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Roasted Coffee Market Size, Share & Trends Analysis Report By Product (Arabica, Robusta), By Distribution Channel (B2B, B2C), By Region (North America, Europe, Asia Pacific, Central & South America, MEA), And Segment Forecasts, 2024 - 2030

https://marketpublishers.com/r/R8FC214B2F25EN.html
Date: July 2024
Pages: 115
Price: US$ 3,950.00 (Single User License)
ID: R8FC214B2F25EN

Abstracts

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Roasted Coffee Market Growth & Trends

The global roasted coffee market size is estimated t%li%reach USD 66.41 billion in 2030, growing at a CAGR of 5.8% from 2024 t%li%2030, according t%li%a new report by Grand View Research, Inc. The increasing popularity of coffee as a social beverage, particularly among millennials and Gen Z, is fostering a culture of coffee shops and cafes, thereby boosting product consumption. Moreover, health-conscious consumers are drawn t%li%the purported health benefits of coffee, such as its antioxidant properties and potential cognitive benefits, further solidifying its appeal. As per the data published by Wisevoter in 2023, the U.S. is ranked as the top country that consumes the most coffee, i.e., approximately 26.7 million coffee bags.

Consumers are becoming increasingly discerning about their coffee choices, seeking out artisanal roasts and sustainable production methods. This trend is evident in the proliferation of independent coffee roasters and the growing popularity of online coffee subscription services. Moreover, the rise of coffee culture, with its emphasis on artisanal roasters, coffee shops, and barista art, has als%li%played a significant role in driving demand for roasted coffee. Besides, manufacturers are maintaining their competitive edge by diversifying their product lines with specialty coffees such as single-origin, organic, and fair-trade options and expanding int%li%new markets.

Consumers, particularly in emerging economies, are seeking out higher-quality, specialty coffees, driving demand for ethically sourced, sustainably produced beans. This trend is further fueled by the increasing popularity of single-origin coffees and unique brewing methods, such as pour-over and cold brew, which allow consumers t%li%appreciate the nuances of different coffee varietals and roasting profiles. Moreover, the market is witnessing a shift towards premiumization, with consumers increasingly willing t%li%pay a premium for high-quality beans and specialty roasts. This trend is evident in the growing popularity of single-origin coffees, direct trade sourcing, and specialty coffee shops that offer a wide range of brewing methods and coffee knowledge.

The Arabica roasted coffee segment held a major share of the market in 2023, owing t%li%their generally superior taste profile characterized by nuanced flavors, lower bitterness, and pleasant acidity. Moreover, Arabica has a moderate and subtle taste and lower caffeine content. Arabica coffee's presence in high-quality espress%li%blends and gourmet coffee products, as well as its popularity in specialty drinks like lattes and cappuccinos, significantly boosts its market share. Besides, the rise of gourmet and specialty coffee markets has further boosted the demand for Arabica coffee beans. These markets emphasize unique coffee flavors, making Arabica beans a natural fit. Coffee enthusiasts are willing t%li%pay premium prices for the nuanced flavors that Arabica coffee offers, contributing t%li%the growth of this market segment.

The B2B segment held the largest share in 2023. B2B distributors emphasize consistent product quality, reliable deliveries, and personalized customer service. These elements contribute t%li%building trust and loyalty with their clients over time, transforming them int%li%long-term partners rather than mere suppliers. Online B2B marketplaces provide convenient avenues for businesses t%li%explore a broad spectrum of coffee options and suppliers, streamlining the procurement process. This efficiency factor further drives the preference for the B2B distribution channel.

Europe accounted for the largest share of the market in 2023. This is due t%li%the region's rich coffee culture, historical connections t%li%coffee-producing regions, and strong demand for premium and specialty coffee. Europe's mature and well-developed retail sector ensures widespread availability of coffee in supermarkets and online platforms, facilitating easy access t%li%a diverse range of coffee products. The high consumption of roasted coffee and increased consumer interest in Robusta and Arabica coffee have als%li%contributed t%li%regional growth. The European market for branded coffee shops experienced growth of 3.3% in 2022-2023, leading t%li%a total of

42,804 establishments,

Major players in the roasted coffee market include Nestl? S.A., JDE Peet’s, Starbucks Corporation, The J.M. Smucker Company, Luigi Lavazza SPA, STRAUSS Coffee B.V. (Straus Group), Melitta Group, Tchibo, Massim%li%Zanetti Beverage Group, and Farmer Bros. Co. Various steps are adopted by these companies including new product launches, partnerships, mergers & acquisitions, global expansion, and others t%li%gain more share of the market. They are building strong online sales channels t%li%sell directly t%li%consumers, bypassing traditional retail channels.

Roasted Coffee Market Report Highlights

Asia Pacific is expected t%li%grow with a considerable CAGR over the forecast period from 2024 t%li%2030. The changing consumer preferences and the increasing popularity of cafe culture are driving the product demand in the region. Moreover, increased e-commerce access and the entry of international brands further enhance market growth

Based on product, the robusta coffee segment is estimated t%li%grow with a substantial CAGR over the forecast period. Robusta coffee's affordability appeals t%li%budget-conscious consumers and supports its use in blends and instant coffee, particularly in growing emerging markets

Based on distribution channel, the B2C segment is estimated t%li%grow with a substantial CAGR over the forecast period. An increasing number of online sales platforms and subscription services, along with the growing consumer demand for convenient and diverse coffee options, is driving segment growth

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