

# **Black Coffee Market By Type (Dark roast coffee, Black instant coffee, Black silk coffee, Black iced coffee, Black ground coffee, Organo gold black coffee) , By Application (Drink-to-go, Supermarket service, Conventional store service, Personal use) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

### **Black Coffee Market**

The black coffee market was valued at \$74.1 billion in 2023 and is projected to reach \$203.1 billion by 2033, growing at a CAGR of 10.7% from 2024 to 2033.

Black coffee is a brewed beverage prepared from roasted beans of coffee. The beans are ground and then immersed in water, which releases their flavor & nutrients. Black coffee is typically served without any additives such as milk, cream, or sugar. It is a healthy beverage with low calorific value that offers several benefits such as weight management, mood upliftment, and prevention of degenerative disorders.

Increase in awareness among consumers regarding the health benefits of black coffee such as its antioxidant properties and ability to improve metabolism is a primary driver of the market. In addition, rise in the popularity of coffee consumption in the form of premium beverage is propelling the development of the black coffee market.

Furthermore, availability of various brewing methods is augmenting the market growth. To expand the black coffee market, the trend of conducting coffee tasting events is acquiring notable traction currently. Several coffee shops & cafes are notably opting to host such events, attracting coffee enthusiasts who embrace savoring new flavors and

blends. This trend is anticipated to transform the landscape of the black coffee market in the coming years.

However, the presence of multiple players in the market leads to rigorous competition, resulting in reduced prices that hamper the growth of the black coffee market. Moreover, the presence of several other competent wellness beverages such as energy drinks restrains the widespread expansion of the market. Several individuals avert coffee consumption due to its caffeine content that further hinders the market development. On the contrary, continuous exploration to study the health benefits of coffee is poised to open new avenues for the market. For instance, a recent study posted by the Journal of Clinical Endocrinology and Metabolism states that regular consumption of coffee in moderate amounts reduces the threat of developing multiple cardiometabolic diseases such as stroke, non-alcoholic fatty liver disease, and circulatory diseases. Therefore, the clinical advantages of coffee consumption are projected to present lucrative opportunities for the market.

## Segment Review

The black coffee market is segmented into type, application, and region. On the basis of type, the market is divided into dark roast coffee, black instant coffee, black silk coffee, black iced coffee, black ground coffee, and organo gold black coffee. As per application, it is classified into drink-to-go, supermarket service, conventional store service, and personal use. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

On the basis of type, the black instant coffee segment dominated the market in 2023.

As per application, the drink-to-go segment acquired a high stake in the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

## Competition Analysis

The leading players operating in the global black coffee market include Starbucks, UCC, Pacific Coffee, Royal Kona, Chameleon, Craftsman of Coffee, Kohana Coffee LLC., Califia Farms, High Brew Coffee, and Volcanica Coffee. These major players have adopted various key development strategies such as business expansion, new product

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Key Market Segments

## By Type

- Dark roast coffee
- Black instant coffee
- Black silk coffee
- Black iced coffee
- Black ground coffee
- Organo gold black coffee

## By Application

- Drink-to-go
- Supermarket service
- Conventional store service
- Personal use

## By Region

- North America
  - U.S.
  - Canada
  - Mexico
- Europe
  - France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Starbucks

UCC

Pacific Coffee

Royal Kona

Chameleon

Craftsman of Coffee

Kohana Coffee LLC.

Califia Farms

High Brew Coffee

Volcanica Coffee

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