

# Global Instant Coffee Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Instant Coffee market size will reach 34,515 Million USD in 2025 and is projected to reach 46,876 Million USD by 2032, with a CAGR of 4.47% (2025-2032). Notably, the China Instant Coffee market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Instant coffee is a type of coffee made from dried coffee extract, which is typically produced by brewing coffee beans and then freeze-drying or spray-drying the resulting liquid to create a soluble powder. To prepare instant coffee, one simply needs to mix the powder with hot water, making it a quick and convenient option for those who want to enjoy a cup of coffee without the need for brewing equipment or additional preparation time. While instant coffee may lack some of the nuanced flavors and aromas of freshly brewed coffee, it offers a convenient and accessible way to enjoy the taste of coffee on-the-go or in situations where brewing coffee is impractical or time-consuming. Additionally, instant coffee is available in a variety of flavors and styles, catering to different preferences and tastes.

The major global manufacturers of Instant Coffee include Nestle, JDE, The Kraft Heinz, Tata Global Beverages, Unilever, Tchibo Coffee, Starbucks, Power Root, Smucker, Vinacafe, Trung Nguyen, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command

a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Instant Coffee. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Instant Coffee market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Instant Coffee market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Instant Coffee industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Instant Coffee Include:

Nestle

JDE

The Kraft Heinz

Tata Global Beverages

Unilever

Tchibo Coffee

Starbucks

Power Root

Smucker

Vinacafe

Trung Nguyen

Instant Coffee Product Segment Include:

Spray-drying

Freeze-drying

Instant Coffee Product Application Include:

Supermarket

Online Sales

Others

## **Chapter Scope**

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