# Unconform’s cold brew blends taste, health and sustainability to disrupt coffee market



Unconform’s innovative approach to cold brew coffee has emerged as a standout offering in a market increasingly populated by artisanal beverages. Launched with the intent to disrupt the conventional coffee scene, Unconform aims to blend sophistication with accessibility, appealing to a broad demographic. The company distinguishes itself through a commitment to exceptional taste and functional health benefits, creating three main products: a Flat White with Ashwagandha, a Salted Caramel Latte infused with Inulin and Turmeric, and a Mocha enriched with Niacin and Biotin. This strategic emphasis on both flavour and functionality resonates with a growing consumer trend towards beverages providing clear health benefits.

The booming popularity of cold brew coffee has been captured in both commercial and cultural contexts. Recent data suggests that this category, valued at approximately USD 3.16 billion in 2024, is projected to expand to USD 16.22 billion by 2032. The sector is experiencing a remarkable compound annual growth rate of 22.71% during this period, a clear indication of its acceptance among consumers who seek not only quality but also convenience. Cold brew's gentler brewing process, involving a careful steeping of coffee grounds in cold water over extended periods, results in a drink that is both smooth and lower in acidity compared to traditional iced coffee. This lack of harshness has made cold brew particularly appealing to the health-conscious, as it typically avoids the bitter taste often associated with other coffee types.

Unconform's founder, Yusuf Amanullah, articulated the transition from conventional coffee to cold brew remarkably well. He shared his own journey, stating, “As someone who worked long hours in finance, I drank far too much sub-standard coffee, which made me hyper, jittery, and deeply uncomfortable (stomach cramps) in equal measure.” This insight informed his desire for a better option, ultimately leading to the creation of Unconform's unique vegan-friendly offerings that resonate with a modern, health-oriented consumer base. Notably, Amanullah emphasises that these drinks are suitable for both casual enjoyment and functional consumption, “capable of traversing both the functional drinks and cold coffee cabinets.”

The rise of ready-to-drink (RTD) cold brew has also been a significant trend, further driving demand within this sector. As consumers increasingly prioritise convenience, brands are innovating with packaging and product formats that cater to an on-the-go lifestyle. Cold brew coffee is not just a refreshing summer beverage but has grown into a year-round staple, earning its place alongside popular drinks such as iced lattes and coffee cocktails. This trend is bolstered by the evolution of coffee culture itself, with an increasing number of specialty cafés incorporating cold brew into their offerings, highlighting its versatility.

Moreover, the emphasis on sustainability in the coffee industry cannot be overlooked. Many consumers today are more conscious of the environmental implications of their purchasing decisions, leading to a rising demand for responsibly sourced and packaged cold brew. Unconform's innovative approach and commitment to quality positions it well within this context, appealing to a demographic that values both the taste and ethical implications of their drink choices.

As Unconform continues to gain traction, its recent accolades, including being finalists in TikTok’s first business funding competition and winners of the London School of Economics' pitch funding competition, underscore its potential for growth and impact in a spirited marketplace. In a world increasingly aware of health and environment-related initiatives, Unconform’s cold brews exemplify a fusion of taste, well-being, and sustainability that resonates with contemporary consumers.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5
2. Paragraph 2
3. Paragraph 2, 4
4. Paragraph 3
5. Paragraph 4
6. Paragraph 4
7. Paragraph 6

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://grocerytrader.co.uk/unconform-cold-brew-coffee-with-nootropics-comes-of-age/> - Please view link - unable to able to access data
2. <https://apnews.com/article/cf251b3b59eb381802c3e57aaf8b01f3> - This article discusses the evolving home-brewed coffee scene, highlighting a shift towards convenience and sustainability. It notes that instant coffee has gained respect, with brands like Blue Bottle and Partner's Coffee offering high-quality instant options. Cold brew coffee remains popular for its rich flavor and low acidity, while coffee cocktails are gaining traction. The piece also covers advancements in brewing gear, focusing on maintaining consistent heat and user-friendly designs, with smart features increasingly common. Additionally, it addresses the environmental impact of single-use coffee pods and the industry's response with recyclable options and recycling programs.
3. <https://amazingfoodanddrink.com/drink/popularity-of-cold-brew-coffee/> - This article explores the growing popularity of cold brew coffee, noting its evolution into a cultural phenomenon. It highlights trends such as the rising demand for ready-to-drink (RTD) cold brew, the growth of artisanal and specialty cold brew, and the expansion of nitro cold brew. The piece also discusses health-conscious consumers favoring cold brew for its lower acidity and smoother taste, innovations in packaging and sustainability, and the use of cold brew as a culinary ingredient. Additionally, it mentions the international expansion and market penetration of cold brew coffee.
4. <https://www.fortunebusinessinsights.com/cold-brew-coffee-market-102647> - This market research report provides an analysis of the cold brew coffee industry, detailing its size, share, and growth projections. It notes that the market was valued at USD 3.16 billion in 2024 and is projected to grow to USD 16.22 billion by 2032, exhibiting a compound annual growth rate (CAGR) of 22.71% during the forecast period. The report also discusses market segmentation by packaging (glass bottle, plastic bottle, and cans) and distribution channels (supermarket/hypermarket, specialty stores, convenience stores/grocery stores, and e-commerce).
5. <https://www.verifiedmarketreports.com/blog/top-7-trends-in-cold-brew-coffee/> - This article outlines seven key trends in the cold brew coffee market, including the rising demand for ready-to-drink (RTD) cold brew, growth in artisanal and specialty cold brew, expansion of nitro cold brew, health-conscious consumers favoring cold brew, innovation in packaging and sustainability, cold brew as a culinary ingredient, and international expansion and market penetration. It emphasizes that cold brew coffee has become more than just a refreshing summer drink, evolving into a cultural phenomenon with unique flavors and a refreshing alternative to traditional hot coffee.
6. <https://www.globenewswire.com/en/news-release/2024/08/20/2933198/0/en/Cold-Brew-Coffee-Market-to-Grow-at-CAGR-of-22-49-through-2033-Growing-Demand-for-Premium-Coffee-Experiences-to-Propel-Growth.html> - This news release discusses the growth of the cold brew coffee market, highlighting factors such as innovation in cold brew products, the growing popularity of on-the-go beverages, and the expansion of specialty coffee shops and cafes. It notes that the market is witnessing a wave of innovation, with new product formats such as ready-to-drink (RTD) cold brews, flavored variants, and nitro cold brew. The release also mentions the increasing demand for convenient, on-the-go beverages and the proliferation of specialty coffee shops and cafes featuring cold brew on their menus.
7. <https://www.alliedmarketresearch.com/cold-brewing-coffee-market-A238585> - This market research report discusses industry trends in the cold brewing coffee market, noting the increase in consumer demand for premium and convenient coffee options. It highlights that cold brew has gained popularity due to its smooth taste and lower acidity, leading to increased availability in various forms, including ready-to-drink (RTD) bottles, cans, and coffee concentrate. The report also emphasizes the rise in emphasis on sustainability within the cold brew coffee market, with consumers preferring products that are sustainably sourced and produced.