

Overview of the Coffee Market

Following oil, coffee is the second most important resource. This natural product is cultivated in 80 countries of the world whereby two-thirds of global green coffee production comes from Latin America. Coffee also provides numerous jobs as about 25 million people are involved in the cultivation, transport, processing and sale of coffee in the source countries alone.

Even today, the commodity is still of vital importance for many national economies. In the African countries Rwanda, Uganda and Burundi, for instance, most of the export revenue is generated by green coffee. With a share of about 30 per cent, Brazil is a heavyweight in the arena of global producers. This means that damages to crops – such as the severe frost in the 94/95 season – can cause significant fluctuations in the world market price for green coffee.

The global demand for coffee has continued to increase during the past few years. Looking at the reasons for this development the German Coffee Association found out that this is not only due to global population growth but also to higher per capita consumption. Moreover, people in the producing countries are also discovering coffee as a luxury beverage.

To top it all, a downright coffee boom has emerged with the establishment of so-called coffee shop chains. Today, people who enjoy coffee expect a higher level of quality and have become interested in diverse coffee specialities.

For many decades, the Probat-Werke von Gimborn Maschinenfabrik GmbH has been a leader in the global market for coffee roaster production. With a market share of roughly 70 per cent the company from Emmerich, with a global staff of over 600, rests on a firm footing.

The continuous in-house development of products means that Probat enjoys a continual technological and competitive edge. While the high level of quality rests on tradition, the transfer of know-how to customers is an integral part of service. For Probat, excellent customer advice is just as important as precision workmanship during manufacturing. These are important reasons reflecting Probat's market share of roughly 70 per cent. Its largest competitors have shares of under 10 per cent with smaller competitors holding shares even well below that (see chart).

Competitors

Market Shares and Distribution of Competitors as Reflected in Turnover
 The Probat Group (blue) Holds 57 Per Cent

