

Coffee Creamer Market By Product (Dairy-based, Non-dairy) , By Type (High-fat, Low-fat, Fat-free) By Form (Liquid, Powders) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The coffee creamer market was valued at \$4.8 billion in 2023, and is projected to reach \$9.9 billion by 2033, growing at a CAGR of 7.6% from 2024 to 2033.

Coffee creamer is a non-dairy product designed to mimic the taste and texture of milk or cream when added to coffee, tea, or other beverages. Unlike traditional milk or cream, coffee creamer is plant-based or synthetic, often made with a combination of water, oils, sweeteners, and thickeners. It is available in various forms, including liquid, powdered, and flavored varieties, catering to diverse consumer preferences.

The growth of caf? culture and the increasing demand for specialty coffee have fueled the coffee creamer market. Consumers are looking for unique flavors and textures, driving the need for innovative and premium creamer options. The International Coffee Organization (ICO) estimated that global coffee consumption grew by 2.1% in 2020-2021, reaching approximately 167 million bags. This rise in coffee consumption has directly impacted the demand for complementary products such as coffee creamers in markets that previously had lower coffee consumption rates, such as Southeast Asia and the Middle East. Moreover, surge in demand for creamers that are low-fat, sugar-free, or fortified with vitamins and minerals significantly contributes toward the growth of the global market. Furthermore, increase in demand for powdered and liquid coffee creamers that offer longer shelf lives compared to fresh dairy products augments the growth of the global market. In addition, rise in availability of coffee creamers through online platforms and retail chains has expanded market accessibility, contributing to rising sales, especially among convenience-driven consumers. However, many

traditional coffee creamers contain hydrogenated oils, artificial flavors, and high levels of sugar, which are associated with health risks like heart disease and obesity, thus hampering the market growth. In addition, the established preference for dairy, coupled with lower prices and widespread availability, presents stiff competition for non-dairy coffee creamers, which restrains the growth of the market. On the contrary, manufacturers are increasingly launching creamers in a variety of flavors, including seasonal and limited-edition offerings, which is expected to offer lucrative opportunities for the growth of the global market during the forecast period.

The global coffee creamer market is segmented into product, type, form, and region. On the basis of product, the market is divided into dairy-based and non-dairy. Depending on type, it is divided into high-fat, low-fat, and fat-free. By form, it is bifurcated into liquid and powders. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By product, the non-dairy segment dominated the market with the highest market share in 2023.

On the basis of type, the low-fat segment was the major shareholder in 2023.

Depending on form, the liquid segment garnered the largest share in 2023.

Region wise, North America emerged as the most lucrative market for coffee creamer in 2023.

Competition Analysis

Competitive analysis and profiles of the major players in the global coffee creamer market include Nestle S.A., Danone, Chobani LLC, DreamPak LLC, Viceroy Holland B.V, PT Santos Premium Krimer, Kerry Group, Frieslandcampina, Land O'lakes, Inc., and Fujian Jumbo Grand Food Co., Ltd. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Key Market Segments

By Product

Dairy-based

Non-dairy

By Type

High-fat

Low-fat

Fat-free

By Form

Liquid

Powders

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

Nestle S.A.

Danone

Chobani LLC

DreamPak LLC

Viceroy Holland B.V

PT Santos Premium Krimer

Kerry Group

Frieslandcampina

land o'lakes, inc.

Fujian Jumbo Grand Food Co., Ltd

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