

The 2023 Report on Coffee: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of coffee as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Ajinomoto General Foods, Alibaba Group, Alois Dallmayr KG, Amalgamated Plantations Pvt, Amoy Food, Ltd., Arsenal Football Clubs, Blenz Coffee, Boyd Coffee Company, Caffe Nero, Campestres Holdings, Ltd., Caribou Coffee, Celestial Seasonings, CITIC Capital Asian Foods Holdings, Ltd., Coffee Beanery, Community Coffee Company LLC, Consolidated Coffee, Inc., Costa, Cypress Creek Solar Farms, Dilmah (Ceylon Tea Services PLC.), Drassington, Ltd., Dunkin' Brands Group, Dunkin' Donuts, Earth Rules Pty, Ltd., Eight O' Clock Coffee, Elev8 Brands, Inc., Empirical Group, LLC, Espresso Service Proximity? (ESP), Estate Management Services Pvt, Ltd., Folgers, Good Earth Corporation, Greenwell Farms, Inc., Harney & Sons, Illycaffè SPA, International Coffee Organization, J J Darboven GmbH & Company KG, JAB Coffee Holding B.V., JACOBS DOUWE EGBERTS, JDB (China) beverages, JOBMeal, Joekels Tea Packers (Proprietary), Ltd., Joh. A. Benckiser, Kahutara Holdings, Ltd., Kanan Devan Hills Plantations Company Pvt, Ltd., Keurig, Kicking Horse Coffee, Korea McNulty Company,

Kraft Heinz Company, Labeyrie Traiteur Surgel's S.A.S., Lavazza Group, Liverpool Football Clubs, Luigi Lavazza, Lyons Tetley, Ltd., Mars, Massimo zanetti Beverage Group, Maxwell House, Mccafe, McCaf?, Mondel?z International, Nespresso, Nestle, Nestl?, NongShim Company, NourishCo beverages, Ltd., Ofcay, R. Twining and Company, Segafredo Zanetti, Southern Tea, LLC, Stansand (Africa), Ltd., Starbucks, Strauss Group, Suntyco Holding, Ltd., Swiss Water Decaffeinated Coffee, Tata Coffee, Tchibo, Teapigs US, LLC, TerraCycle, Tetley ACI (Bangladesh), Ltd., Thanksgiving Coffee Company, Inc., The J.M Smucker Company, Tim Hortons, TRIL Constructions, Ltd., Uber Eats Japan, Ucc Holdings Company, Ltd., Unilever, Yorkshire Tea, and Zhejiang Tata Tea Extraction Company, Ltd.. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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