

Coffee Market Size, Share & Trends Analysis Report By Product (Roasted, Instant, Ready To Drink), By Distribution Channel (B2B, B2C), By Product By Distribution Channel (Beans, Ground Coffee, Coffee Pods, RTD, Instant), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global coffee market size was estimated at USD 249.34 billion in 2025 and is expected to reach USD 380.28 billion by 2033, growing at a CAGR of 5.4% from 2026 to 2033. Coffee is one of the most consumed beverages worldwide, and its popularity continues to grow, particularly in emerging markets such as Asia Pacific.

Increasing disposable incomes, changing lifestyles, and a rising coffee culture among consumers across the globe are contributing to the overall growth of the market. A 2024 report published by the National Coffee Association (NCA) highlighted that coffee was the most consumed beverage in the U.S. after water, recording the daily consumption among adults to be 67%, which was 49% higher than in 2004. Consistent consumer demand and evolving consumer preferences have led to a significant increase in market growth.

Factors such as the increasing demand for specialty and gourmet coffees, organic and sustainable sourcing, and the popularity of premium and single-origin coffee varieties impact market dynamics. Specialty coffee and gourmet coffee are often associated with higher quality and unique flavor profiles. Consumers are increasingly willing to pay a premium for these coffees, which drives up the overall value of the coffee market. This demand for specialty and gourmet coffee boosts revenue and profitability for coffee producers, roasters, and retailers. In addition, the rise of convenient coffee formats such

as coffee pods and capsules has transformed the market.

Consumers are increasingly prioritizing high-quality and ethically produced coffee, evident in rising demand for specialty, single-origin, organic, and sustainably sourced varieties. This premiumization trend signifies a greater consumer willingness to invest in superior products, thereby stimulating notable market growth. Brazil, Vietnam, and Colombia are among the leading coffee-producing countries, and their production levels influence market dynamics. In December 2024, the USDA forecasted strong 2024/25 global coffee production. Brazil was expected to lead with 66.4 million bags, followed by Vietnam and Colombia. China's consumption surged by nearly 150% over ten years, projected to reach 6.3 million bags. This increased supply was anticipated to meet growing global demand across commodity and premium segments. Changing demographics, including shifts in age distribution and lifestyles, influence the coffee market. According to a survey The Fall 2021 National Coffee Data Trends (NCDT) found that 65% of Millennials (aged 25 to 39) and 46% of Gen Z-ers (aged 18 to 24) reported consuming coffee in the previous day. Consequently, younger generations, such as millennials and Gen Z, are more likely to be avid coffee consumers and have specific preferences regarding specialty coffee, sustainable sourcing, and unique flavors. The aging population and their evolving tastes impact the market; as older adults may seek milder or decaffeinated options.

Global Coffee Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the coffee market based on product, distribution channel, product by distribution channel, and region.

Product Outlook (Revenue, USD Billion, 2021 - 2033)

Roasted

Roast & Ground

Pods & Capsules

Whole Beans

Instant

Ready to Drink

Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)

B2B

Cafes

Hotels & Restaurants

Offices

Bakeries and coffee shops

Others

B2C

Grocery Stores/Supermarkets

Hypermarkets

Convenience Stores

Online Retailers

Online Direct-to-Consumer (DTC)

Others

Product By Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)

Beans

B2C

Grocery Stores/Supermarkets

Hypermarkets

Convenience Stores

Online Retailers

Online Direct-to-Consumer (DTC)

Others

B2B

Cafes

Hotels & Restaurants

Offices

Bakeries and coffee shops

Others

Ground Coffee

B2C

Grocery Stores/Supermarkets

Hypermarkets

Convenience Stores

Online Retailers

Online Direct-to-Consumer (DTC)

Others

B2B

Cafes

Hotels & Restaurants

Offices

Bakeries and coffee shops

Others

Coffee Pods

B2C

Grocery Stores/Supermarkets

Hypermarkets

Convenience Stores

Online Retailers

Online Direct-to-Consumer (DTC)

Others

B2B

Cafes

Hotels & Restaurants

Offices

Bakeries and coffee shops

Others

RTD**B2C**

Grocery Stores/Supermarkets

Hypermarkets

Convenience Stores

Online Retailers

Online Direct-to-Consumer (DTC)

Others

B2B

Cafes

Hotels & Restaurants

Offices

Bakeries and coffee shops

Others

Instant**B2C**

Grocery Stores/Supermarkets

Hypermarkets

Convenience Stores

Online Retailers

Online Direct-to-Consumer (DTC)

Others

B2B

Cafes

Hotels & Restaurants

Offices

Bakeries and coffee shops

Others

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Netherlands

Asia Pacific

China

Japan

India

South Korea

Australia

Central & South America

Brazil

Middle East & Africa

South Africa

Saudi Arabia

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