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TENDENCIES OF COFFE SHOP MARKET

Тенденции развития рынка кофейной индустрии

The beverage market currently includes ready-to-drink products, instant and brewed ingredients and specialty stores. According to Business Wire's "World Coffee & Tea Market Report 2020-30: The Impact and Recovery of COVID-19", the overall market is projected to grow from \$142.1 billion in 2019 to \$168.5 billion in 2023. This is the topic of our research.

In connection with the coronavirus, the figures have decreased, but a positive trend is predicted in 2023 — \$191.1 billion. By capitalizing on the industry, one can predict the success of the coffee industry in 2023[1].

Recently, the concept of coffee houses and the psychology of their target audience has changed quite a lot. Owners of popular chains as well as newly opened cozy coffee houses, coffee points with takeaway drinks have to adapt to the changing trends of the coffee business market. Among visitors to coffee shops there are both young people (20–30 years old) and the most solvent part of the population — people over 35 years old. Thus, the target audience is quite extensive and gives the marketer a wide field for activity and research.

If we talk about the trends in the coffee business, then at present it is not only "special offers", "drinks of the day", lunches and breakfasts with discounts or at a fixed price, although they are of no small importance.

In today's culture, more than just coffee is important to the consumer in a coffee shop. A spoiled consumer sees this drink as a "must have" — in order to be successful in the market, establishments need to have a wide range of desserts and snacks. In addition, the atmosphere captivates.

But the drinks don't fade into the background — for example, the latest trend is to make "non-tea" teas from gooseberries, for example, or sea buckthorn.

Another important trend in the coffee business is personification. To do this, the establishment must have a varied menu, as well as high-class and professional staff and baristas who do not just make coffee, but can create exclusive combinations. Every good coffee house should have at least a few branded or author's drinks, which can compare favorably with the rest.

Variety is an advantage for any coffee shop. For example, different types of milk, brewing methods or coffee alternatives such as chicory, matcha or cocoa.

Last but not least is the multi-format. To increase sales, the owners of fashion establishments buy a license for alcohol, which allows them to offer cocktails and wine lists to visitors [2].

Judging by the Belarusian market, coffee consumption is quite low. The average per capita coffee consumption in Belarus is only 200-300g per year. In general, the capacity of the Belarusian coffee market fluctuates between 2–3 thousand tons. However, the forecasts are quite optimistic — the volume of the coffee market is from 60 to 75 million USD with an annual increase of about 10 %. Moreover, both the quantity of the product and its price are growing, which makes this area promising for development in Belarus [3].

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INTERACTION OF THE STATE, BUSINESS AND SOCIETY IN BELARUS

Взаимодействие государства, бизнеса и общества в Беларуси

Every state, every society, every person has vital interests, without which their functioning and further development cannot be. For a particular individual, it is the