

# **Cappuccino Market Forecasts to 2032 – Global Analysis By Product Type (Instant Cappuccino, Ready-to-Drink (RTD) Cappuccino, Cappuccino Pods and Capsules, Freshly Brewed and Other Product Types), Ingredients/Coffee Species (Arabica, Robusta and Coffee Blends), Flavor, Nature, Distribution Channel, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Cappuccino Market is accounted for \$4.7 billion in 2025 and is expected to reach \$7.2 billion by 2032 growing at a CAGR of 6.1% during the forecast period. Cappuccino is a popular espresso-based beverage characterized by its balanced composition of equal parts espresso, steamed milk, and milk foam. It offers a rich, bold flavor with a creamy texture and aromatic top layer. Cappuccino is favored for its harmonious blend and visual appeal. Its preparation and presentation are key differentiators in coffee culture, influencing consumer preferences across global cafe markets.

Market Dynamics:

Driver:

Growth of cafes and specialty coffee shops

The proliferation of coffee shop culture worldwide has created integral social hubs where cappuccinos serve as a premium beverage choice. Urbanization and rising disposable incomes have significantly influenced consumer purchasing patterns toward specialty coffee experiences. Moreover, the increasing coffee consumption as a social

activity, coupled with growing awareness of distinct flavors and brewing methods, continues to fuel demand for cappuccino products across diverse demographics and geographic markets.

#### Restraint:

##### Price volatility of coffee beans

Coffee bean price fluctuations directly impact production costs and product pricing, with Arabica coffee prices increasing by 23% over the past two years due to climate change effects on major producing regions. Geopolitical conflicts and supply chain disruptions cause potential shortages and elevated costs for consumption. Moreover, such price increases negatively affect consumer demand, particularly in price-sensitive regions where budget-conscious consumers may opt for more affordable alternatives, thereby hampering market expansion and limiting accessibility to premium cappuccino products.

#### Opportunity:

##### Plant-based & functional cappuccinos

The expansion into emerging markets offers lucrative opportunities as coffee culture grows in developing regions, presenting manufacturers with untapped consumer demand. Technological advancements in single-serve coffee machines facilitate convenient brewing of café-style cappuccinos at home, creating new market segments. Moreover, the introduction of plant-based milk alternatives and healthier options, including low-sugar or organic cappuccino products, broadens market appeal among health-conscious consumers and environmentally aware demographics.

#### Threat:

##### Counterfeit & low-quality products

The growing awareness of health issues related to caffeine consumption creates challenges as health-conscious consumers may opt for alternative beverages. Economic pressures from inflation, with food price inflation reaching 6.2% in 2023, have made premium coffee products less accessible to price-sensitive consumers. Moreover, labor shortages in the foodservice industry, showing 12% vacancy rates in food preparation occupations, impact coffee shop operations and service quality, potentially diminishing consumer experiences and market growth.

### Covid-19 Impact:

COVID-19 significantly disrupted cappuccino market dynamics through widespread coffee shop closures and reduced social gatherings. The pandemic negatively impacted coffee culture as lockdown restrictions banned gatherings entirely in severely affected countries like Italy, Spain, and South Korea, directly affecting hotels, cafes, and restaurants. Additionally, global coffee bean prices plummeted by 10% from December 2019 to April 2020 due to decreased demand. Moreover, supply chain disruptions created uncertainty about future demand while major coffee chains like Starbucks closed over 2,000 stores in China, fundamentally altering consumption patterns and accelerating the shift toward home brewing solutions.

The freshly brewed segment is expected to be the largest during the forecast period

The freshly brewed segment is expected to account for the largest market share during the forecast period due to consumer preference for premium, artisanal coffee experiences that deliver superior taste and quality. Coffee shops and specialty establishments continue to prioritize freshly brewed cappuccinos as they offer authentic flavor profiles that resonate with discerning consumers seeking traditional cafe experiences. Additionally, the segment benefits from the established coffeehouse culture, where freshly prepared beverages command premium pricing and foster customer loyalty through personalized service, which sustains its position as the largest market share holder.

The flavored segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the flavored segment is predicted to witness the highest growth rate. Consumer adventurousness in taste preferences drives significant demand for new flavors and ingredients, creating substantial opportunities for product differentiation and market expansion. Younger demographics particularly embrace flavored variants, contributing to accelerated adoption rates across urban markets where specialty coffee culture thrives. Moreover, continuous innovation in cappuccino flavors, including seasonal offerings and exotic taste combinations, broadens market appeal while attracting consumers who seek novel coffee experiences, positioning this segment for the highest growth rate.

Region with largest share:

During the forecast period, the Europe region is expected to hold the largest market share due to its deeply embedded coffee culture and consistently high per capita consumption rates across key countries. Germany leads European coffee consumption with approximately 6.5 kilograms per capita annually, while the European Coffee Federation reports over 70% of Europeans consume coffee daily, establishing a robust foundation for cappuccino demand. Additionally, the region's sophisticated coffee culture, particularly in countries like Italy where cappuccino originated, sustains premium product positioning and consumer willingness to pay higher prices. Moreover, established distribution networks and mature retail infrastructure across European markets facilitate widespread product availability and market penetration.

#### Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rapid urbanization, expanding middle-class populations, and evolving coffee consumption habits among younger demographics. Increasing disposable incomes and Western lifestyle adoption accelerate cappuccino acceptance in countries where tea traditionally dominated beverage preferences. Moreover, the region's dynamic retail expansion and growing café culture, particularly in metropolitan areas, establish favorable conditions for sustained market growth, positioning Asia Pacific to achieve the highest growth rate despite starting from a smaller base compared to established markets.

#### Key players in the market

Some of the key players in Cappuccino Market include Starbucks Corporation, Nestlé S.A., JDE Peet's, Keurig Dr Pepper Inc., The J.M. Smucker Company, Lavazza Group, Illycaffè S.p.A., Costa Coffee, Dunkin' Brands, McDonald's Corporation, Restaurant Brands International Inc., Tchibo GmbH, Massimo Zanetti Beverage Group, Melitta Group, De'Longhi Group, Breville Group Limited, and Koninklijke Philips N.V.

#### Key Developments:

In January 2025, Costa Coffee has unveiled its new January menu featuring an array of innovative food and drink offerings designed for the winter months. The highlight of the new menu is the Spanish Latte, a novel take on the classic coffee drink inspired by the traditional Spanish Bombón café. The new beverage combines creamy condensed milk-flavoured sauce with rich espresso, finished with a dusting of cappuccino powder in Costa's signature wave pattern.

In September 2024, Nestlé introduced paperboard canisters for its Vital Proteins brand in the United States. This packaging material and design change results in a 90% plastic reduction from previous packaging. Developed by experts at the R&D center for Nestlé Health Science in Bridgewater, New Jersey, in collaboration with external partners, the new canister has a proprietary coverlid that is rigid and tight. It allows for easy opening and closing of the canisters, while being leak and spill-proof, as well as durable for everyday usage.

#### Product Types Covered:

Instant Cappuccino

Ready-to-Drink (RTD) Cappuccino

Cappuccino Pods and Capsules

Freshly Brewed

Other Product Types

#### Ingredients/Coffee Species:

Arabica

Robusta

Coffee Blends

#### Flavors Covered:

Traditional/Classic

Flavored

#### Natures Covered:

Organic

Conventional

Distribution Channels Covered:

Foodservice Outlets

Retail

End Users Covered:

Out-of-Home (OOH) Consumption

At-Home (AH) Consumption

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

## Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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