

The World Market for Unroasted Coffee Including Decaffeinated: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for unroasted coffee including decaffeinated. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for unroasted coffee including decaffeinated for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Unroasted coffee including decaffeinated' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'unroasted coffee including decaffeinated' is 0711.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: UNROASTED COFFEE INCLUDING DECAFFEINATED EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED UNROASTED COFFEE INCLUDING DECAFFEINATED IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF UNROASTED COFFEE INCLUDING DECAFFEINATED IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 ANGOLA

3.1.3 BOTSWANA

3.1.4 BURUNDI

3.1.5 CAMEROON

3.1.6 CAPE VERDE

3.1.7 COMOROS

3.1.8 COTE D'IVOIRE

3.1.9 DJIBOUTI

3.1.10 EGYPT

3.1.11 ERITREA

3.1.12 ETHIOPIA

3.1.13 GHANA

3.1.14 GUINEA

3.1.15 KENYA

3.1.16 LIBERIA

3.1.17 MADAGASCAR

3.1.18 MALAWI

3.1.19 MOZAMBIQUE

3.1.20 NAMIBIA

3.1.21 NIGERIA

3.1.22 RWANDA

3.1.23 SAO TOME E PRINCIPE

3.1.24 SIERRA LEONE

3.1.25 SOUTH AFRICA

3.1.26 ST. HELENA

3.1.27 SUDAN

3.1.28 TANZANIA

3.1.29 THE CENTRAL AFRICAN REPUBLIC

3.1.30 THE DEMOCRATIC REPUBLIC OF THE CONGO

3.1.31 THE REPUBLIC OF THE CONGO

3.1.32 TOGO

3.1.33 UGANDA

3.1.34 ZAMBIA

3.1.35 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF UNROASTED COFFEE INCLUDING DECAFFEINATED IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 BRUNEI

3.2.3 CHINA

3.2.4 HONG KONG

3.2.5 INDIA

3.2.6 INDONESIA

3.2.7 JAPAN

3.2.8 LAOS

3.2.9 MACAU

3.2.10 MALAYSIA

3.2.11 MYANMAR

3.2.12 NEPAL

3.2.13 PAPUA NEW GUINEA

3.2.14 SINGAPORE

3.2.15 SOUTH KOREA

3.2.16 SRI LANKA

3.2.17 TAIWAN

3.2.18 THAILAND

3.2.19 THE PHILIPPINES

3.2.20 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF UNROASTED COFFEE INCLUDING DECAFFEINATED IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELGIUM

3.3.4 BULGARIA

3.3.5 CROATIA

3.3.6 CYPRUS

3.3.7 DENMARK

3.3.8 ESTONIA

3.3.9 FINLAND

3.3.10 FRANCE

3.3.11 GERMANY

3.3.12 GREECE

3.3.13 HUNGARY

3.3.14 IRELAND

3.3.15 ITALY

3.3.16 LATVIA

3.3.17 LITHUANIA

3.3.18 LUXEMBOURG

3.3.19 NORWAY

3.3.20 POLAND

3.3.21 PORTUGAL

3.3.22 ROMANIA

3.3.23 RUSSIA

3.3.24 SLOVAKIA

3.3.25 SLOVENIA

3.3.26 SPAIN

3.3.27 SWEDEN

3.3.28 SWITZERLAND

3.3.29 THE CZECH REPUBLIC

3.3.30 THE NETHERLANDS

3.3.31 THE UNITED KINGDOM

3.4 LATIN AMERICA: EXPORT SUPPLIES OF UNROASTED COFFEE INCLUDING DECAFFEINATED IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 ARGENTINA

3.4.3 BELIZE

3.4.4 BOLIVIA

3.4.5 BRAZIL

3.4.6 CHILE

- 3.4.7 COLOMBIA
- 3.4.8 COSTA RICA
- 3.4.9 ECUADOR
- 3.4.10 EL SALVADOR
- 3.4.11 GUATEMALA
- 3.4.12 HONDURAS
- 3.4.13 MEXICO
- 3.4.14 NICARAGUA
- 3.4.15 PANAMA
- 3.4.16 PERU

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF UNROASTED COFFEE INCLUDING DECAFFEINATED IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 ANTIGUA AND BARBUDA
- 3.5.3 CANADA
- 3.5.4 CUBA
- 3.5.5 DOMINICA
- 3.5.6 GRENADA
- 3.5.7 HAITI
- 3.5.8 JAMAICA
- 3.5.9 ST. PIERRE AND MIQUELON
- 3.5.10 THE DOMINICAN REPUBLIC
- 3.5.11 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF UNROASTED COFFEE INCLUDING DECAFFEINATED IN 2024

- 3.6.1 EXECUTIVE SUMMARY
- 3.6.2 AUSTRALIA
- 3.6.3 FIJI
- 3.6.4 NEW CALEDONIA
- 3.6.5 NEW ZEALAND
- 3.6.6 VANUATU

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF UNROASTED COFFEE INCLUDING DECAFFEINATED IN 2024

- 3.7.1 EXECUTIVE SUMMARY
- 3.7.2 ARMENIA
- 3.7.3 ISRAEL
- 3.7.4 JORDAN
- 3.7.5 LEBANON
- 3.7.6 OMAN

- 3.7.7 PAKISTAN
- 3.7.8 SAUDI ARABIA
- 3.7.9 THE UNITED ARAB EMIRATES
- 3.7.10 TURKEY
- 3.7.11 YEMEN

4 IMPORTS

4.1 AFRICA: UNROASTED COFFEE INCLUDING DECAFFEINATED IMPORTS IN 2024

- 4.1.1 EXECUTIVE SUMMARY
- 4.1.2 ALGERIA
- 4.1.3 BENIN
- 4.1.4 BOTSWANA
- 4.1.5 CAPE VERDE
- 4.1.6 COTE D'IVOIRE
- 4.1.7 EGYPT
- 4.1.8 ETHIOPIA
- 4.1.9 MADAGASCAR
- 4.1.10 MALAWI
- 4.1.11 MAURITANIA
- 4.1.12 MAURITIUS
- 4.1.13 MOROCCO
- 4.1.14 MOZAMBIQUE
- 4.1.15 NAMIBIA
- 4.1.16 NIGERIA
- 4.1.17 RWANDA
- 4.1.18 SENEGAL
- 4.1.19 SOUTH AFRICA
- 4.1.20 UGANDA
- 4.1.21 ZAMBIA
- 4.1.22 ZIMBABWE

4.2 ASIA: UNROASTED COFFEE INCLUDING DECAFFEINATED IMPORTS IN 2024

- 4.2.1 EXECUTIVE SUMMARY
- 4.2.2 BRUNEI
- 4.2.3 CHINA
- 4.2.4 HONG KONG
- 4.2.5 INDIA
- 4.2.6 INDONESIA

4.2.7 JAPAN

4.2.8 MACAU

4.2.9 MALAYSIA

4.2.10 NEPAL

4.2.11 SINGAPORE

4.2.12 SOUTH KOREA

4.2.13 TAIWAN

4.2.14 THAILAND

4.2.15 THE MALDIVES

4.2.16 THE PHILIPPINES

4.2.17 VIETNAM

4.3 EUROPE: UNROASTED COFFEE INCLUDING DECAFFEINATED IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 ANDORRA

4.3.4 AUSTRIA

4.3.5 BELARUS

4.3.6 BELGIUM

4.3.7 BOSNIA AND HERZEGOVINA

4.3.8 BULGARIA

4.3.9 CROATIA

4.3.10 CYPRUS

4.3.11 DENMARK

4.3.12 ESTONIA

4.3.13 FINLAND

4.3.14 FRANCE

4.3.15 GEORGIA

4.3.16 GERMANY

4.3.17 GREECE

4.3.18 HUNGARY

4.3.19 ICELAND

4.3.20 IRELAND

4.3.21 ITALY

4.3.22 KAZAKHSTAN

4.3.23 LATVIA

4.3.24 LITHUANIA

4.3.25 LUXEMBOURG

4.3.26 MACEDONIA

- 4.3.27 MALTA
- 4.3.28 NORWAY
- 4.3.29 POLAND
- 4.3.30 PORTUGAL
- 4.3.31 ROMANIA
- 4.3.32 RUSSIA
- 4.3.33 SLOVAKIA
- 4.3.34 SLOVENIA
- 4.3.35 SPAIN
- 4.3.36 SWEDEN
- 4.3.37 SWITZERLAND
- 4.3.38 THE CZECH REPUBLIC
- 4.3.39 THE NETHERLANDS
- 4.3.40 THE UNITED KINGDOM
- 4.3.41 UKRAINE

4.4 LATIN AMERICA: UNROASTED COFFEE INCLUDING DECAFFEINATED IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 CHILE
- 4.4.4 COLOMBIA
- 4.4.5 ECUADOR
- 4.4.6 EL SALVADOR
- 4.4.7 HONDURAS
- 4.4.8 MEXICO
- 4.4.9 NICARAGUA
- 4.4.10 PANAMA
- 4.4.11 PARAGUAY
- 4.4.12 PERU
- 4.4.13 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: UNROASTED COFFEE INCLUDING DECAFFEINATED IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ANTIGUA AND BARBUDA
- 4.5.3 BARBADOS
- 4.5.4 BERMUDA
- 4.5.5 CANADA
- 4.5.6 GREENLAND
- 4.5.7 JAMAICA

4.5.8 THE BAHAMAS

4.5.9 THE DOMINICAN REPUBLIC

4.5.10 THE UNITED STATES

4.6 OCEANIA: UNROASTED COFFEE INCLUDING DECAFFEINATED IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 PALAU

4.6.8 THE SOLOMON ISLANDS

4.6.9 TONGA

4.7 THE MIDDLE EAST: UNROASTED COFFEE INCLUDING DECAFFEINATED IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT

4.7.8 LEBANON

4.7.9 OMAN

4.7.10 QATAR

4.7.11 TURKEY

4.7.12 YEMEN

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