

# **Global Coffee Market Size study & Forecast, by Product Type (Whole-Bean, Ground Coffee, Instant Coffee, Coffee Pods & Capsules), by Distribution Channel (On-Trade, Off-Trade) and Regional Analysis, 2023-2030**

<https://marketpublishers.com/r/GB864F3764E9EN.html>

Date: August 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GB864F3764E9EN

## **Abstracts**

Global Coffee Market is valued approximately USD 120.5 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.72% over the forecast period 2023-2030. Coffee is a globally cherished elixir, crafted from the meticulously harvested and roasted seeds of the Coffea plant, encapsulating a symphony of distinct flavors, captivating aromas, and invigorating properties. Its robust character stimulates the senses, awakening the mind and energizing the body, while fostering moments of contemplation, camaraderie, and creativity. With each sip, coffee transcends mere beverage status, evoking an enchanting journey through its intricate profiles, ranging from velvety and caramel-like to zesty and spiced, leaving a lasting impression that lingers on the palate and in the memories of those who partake in its captivating allure. The driving factors boosting the market growth are increasing consumer demand and expansion of coffee culture.

According to the International Coffee Organization (ICO), the global coffee consumption reached 167.4 million in the coffee year 2020/2021, representing a 1.3% increase compared to the previous year. Another factors is growing coffee culture. According to Statista, in the United States, there were approximately 37,274 coffee shops in 2021. This growth reflects the increasing demand for coffee as a social experience and a part of consumers' daily routines. Moreover, growing market for Ready-to-Drink (RTD) coffee and rising demand for specialty and premium coffees is expected to create lucrative opportunities in the market. However, the high price volatility and intense competition from other beverages (like tea, soft drinks, energy drinks) stifles market

growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Coffee Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe dominated the market in 2022 owing to the dominance of coffee culture, characterized by high consumption rates and a thriving café scene, fuels the demand for coffee. Technological advancements in bean-to-cup solutions and the growing interest in coffee connoisseurship among younger generations have enhanced the coffee experience and contributed to the market's growth. However, South America is expected to become the fastest growing during the forecast period, owing to factors such as strong production facility (Brazil leading as the world's largest coffee producer), favorable climatic conditions, and advanced agricultural practices.

Major market player included in this report are:

The Kraft Heinz Company  
Starbucks Coffee Company  
Luigi Lavazza SPA  
The J.M. Smucker Company  
Nestle SA  
JAB Holding Company  
The Coca-Cola Company  
Tata Global Beverages  
Strauss Group Ltd.  
Tchibo GmbH

Recent Developments in the Market:

In September 2022, Swiss coffee brand CoffeeB launched a groundbreaking product called compressed coffee balls, featuring seaweed-based wrappers instead of traditional aluminum or plastic capsules, offering an eco-friendly and shape-retaining solution for single-serve coffee.

In June 2022, Reliance Brands Ltd formed a strategic partnership with Pret a Manger, a global fresh food and organic coffee chain, to facilitate the brand's entry and expansion into the Indian market.

Global Coffee Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape,

Growth factors, and Trends

Segments Covered – Product Type, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product Type:

Whole-Bean

Ground Coffee

Instant Coffee

Coffee Pods & Capsules

By Distribution Channel:

On-Trade

Off-Trade

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC

Latin America  
Brazil  
Mexico

Middle East & Africa  
Saudi Arabia  
South Africa  
Rest of Middle East & Africa

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
  - 1.2.1. Coffee Market, by Region, 2020-2030 (USD Billion)
  - 1.2.2. Coffee Market, by Product Type, 2020-2030 (USD Billion)
  - 1.2.3. Coffee Market, by Distribution Channel, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL COFFEE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Industry Evolution
  - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL COFFEE MARKET DYNAMICS

- 3.1. Coffee Market Impact Analysis (2020-2030)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing consumer demand
    - 3.1.1.2. Expansion of Coffee Culture
  - 3.1.2. Market Challenges
    - 3.1.2.1. High price volatility
    - 3.1.2.2. Intense competition from other beverages
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Growing Market for Ready-to-Drink (RTD) Coffee
    - 3.1.3.2. Rising Demand for Specialty and Premium Coffees

### CHAPTER 4. GLOBAL COFFEE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers

- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL COFFEE MARKET, BY PRODUCT TYPE**

- 5.1. Market Snapshot
- 5.2. Global Coffee Market by Product Type, Performance - Potential Analysis
- 5.3. Global Coffee Market Estimates & Forecasts by Product Type 2020-2030 (USD Billion)
- 5.4. Coffee Market, Sub Segment Analysis
  - 5.4.1. Whole-Bean
  - 5.4.2. Ground Coffee
  - 5.4.3. Instant Coffee
  - 5.4.4. Coffee Pods & Capsules

## **CHAPTER 6. GLOBAL COFFEE MARKET, BY DISTRIBUTION CHANNEL**

- 6.1. Market Snapshot
- 6.2. Global Coffee Market by Distribution Channel, Performance - Potential Analysis
- 6.3. Global Coffee Market Estimates & Forecasts by Distribution Channel 2020-2030 (USD Billion)
- 6.4. Coffee Market, Sub Segment Analysis
  - 6.4.1. On-Trade

#### 6.4.2. Off-Trade

## **CHAPTER 7. GLOBAL COFFEE MARKET, REGIONAL ANALYSIS**

### 7.1. Top Leading Countries

### 7.2. Top Emerging Countries

### 7.3. Coffee Market, Regional Market Snapshot

### 7.4. North America Coffee Market

#### 7.4.1. U.S. Coffee Market

##### 7.4.1.1. Product Type breakdown estimates & forecasts, 2020-2030

##### 7.4.1.2. Distribution Channel breakdown estimates & forecasts, 2020-2030

#### 7.4.2. Canada Coffee Market

### 7.5. Europe Coffee Market Snapshot

#### 7.5.1. U.K. Coffee Market

#### 7.5.2. Germany Coffee Market

#### 7.5.3. France Coffee Market

#### 7.5.4. Spain Coffee Market

#### 7.5.5. Italy Coffee Market

#### 7.5.6. Rest of Europe Coffee Market

### 7.6. Asia-Pacific Coffee Market Snapshot

#### 7.6.1. China Coffee Market

#### 7.6.2. India Coffee Market

#### 7.6.3. Japan Coffee Market

#### 7.6.4. Australia Coffee Market

#### 7.6.5. South Korea Coffee Market

#### 7.6.6. Rest of Asia Pacific Coffee Market

### 7.7. Latin America Coffee Market Snapshot

#### 7.7.1. Brazil Coffee Market

#### 7.7.2. Mexico Coffee Market

### 7.8. Middle East & Africa Coffee Market

#### 7.8.1. Saudi Arabia Coffee Market

#### 7.8.2. South Africa Coffee Market

#### 7.8.3. Rest of Middle East & Africa Coffee Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

### 8.1. Key Company SWOT Analysis

#### 8.1.1. Company

#### 8.1.2. Company

- 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
  - 8.3.1. The Kraft Heinz Company
    - 8.3.1.1. Key Information
    - 8.3.1.2. Overview
    - 8.3.1.3. Financial (Subject to Data Availability)
    - 8.3.1.4. Product Summary
    - 8.3.1.5. Recent Developments
  - 8.3.2. Starbucks Coffee Company
  - 8.3.3. Luigi Lavazza SPA
  - 8.3.4. The J.M. Smucker Company
  - 8.3.5. Nestle SA
  - 8.3.6. JAB Holding Company
  - 8.3.7. The Coca-Cola Company
  - 8.3.8. Tata Global Beverages
  - 8.3.9. Strauss Group Ltd.
  - 8.3.10. Tchibo GmbH

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption
- 12. List of Tables

TABLE 1. Global Coffee Market, report scope

TABLE 2. Global Coffee Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3. Global Coffee Market estimates & forecasts by Product Type 2020-2030 (USD Billion)

TABLE 4. Global Coffee Market estimates & forecasts by Distribution Channel 2020-2030 (USD Billion)

TABLE 5. Global Coffee Market by segment, estimates & forecasts, 2020-2030 (USD Billion)



TABLE 6. Global Coffee Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7. Global Coffee Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8. Global Coffee Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9. Global Coffee Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10. Global Coffee Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11. Global Coffee Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12. Global Coffee Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13. Global Coffee Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14. Global Coffee Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15. U.S. Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 17. U.S. Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 18. Canada Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 19. Canada Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 20. Canada Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. UK Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 22. UK Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 23. UK Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. Germany Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 25. Germany Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 26. Germany Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. France Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 28. France Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 29. France Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. Italy Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 31. Italy Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 32. Italy Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Spain Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 34. Spain Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 35. Spain Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. RoE Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 37. RoE Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 38. RoE Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 39. China Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 40. China Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41. China Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. India Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 43. India Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44. India Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. Japan Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 46. Japan Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47. Japan Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. South Korea Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 49. South Korea Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50. South Korea Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. Australia Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 52. Australia Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53. Australia Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. RoAPAC Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 55. RoAPAC Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56. RoAPAC Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. Brazil Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 58. Brazil Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59. Brazil Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 60. Mexico Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 61. Mexico Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62. Mexico Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 63. RoLA Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 64. RoLA Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65. RoLA Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 66. Saudi Arabia Coffee Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 67. South Africa Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 68. RoMEA Coffee Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 69. 12. List of secondary sources, used in the study of global Coffee Market

TABLE 70. 12. List of primary sources, used in the study of global Coffee Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

12. List of tables and figures and dummy in nature, final lists may vary in the final deliverable

12. List of figures

FIG 1. Global Coffee Market, research methodology

FIG 2. Global Coffee Market, Market estimation techniques

- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Coffee Market, key trends 2022
- FIG 5. Global Coffee Market, growth prospects 2023-2030
- FIG 6. Global Coffee Market, porters 5 force model
- FIG 7. Global Coffee Market, pest analysis
- FIG 8. Global Coffee Market, value chain analysis
- FIG 9. Global Coffee Market by segment, 2020 & 2030 (USD Billion)
- FIG 10. Global Coffee Market by segment, 2020 & 2030 (USD Billion)
- FIG 11. Global Coffee Market by segment, 2020 & 2030 (USD Billion)
- FIG 12. Global Coffee Market by segment, 2020 & 2030 (USD Billion)
- FIG 13. Global Coffee Market by segment, 2020 & 2030 (USD Billion)
- FIG 14. Global Coffee Market, regional snapshot 2020 & 2030
- FIG 15. North America Coffee Market 2020 & 2030 (USD Billion)
- FIG 16. Europe Coffee Market 2020 & 2030 (USD Billion)
- FIG 17. Asia pacific Coffee Market 2020 & 2030 (USD Billion)
- FIG 18. Latin America Coffee Market 2020 & 2030 (USD Billion)
- FIG 19. Middle East & Africa Coffee Market 2020 & 2030 (USD Billion)
- 12. List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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