

# **U.S. Specialty Coffee Market Size, Share & Trends Analysis Report By Age Group (18-24 Years, 25-39 Years, 40-59 Years, Above 60), By Distribution Channel (Retail, Away From Home), And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

**This report can be delivered to the clients within 5 Business Days**

### **U.S. Specialty Coffee Market Growth & Trends**

The U.S. specialty coffee market size is anticipated to reach USD 81.8 billion by 2030 and is projected to grow at a CAGR of 9.5% from 2025 to 2030, according to a new report by Grand View Research, Inc. The market is driven by a confluence of evolving consumer preferences and innovative industry practices. Consumers are increasingly seeking out high-quality, ethically sourced coffee beans, leading to demand for nuanced flavor profiles and a deeper understanding of the coffee's origin story. This trend is fueled by a growing coffee culture that emphasizes artisanal brewing methods and a greater appreciation for the art and science of coffee making, from pour-over to espresso. Furthermore, the rise of third-wave coffee shops and cafes has played a pivotal role in educating consumers about the intricacies of specialty coffee, fostering a more discerning and demanding clientele.

The growing health and wellness trend has also influenced consumer demand for specialty coffee. Consumers are seeking out coffee options that align with their health goals, driving interest in low-acid coffees, organic choices, and functional coffee blends that incorporate health-promoting ingredients. The perception of coffee as a healthy beverage, particularly when consumed in moderation, combined with a growing awareness of its potential health benefits, has contributed to its continued popularity.

among health-conscious consumers. This trend presents an opportunity for specialty coffee brands to innovate and offer products that cater to these evolving health preferences.

The U.S. market is influenced by the rise of the third-wave coffee movement, placing a premium on quality, origin, and the overall experience. Coffee shops are no longer just places to grab a quick caffeine fix; they have evolved into community hubs, offering a unique atmosphere and fostering a culture of appreciation for the craft of coffee. Consumers are drawn to coffee shops that prioritize meticulous brewing techniques, offer educational workshops on coffee origins and tasting notes, and create a welcoming environment for connection and community. This focus on the experience, coupled with the growing appreciation for the nuances of coffee flavor, is driving demand for higher-quality, specialty coffees.

Online sales have become a significant force in the U.S. market, offering unparalleled convenience and access to a diverse range of products. Moreover, the e-commerce platforms and direct-to-consumer (DTC) models have enabled smaller roasters and specialty coffee brands to connect with a broader customer base nationwide. Besides, the growing popularity of online subscription services for coffee beans and brewing equipment further underscores the convenience and accessibility that online channels provide, contributing to a steady increase in online sales and solidifying its position as a primary driver in the future of the U.S. market.

The precision agriculture techniques, utilizing sensors and data analytics, are optimizing coffee production by monitoring soil conditions, irrigation, and crop health. This not only boosts yield and quality but also promotes sustainable practices by minimizing resource consumption. Simultaneously, advancements in coffee roasting technology, including automated roasting profiles and real-time monitoring, are enabling roasters to achieve greater consistency and control, delivering a more nuanced and flavorful product to consumers.

## U.S. Specialty Coffee Market Report Highlights

The Southeast U.S. coffee market is expected to grow at the fastest CAGR of 10.3% from 2025 to 2030. Increased urbanization and a growing young adult population, particularly in cities like Atlanta, Charlotte, and Nashville, are fueling demand for premium coffee experiences. Moreover, the region's warm climate and outdoor lifestyle

encourage coffee consumption throughout the year, with iced coffee and cold brew variations gaining popularity. The rise of independent coffee shops and roasters catering to specific tastes and offering unique blends is further stimulating market growth.

Based on age group, the 25-39 years segment is estimated to grow at the fastest CAGR over the forecast period. This group is less focused on novelty or extreme trends and more drawn to consistency and reliable quality. They value convenience factors such as drive-thru services, loyalty programs, and subscription options, while still appreciating the craft and skill involved in specialty coffee preparation.

Based on distribution channel, the retail segment is estimated to grow at the fastest CAGR over the forecast period. Supermarkets and hypermarkets are actively responding to this demand by enhancing their coffee sections, offering in-store coffee bars, and expanding their selections of premium and organic coffee options. Moreover, convenience stores are also playing an increasingly important role in catering to the growing demand for grab-and-go specialty coffee options, with an expanding range of ready-to-drink coffee and single-serve products.

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