

The World Market for Unroasted, Decaffeinated Coffee: 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, decaffeinated coffee. 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 Nor can managers be contented with out-of-date statistics that appear several years after the fact.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, decaffeinated coffee 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, decaffeinated coffee' 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, decaffeinated coffee' is 07112.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

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

2.2 IMPORTS

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

3 EXPORTS

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

3.1.1 EXECUTIVE SUMMARY

3.1.2 BURUNDI

3.1.3 CAMEROON

3.1.4 COTE D'IVOIRE

3.1.5 EGYPT

3.1.6 ETHIOPIA

3.1.7 GHANA

3.1.8 KENYA

3.1.9 MADAGASCAR

3.1.10 RWANDA

3.1.11 SOUTH AFRICA

3.1.12 TANZANIA

3.1.13 TOGO

3.1.14 UGANDA

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

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 INDIA

3.2.4 INDONESIA

3.2.5 JAPAN

3.2.6 LAOS

3.2.7 MALAYSIA

3.2.8 PAPUA NEW GUINEA

3.2.9 SINGAPORE

3.2.10 TAIWAN

3.2.11 VIETNAM

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

3.3.1 EXECUTIVE SUMMARY

3.3.2 BELGIUM

3.3.3 BULGARIA

3.3.4 CYPRUS

3.3.5 FRANCE

3.3.6 GERMANY

3.3.7 GREECE

3.3.8 IRELAND

3.3.9 ITALY

3.3.10 LITHUANIA

3.3.11 LUXEMBOURG

3.3.12 POLAND

3.3.13 PORTUGAL

3.3.14 RUSSIA

3.3.15 SLOVENIA

3.3.16 SPAIN

3.3.17 SWEDEN

3.3.18 SWITZERLAND

3.3.19 THE CZECH REPUBLIC

3.3.20 THE NETHERLANDS

3.3.21 THE UNITED KINGDOM

3.4 LATIN AMERICA: EXPORT SUPPLIES OF UNROASTED, DECAFFEINATED COFFEE 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 COLOMBIA

3.4.7 COSTA RICA

3.4.8 EL SALVADOR

3.4.9 GUATEMALA

3.4.10 HONDURAS

3.4.11 MEXICO

3.4.12 NICARAGUA

3.4.13 PANAMA

3.4.14 PERU

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

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 JAMAICA

3.5.4 THE DOMINICAN REPUBLIC

3.5.5 THE UNITED STATES

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

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 NEW ZEALAND

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

3.7.1 EXECUTIVE SUMMARY

3.7.2 JORDAN

3.7.3 LEBANON

3.7.4 THE UNITED ARAB EMIRATES

3.7.5 TURKEY

3.7.6 YEMEN

4 IMPORTS

4.1 AFRICA: UNROASTED, DECAFFEINATED COFFEE IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 BOTSWANA

4.1.3 CAPE VERDE

4.1.4 EGYPT

4.1.5 ETHIOPIA

4.1.6 MOZAMBIQUE

4.1.7 NAMIBIA

4.1.8 NIGERIA

4.1.9 SENEGAL

4.1.10 SOUTH AFRICA

4.1.11 ZAMBIA

4.2 ASIA: UNROASTED, DECAFFEINATED COFFEE IMPORTS IN 2024

4.2.1 EXECUTIVE SUMMARY

4.2.2 CHINA

4.2.3 HONG KONG

4.2.4 JAPAN

4.2.5 MALAYSIA

4.2.6 NEPAL

4.2.7 SINGAPORE

4.2.8 SOUTH KOREA

4.2.9 TAIWAN

4.2.10 THAILAND

4.2.11 THE MALDIVES

4.2.12 THE PHILIPPINES

4.2.13 VIETNAM

4.3 EUROPE: UNROASTED, DECAFFEINATED COFFEE IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 AUSTRIA

4.3.3 BELGIUM

4.3.4 BULGARIA

4.3.5 CROATIA

4.3.6 CYPRUS

4.3.7 DENMARK

4.3.8 FRANCE

4.3.9 GERMANY

4.3.10 GREECE

4.3.11 HUNGARY

4.3.12 IRELAND

4.3.13 ITALY

4.3.14 KAZAKHSTAN

4.3.15 LITHUANIA

4.3.16 LUXEMBOURG

4.3.17 NORWAY

4.3.18 POLAND

4.3.19 PORTUGAL

4.3.20 ROMANIA

4.3.21 RUSSIA

- 4.3.22 SLOVAKIA
- 4.3.23 SLOVENIA
- 4.3.24 SPAIN
- 4.3.25 SWEDEN
- 4.3.26 SWITZERLAND
- 4.3.27 THE CZECH REPUBLIC
- 4.3.28 THE NETHERLANDS
- 4.3.29 THE UNITED KINGDOM
- 4.3.30 UKRAINE
- 4.4 LATIN AMERICA: UNROASTED, DECAFFEINATED COFFEE IMPORTS IN 2024
 - 4.4.1 EXECUTIVE SUMMARY
 - 4.4.2 ARGENTINA
 - 4.4.3 CHILE
 - 4.4.4 MEXICO
 - 4.4.5 PERU
- 4.5 NORTH AMERICA & THE CARIBBEAN: UNROASTED, DECAFFEINATED COFFEE 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 JAMAICA
 - 4.5.7 THE BAHAMAS
 - 4.5.8 THE DOMINICAN REPUBLIC
 - 4.5.9 THE UNITED STATES
- 4.6 OCEANIA: UNROASTED, DECAFFEINATED COFFEE IMPORTS IN 2024
 - 4.6.1 EXECUTIVE SUMMARY
 - 4.6.2 AUSTRALIA
 - 4.6.3 NEW ZEALAND
 - 4.6.4 PALAU
 - 4.6.5 THE SOLOMON ISLANDS
- 4.7 THE MIDDLE EAST: UNROASTED, DECAFFEINATED COFFEE IMPORTS IN 2024
 - 4.7.1 EXECUTIVE SUMMARY
 - 4.7.2 AZERBAIJAN
 - 4.7.3 BAHRAIN
 - 4.7.4 ISRAEL
 - 4.7.5 JORDAN

4.7.6 KUWAIT

4.7.7 LEBANON

4.7.8 OMAN

4.7.9 QATAR

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