based on their responses to interview questions. Making coffee at home is becoming increasingly convenient, and more people are becoming aware of the process. However, nearly no one is interested in coffee's past. Everyone has a different perspective on how coffee will develop in the future. People should understand more about the history of coffee, in my opinion, if they wish to brew better coffee. We can only brew better coffee if we understand the evolution of coffee.

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