

# Global Coffee and Tea Consumer Packaged Goods (CPG) Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)

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## Abstracts

### Scope of the Report

The report titled “Global Coffee and Tea Consumer Packaged Goods (CPG) Market: Size & Forecast with Impact Analysis of COVID-19 (2020-2024)”, provides an in-depth analysis of the global coffee and tea consumer packaged goods (CPG) market with description of market sizing and growth. Furthermore, the report also provides detailed analysis of market by value, by volume, by category, and by region.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and would be driving the growth of the industry. Growth of the overall global coffee and tea consumer packaged goods (CPG) market has also been forecasted for the years 2020-2024, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Some of the major players operating in the global coffee and tea consumer packaged goods (CPG) market are Nestle S.A., Starbucks Corporation, The J M Smucker Company and Strauss Group Ltd., whose company profiling has been done in the report. Furthermore, in this segment of the report, business overview, financial overview and business strategies of the respective companies are also provided.

### Region Coverage

Asia Pacific

North America

Western Europe

Eastern Europe

Middle East & Africa

Latin America

Middle East & Africa

### Company Coverage

Nestle S.A.

Starbucks Corporation

The J M Smucker Company

Strauss Group Ltd.

### Executive Summary

The Coffee and Tea CPG market can be segmented in different product varieties like fresh coffee beans, fresh ground coffee pods, standard fresh ground coffee, fruit/herbal tea, instant tea, green tea, etc.

The global coffee and tea CPG market has progressed promptly over the years and the market is further anticipated to escalate during the forecasted years 2020 to 2024. The market would augment owing to numerous growth drivers such as, rising urban population, surging disposable income, escalating ecommerce retail sales, growth in middle class expenditure, rising demand of specialty coffee, etc.

However, the market faces some challenges which are hindering the growth of the market. Some of the major challenges faced by the industry are: variation in prices of raw material and their availability and regulatory compliance. Moreover, the market growth would succeed by various market trends like surging number of coffee outlets,

evolution of new tea flavors, etc.

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