

Cold Brew & Specialty Coffee Market Forecasts to 2032 – Global Analysis By Product (Cold Brew Coffee and Specialty Coffee), Packaging Type, Price Range, Distribution Channel, End User and By Geography

<https://marketpublishers.com/r/CC4BDD32C858EN.html>

Date: January 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: CC4BDD32C858EN

Abstracts

According to Statistics MRC, the Global Cold Brew & Specialty Coffee Market is accounted for \$5.08 billion in 2025 and is expected to reach \$22.29 billion by 2032 growing at a CAGR of 23.5% during the forecast period. Cold brew and specialty coffee refer to premium coffee products distinguished by unique brewing methods, high-quality beans, and refined flavor profiles. Cold brew coffee is prepared by steeping coarsely ground coffee in cold water for extended periods, resulting in a smooth, low-acidity beverage. Specialty coffee emphasizes ethically sourced, traceable beans, artisanal roasting, and precise brewing techniques. Together, these segments focus on quality, craftsmanship, and innovation, catering to evolving consumer preferences for authentic, flavorful, and premium coffee experiences across cafés, retail, and ready-to-drink formats.

Market Dynamics:

Driver:

Rising Consumer Preference for Premium Coffee

Rising consumer preference for premium and artisanal beverages is a key driver of the cold brew and specialty coffee market. Consumers increasingly value high-quality beans, distinctive flavor profiles, ethical sourcing, and innovative brewing methods. The shift toward experiential consumption and café-style beverages at home has further accelerated demand. Younger demographics, in particular, associate specialty coffee

with lifestyle, authenticity, and craftsmanship. This growing willingness to pay for superior taste and quality continues to support sustained market expansion across retail and ready-to-drink formats.

Restraint:

High Production & Distribution Costs

High production and distribution costs act as a restraint on the market. Premium beans, small-batch roasting, extended brewing processes, and cold-chain logistics increase operational expenses. Additionally, packaging, storage, and transportation costs for ready-to-drink products further impact profitability. These cost pressures often result in higher retail prices, limiting adoption among price-sensitive consumers. Smaller players may face challenges scaling operations efficiently, potentially restricting market penetration.

Opportunity:

E-commerce Expansion

The rapid expansion of e-commerce presents a significant opportunity for the cold brew and specialty coffee market. Online platforms enable direct-to-consumer sales, subscription models, and wider geographic reach. Brands can educate consumers through digital storytelling, highlight sourcing transparency, and offer personalized product selections. E-commerce reduces dependency on traditional retail channels while improving margins and customer engagement. Growing consumer comfort with online beverage purchases, supported by improved logistics and cold delivery solutions, is expected to accelerate market growth.

Threat:

Supply Chain Vulnerabilities

Supply chain vulnerabilities pose a notable threat to the market. Dependence on specific coffee-growing regions exposes producers to risks such as climate change, crop volatility, and geopolitical disruptions. Fluctuations in raw coffee prices and transportation delays can impact product availability and margins. Ethical sourcing requirements further complicate supplier networks. Without resilient and diversified supply chains, companies may face production challenges, cost instability, and

reputational risks, potentially affecting long-term market stability.

Covid-19 Impact:

The Covid-19 pandemic had a mixed impact on the cold brew and specialty coffee market. Temporary caf? closures and supply disruptions affected on-premise consumption and distribution channels. However, the pandemic accelerated demand for ready-to-drink coffee and at-home premium brewing solutions. E-commerce and subscription-based models gained traction as consumers sought convenient, high-quality alternatives. Post-pandemic recovery has strengthened long-term demand, reinforcing trends toward premiumization, digital sales, and innovative packaging within the global coffee market.

The cold brew coffee segment is expected to be the largest during the forecast period

The cold brew coffee segment is expected to account for the largest market share during the forecast period, due to its smooth taste profile, lower acidity, and broad consumer appeal. Cold brewing enhances flavor consistency while reducing bitterness, making it attractive to health-conscious and younger consumers. Its versatility across ready-to-drink formats, concentrates, and caf? offerings further drives adoption. Increasing availability in retail and online channels, combined with premium positioning, strengthens the segment's dominance within the global market.

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

Over the forecast period, the bottles segment is predicted to witness the highest growth rate, due to rising demand for convenient, on-the-go coffee consumption. Bottled cold brew and specialty coffee offer portability, extended shelf life, and premium visual appeal, supporting impulse purchases. Advancements in packaging technology and cold-chain logistics enable wider distribution across supermarkets, convenience stores, and e-commerce platforms. The growing popularity of ready-to-drink beverages and busy consumer lifestyles continues to accelerate growth within this packaging segment.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rapid urbanization, expanding middle-class populations, and evolving coffee consumption habits. Increasing caf? culture, Western lifestyle influence, and rising disposable incomes are driving demand for premium coffee products. Strong

presence of international brands, growing specialty cafés, and expanding retail infrastructure further supports market growth. The region's youthful demographic and openness to new beverage trends position Asia Pacific as a key revenue contributor.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to mature coffee culture and strong preference for premium, specialty beverages. High consumer awareness, willingness to experiment with innovative brewing methods, and widespread adoption of ready-to-drink formats support growth. Advanced e-commerce penetration, subscription services, and strong brand loyalty further accelerate market expansion. Continuous product innovation and emphasis on quality, sustainability, and convenience position North America as a high-growth regional market.

Key players in the market

Some of the key players in Cold Brew & Specialty Coffee Market include Group Starbucks Corporation, RISE Brewing Co., Nestlé S.A., Blue Bottle Coffee Inc., The Coca-Cola Company, Stumptown Coffee Roasters, PepsiCo, Inc., Intelligentsia Coffee, JAB Holding Company, Lavazza Group, Peet's Coffee & Tea, Tata Coffee, La Colombe Coffee Roasters, High Brew Coffee, and Califia Farms LLC.

Key Developments:

In October 2025, Nestlé Saudi Arabia and King Abdullah University of Science and Technology (KAUST) signed a strategic MoU this partnership blends KAUST's world class research excellence with Nestlé's global food technology know how to promote sustainability, food safety, and healthier lifestyles, supporting Saudi Vision 2030 goals while enhancing public health, food security, and local knowledge development.

In July 2025, Nestlé and IBM Research have woven old-world stewardship with cutting-edge AI, creating a generative tool that can dream up new high-barrier packaging materials—shielding products from moisture, oxygen and heat while pushing sustainability forward faster than years of lab work.

Products Covered:

Cold Brew Coffee

Specialty Coffee

Packaging Types Covered:

Bottles

Cans

Cartons

Pouches

Price Ranges Covered:

Premium

Mid-Range

Economy

Distribution Channels Covered:

Supermarkets & Hypermarkets

Convenience Stores

Specialty Coffee Shops

Online Retail

Foodservice & HoReCa

End Users Covered:

Residential

Commercial

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL COLD BREW & SPECIALTY COFFEE MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Cold Brew Coffee
 - 5.2.1 Ready-to-Drink (RTD)
 - 5.2.2 Concentrates
- 5.3 Specialty Coffee
 - 5.3.1 Single-Origin Coffee
 - 5.3.2 Organic Coffee
 - 5.3.3 Fair Trade Coffee
 - 5.3.4 Flavored Specialty Coffee

6 GLOBAL COLD BREW & SPECIALTY COFFEE MARKET, BY PACKAGING TYPE

- 6.1 Introduction
- 6.2 Bottles
- 6.3 Cans
- 6.4 Cartons
- 6.5 Pouches

7 GLOBAL COLD BREW & SPECIALTY COFFEE MARKET, BY PRICE RANGE

- 7.1 Introduction
- 7.2 Premium
- 7.3 Mid-Range
- 7.4 Economy

8 GLOBAL COLD BREW & SPECIALTY COFFEE MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Supermarkets & Hypermarkets
- 8.3 Convenience Stores
- 8.4 Specialty Coffee Shops
- 8.5 Online Retail
- 8.6 Foodservice & HoReCa

9 GLOBAL COLD BREW & SPECIALTY COFFEE MARKET, BY END USER

- 9.1 Introduction
- 9.2 Residential
- 9.3 Commercial

10 GLOBAL COLD BREW & SPECIALTY COFFEE MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 US
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 Italy
 - 10.3.4 France
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 Japan
 - 10.4.2 China
 - 10.4.3 India
 - 10.4.4 Australia
 - 10.4.5 New Zealand
 - 10.4.6 South Korea
 - 10.4.7 Rest of Asia Pacific
- 10.5 South America
 - 10.5.1 Argentina
 - 10.5.2 Brazil
 - 10.5.3 Chile
 - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 UAE
 - 10.6.3 Qatar
 - 10.6.4 South Africa
 - 10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 Starbucks Corporation
- 12.2 RISE Brewing Co.
- 12.3 Nestl? S.A.
- 12.4 Blue Bottle Coffee Inc.
- 12.5 The Coca-Cola Company
- 12.6 Stumptown Coffee Roasters
- 12.7 PepsiCo, Inc.
- 12.8 Intelligentsia Coffee
- 12.9 JAB Holding Company
- 12.10 Lavazza Group
- 12.11 Peet's Coffee & Tea
- 12.12 Tata Coffee
- 12.13 La Colombe Coffee Roasters
- 12.14 High Brew Coffee
- 12.15 Califia Farms LLC

List Of Tables

LIST OF TABLES

Table 1 Global Cold Brew & Specialty Coffee Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Cold Brew & Specialty Coffee Market Outlook, By Product (2024-2032) (\$MN)

Table 3 Global Cold Brew & Specialty Coffee Market Outlook, By Cold Brew Coffee (2024-2032) (\$MN)

Table 4 Global Cold Brew & Specialty Coffee Market Outlook, By Ready-to-Drink (RTD) (2024-2032) (\$MN)

Table 5 Global Cold Brew & Specialty Coffee Market Outlook, By Concentrates (2024-2032) (\$MN)

Table 6 Global Cold Brew & Specialty Coffee Market Outlook, By Specialty Coffee (2024-2032) (\$MN)

Table 7 Global Cold Brew & Specialty Coffee Market Outlook, By Single-Origin Coffee (2024-2032) (\$MN)

Table 8 Global Cold Brew & Specialty Coffee Market Outlook, By Organic Coffee (2024-2032) (\$MN)

Table 9 Global Cold Brew & Specialty Coffee Market Outlook, By Fair Trade Coffee (2024-2032) (\$MN)

Table 10 Global Cold Brew & Specialty Coffee Market Outlook, By Flavored Specialty Coffee (2024-2032) (\$MN)

Table 11 Global Cold Brew & Specialty Coffee Market Outlook, By Packaging Type (2024-2032) (\$MN)

Table 12 Global Cold Brew & Specialty Coffee Market Outlook, By Bottles (2024-2032) (\$MN)

Table 13 Global Cold Brew & Specialty Coffee Market Outlook, By Cans (2024-2032) (\$MN)

Table 14 Global Cold Brew & Specialty Coffee Market Outlook, By Cartons (2024-2032) (\$MN)

Table 15 Global Cold Brew & Specialty Coffee Market Outlook, By Pouches (2024-2032) (\$MN)

Table 16 Global Cold Brew & Specialty Coffee Market Outlook, By Price Range (2024-2032) (\$MN)

Table 17 Global Cold Brew & Specialty Coffee Market Outlook, By Premium (2024-2032) (\$MN)

Table 18 Global Cold Brew & Specialty Coffee Market Outlook, By Mid-Range

(2024-2032) (\$MN)

Table 19 Global Cold Brew & Specialty Coffee Market Outlook, By Economy

(2024-2032) (\$MN)

Table 20 Global Cold Brew & Specialty Coffee Market Outlook, By Distribution Channel

(2024-2032) (\$MN)

Table 21 Global Cold Brew & Specialty Coffee Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)

Table 22 Global Cold Brew & Specialty Coffee Market Outlook, By Convenience Stores (2024-2032) (\$MN)

Table 23 Global Cold Brew & Specialty Coffee Market Outlook, By Specialty Coffee Shops (2024-2032) (\$MN)

Table 24 Global Cold Brew & Specialty Coffee Market Outlook, By Online Retail (2024-2032) (\$MN)

Table 25 Global Cold Brew & Specialty Coffee Market Outlook, By Foodservice & HoReCa (2024-2032) (\$MN)

Table 26 Global Cold Brew & Specialty Coffee Market Outlook, By End User (2024-2032) (\$MN)

Table 27 Global Cold Brew & Specialty Coffee Market Outlook, By Residential (2024-2032) (\$MN)

Table 28 Global Cold Brew & Specialty Coffee Market Outlook, By Commercial (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Cold Brew & Specialty Coffee Market Forecasts to 2032 – Global Analysis By Product (Cold Brew Coffee and Specialty Coffee), Packaging Type, Price Range, Distribution Channel, End User and By Geography

Product link: <https://marketpublishers.com/r/CC4BDD32C858EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CC4BDD32C858EN.html>