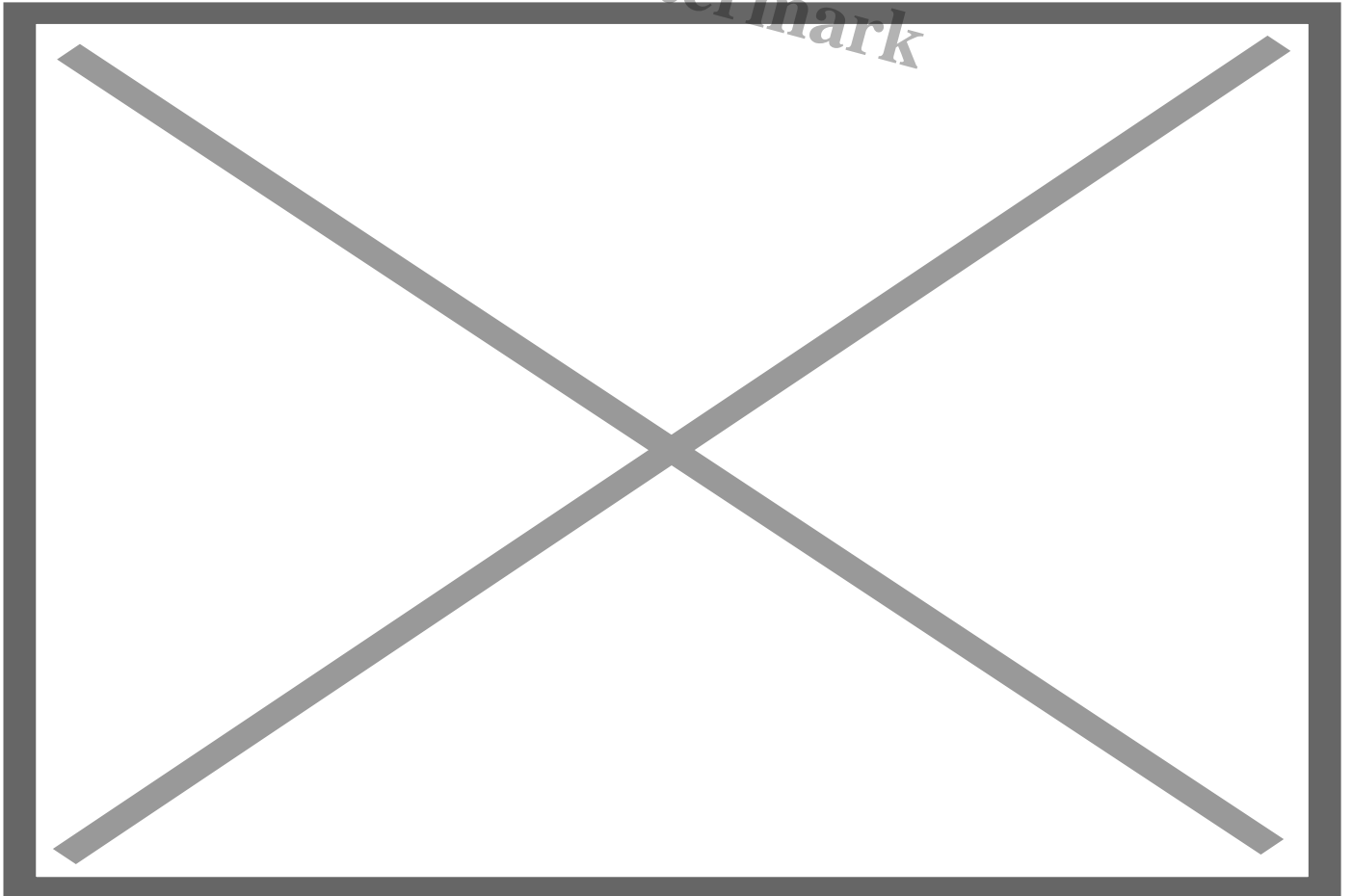




Why Coffee Machines Aren't Just a Luxury? They're Survival Gear

Description

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When I was little, coffee felt like something only my mum drank. Even my dad didn't like it. It smelt strong, dark, bitter! And personally, I would always be much happier with a can of Pepsi.

It didn't feel fancy - in fact, in my house it was just a jar of brown granules mixed in with water and a splash of milk. It just felt like an adult drink.

I'd wake up early on a cold, wet (typically British) morning, wander downstairs and the kitchen would already smell different - and not even in a way I particularly liked. The buttered toast, maybe, but not the bitter scent of the coffee floating through the house like some kind of signal flare announcing that the grown-ups had officially announced the start of a new day.

Back then, no one I knew had an actual decent [coffee machine](#). It was all bought from the corner shop and done manually - with a kettle and granules. How things have changed!

Back then, no one discussed different flavours or types - Americanos, Cappuccinos, Macchiatos, extra syrups. You'd just say you want a coffee. These days you ask for a coffee and the list of options is endless. And, luckily for me, there are some drinks that might be coffee-based and have that desired caffeine kick, but with syrups, and extra stuff added, they're a lot more accessible to my sweet tooth!

However, with the growth of the industry comes one thing: now coffee costs about the same amount of money as committing a traffic offence.

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The Rise (and Acceptance of) Crazy Coffee Costs

Somehow, over the last ten years or so, buying a cup of coffee became the norm. You weren't - if you hadn't started your day with a Grande on the way to work. Anyone looking to keep up with the [latest lifestyle trends](#) would have one. Everyone walked around with a coffee cup. In fact, they're arguably more popular than water bottles!

And most of us, despite the -cost of living crisis-, still manage to find that money for our morning (or afternoon) fix. It all adds up!

You tap your card or your phone without thinking now - £4.80 here. £5.40 there - an extra 50p for the hazelnut syrup. Peckish? Why not have a nice warm, flaky pain au chocolat to go with it. Barely any change from a tenner!

Then suddenly, it occurs to you that, in that month, you'd have spent enough to actually buy a proper, coffee shop-style machine yourself!

And then there's the spectacular disappointment when you're desperate for the caffeine fix, you've spent almost £6 and you're given something that tastes like somebody poured out a cup of hot milk and then added a few coffee granules as an afterthought. There are so many copy and paste chain cafés now that it has all started to feel a bit - meh. Everything's rushed. The espresso tasted burnt, your milk has been frothed into oblivion and the people serving you look like they've already lived the day over three times before it's even 10am.

Is it any wonder, then, that people are now looking for the café experience at home instead? No, not because everyone wants to be an influencer or a trendy TikToker, but because it's the only thing that actually makes financial sense if you can't live without your daily cup (or 10 cups) of coffee.

Humans Need Coffee Like Cars Need Petrol

Or electricity, depending how modern and eco-friendly you like your similes to be!

Realistically, most of us don't drink coffee because we're connoisseurs – comparing Colombia's finest to Kenya's best roasts. We usually drink it because we're trying to get through a hectic, multitasking day of work while we're still half asleep.

We need morning coffee before work; before we dare face the latest news headlines – or before getting to the office to discover what the latest disaster is. We have to have coffee before yet another meeting that coulda, woulda, shoulda been an email – where there's always that one person who asks question after question, making a one-hour meeting last three.

It's no longer just a drink that holds society (and sanity) together. Everything can be solved with steamed milk and a shot of caffeine!

And that's why having a home coffee machine is no longer considered a luxury, but a kitchen appliance every bit as important as an oven, washing machine or air fryer! Indeed, according to [grandviewresearch.com](https://www.grandviewresearch.com) the UK coffee machine market is expected to grow at a CAGR of 7.2% from 2026 to 2033 – reaching a staggering \$534.9 million!

A good machine will save you time, money – and the hassle of having to deal with a whole host of people queuing up grumpily because they haven't yet had their morning injection of caffeine!

Nobody Really Wants Luxury – Just Relief.

That's the thing a lot of companies don't actually understand. People have neither the time nor the inclination to chase luxury lifestyles – we're all too busy simply trying to make it to the end of the day in one piece! We just want it all to feel that bit more manageable.

A good, reliable morning coffee won't solve the housing crisis or fix potholes in the road – but it does make all these niggles a lot easier to deal with.

It's just the small things in life that make all the difference – five minutes of quiet time, a smile from a stranger, and a decent cup of coffee before work. It's these things that matter – and it's why a coffee machine isn't a luxury, it's a necessity.

By [Nathan Spears](#)

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