

# **Coffee Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Roasted, Instant, Ready to Drink), By Distribution Channel (Online, Offline), By Region & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

The Global Coffee Market was valued at USD 275.72 Billion in 2024 and is projected to reach USD 376.79 Billion by 2030, growing at a CAGR of 5.41%. The market is witnessing robust growth due to rising consumption across both developed and emerging economies, particularly in Asia-Pacific. Urbanization, evolving consumer lifestyles, and the surge in popularity of specialty and ready-to-drink (RTD) coffee beverages are fueling demand. Consumers are increasingly inclined toward premium, organic, and ethically sourced coffee offerings, reshaping market dynamics. Advancements in coffee brewing technologies are boosting in-home consumption, while leading brands are expanding sustainable sourcing initiatives and digital engagement strategies to connect with younger consumers. However, ongoing challenges such as climate change and global supply chain disruptions continue to impact pricing and availability, influencing market stability.

### Key Market Drivers

#### Rising Global Coffee Consumption Across Emerging Economies

A major factor driving the Global Coffee Market is the significant increase in coffee consumption across emerging regions, particularly in Asia-Pacific, Latin America, and Africa. Countries like China, India, Vietnam, and South Korea are experiencing a

cultural shift in beverage preferences, with younger demographics increasingly favoring coffee over traditional drinks like tea. This trend is fueled by urbanization, increased disposable income, and the rise of café culture. For instance, India's per capita disposable income grew from USD 2.11 thousand in 2019 to USD 2.54 thousand in 2023.

Global coffee brands such as Starbucks, Costa Coffee, and Tim Hortons are actively expanding in these markets to meet growing demand, while local artisanal chains are flourishing by offering regionally inspired brews. In India, the rising popularity of cold brews and specialty blends is engaging a new generation of consumers. Coffee shops are evolving into social and collaborative spaces, further embedding coffee into daily routines. This demographic and cultural transformation is expected to drive substantial long-term growth in global demand.

## Key Market Challenges

### Climate Change and Its Impact on Coffee Cultivation

One of the most critical challenges confronting the Global Coffee Market is the adverse impact of climate change on coffee production. Coffee, particularly the Arabica variety, is highly sensitive to shifts in temperature, rainfall patterns, and altitude. Increasing global temperatures, unpredictable weather, prolonged droughts, and pest outbreaks are severely affecting yields and bean quality in key coffee-producing countries like Brazil, Colombia, and Ethiopia.

These environmental pressures are reducing productivity and disrupting harvest cycles, leading to price volatility and supply uncertainty. Farmers are being forced to relocate crops to higher elevations or switch to hardier but lower-quality Robusta beans, which may not satisfy growing demand for specialty coffee. Climate unpredictability also discourages long-term agricultural investments. Smallholder farmers—who form the backbone of global coffee production—face mounting threats to their livelihoods. Without significant support in the form of climate-adaptive strategies, resilient crop research, and financial aid, the long-term sustainability of global coffee supply chains is at risk.

## Key Market Trends

### Growing Popularity of Ready-to-Drink (RTD) and Cold Brew Coffee

A key trend reshaping the Global Coffee Market is the rising consumer preference for

ready-to-drink (RTD) and cold brew coffee formats. These convenient, portable beverages are especially favored by younger consumers and working professionals who seek high-quality coffee without the need for traditional brewing. RTD coffee offers consistent taste, extended shelf life, and is well-suited for retail, vending, and e-commerce channels.

Cold brew, in particular, has seen a surge in demand due to its smooth flavor, low acidity, and premium positioning. Brands are increasingly enhancing RTD offerings by incorporating functional ingredients like proteins, adaptogens, and vitamins to attract health-conscious consumers. The use of sustainable packaging and clean-label formulations aligns with growing environmental and wellness expectations. Leading companies such as Starbucks, Nestl?, and Coca-Cola (through Georgia and Costa Coffee) are expanding their RTD portfolios, while regional startups introduce localized flavors and unique brewing techniques. This trend reflects a broader transformation in coffee consumption—shifting toward mobile, health-focused, and lifestyle-oriented experiences.

## Key Market Players

Nestl?

Starbucks Coffee Company

JDE Peet's

Tchibo GmbH

Luigi Lavazza Spa

Strauss Coffee BV

The J.M. Smucker Company

Melitta Group

UCC Ueshima Coffee Co., Ltd.

## Massimo Zanetti Beverage Group

### Report Scope:

In this report, the Global Coffee Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Coffee Market, By Product Type:

Roasted

Instant

Ready to Drink

#### Coffee Market, By Distribution Channel:

Online

Offline

#### Coffee Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

*Coffee Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Roasted, Insta...*

Company Profiles: Detailed analysis of the major companies presents in the Global Coffee Market.

Available Customizations:

Global Coffee Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### 4. GLOBAL COFFEE MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Product Type (Roasted, Instant, Ready to Drink)
  - 4.2.2. By Distribution Channel (Online, Offline)
  - 4.2.3. By Region
  - 4.2.4. By Company (2024)

#### 4.3. Market Map

### **5. NORTH AMERICA COFFEE MARKET OUTLOOK**

#### 5.1. Market Size & Forecast

##### 5.1.1. By Value

#### 5.2. Market Share & Forecast

##### 5.2.1. By Product Type

##### 5.2.2. By Distribution Channel

##### 5.2.3. By Country

#### 5.3. North America: Country Analysis

##### 5.3.1. United States Coffee Market Outlook

###### 5.3.1.1. Market Size & Forecast

###### 5.3.1.1.1. By Value

###### 5.3.1.2. Market Share & Forecast

###### 5.3.1.2.1. By Product Type

###### 5.3.1.2.2. By Distribution Channel

##### 5.3.2. Canada Coffee Market Outlook

###### 5.3.2.1. Market Size & Forecast

###### 5.3.2.1.1. By Value

###### 5.3.2.2. Market Share & Forecast

###### 5.3.2.2.1. By Product Type

###### 5.3.2.2.2. By Distribution Channel

##### 5.3.3. Mexico Coffee Market Outlook

###### 5.3.3.1. Market Size & Forecast

###### 5.3.3.1.1. By Value

###### 5.3.3.2. Market Share & Forecast

###### 5.3.3.2.1. By Product Type

###### 5.3.3.2.2. By Distribution Channel

### **6. EUROPE COFFEE MARKET OUTLOOK**

#### 6.1. Market Size & Forecast

##### 6.1.1. By Value

#### 6.2. Market Share & Forecast

##### 6.2.1. By Product Type

##### 6.2.2. By Distribution Channel

##### 6.2.3. By Country

#### 6.3. Europe: Country Analysis

- 6.3.1. France Coffee Market Outlook
  - 6.3.1.1. Market Size & Forecast
    - 6.3.1.1.1. By Value
  - 6.3.1.2. Market Share & Forecast
    - 6.3.1.2.1. By Product Type
    - 6.3.1.2.2. By Distribution Channel
- 6.3.2. Germany Coffee Market Outlook
  - 6.3.2.1. Market Size & Forecast
    - 6.3.2.1.1. By Value
  - 6.3.2.2. Market Share & Forecast
    - 6.3.2.2.1. By Product Type
    - 6.3.2.2.2. By Distribution Channel
- 6.3.3. Spain Coffee Market Outlook
  - 6.3.3.1. Market Size & Forecast
    - 6.3.3.1.1. By Value
  - 6.3.3.2. Market Share & Forecast
    - 6.3.3.2.1. By Product Type
    - 6.3.3.2.2. By Distribution Channel
- 6.3.4. Italy Coffee Market Outlook
  - 6.3.4.1. Market Size & Forecast
    - 6.3.4.1.1. By Value
  - 6.3.4.2. Market Share & Forecast
    - 6.3.4.2.1. By Product Type
    - 6.3.4.2.2. By Distribution Channel
- 6.3.5. United Kingdom Coffee Market Outlook
  - 6.3.5.1. Market Size & Forecast
    - 6.3.5.1.1. By Value
  - 6.3.5.2. Market Share & Forecast
    - 6.3.5.2.1. By Product Type
    - 6.3.5.2.2. By Distribution Channel

## **7. ASIA-PACIFIC COFFEE MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Type
  - 7.2.2. By Distribution Channel
  - 7.2.3. By Country

- 7.3. Asia-Pacific: Country Analysis
  - 7.3.1. China Coffee Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Product Type
      - 7.3.1.2.2. By Distribution Channel
  - 7.3.2. Japan Coffee Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Product Type
      - 7.3.2.2.2. By Distribution Channel
  - 7.3.3. India Coffee Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Product Type
      - 7.3.3.2.2. By Distribution Channel
  - 7.3.4. Vietnam Coffee Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Product Type
      - 7.3.4.2.2. By Distribution Channel
  - 7.3.5. South Korea Coffee Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast
      - 7.3.5.2.1. By Product Type
      - 7.3.5.2.2. By Distribution Channel

## **8. MIDDLE EAST & AFRICA COFFEE MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type
  - 8.2.2. By Distribution Channel

- 8.2.3. By Country
- 8.3. MEA: Country Analysis
  - 8.3.1. South Africa Coffee Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Product Type
      - 8.3.1.2.2. By Distribution Channel
  - 8.3.2. Saudi Arabia Coffee Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Product Type
      - 8.3.2.2.2. By Distribution Channel
  - 8.3.3. UAE Coffee Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Product Type
      - 8.3.3.2.2. By Distribution Channel
  - 8.3.4. Turkey Coffee Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast
      - 8.3.4.2.1. By Product Type
      - 8.3.4.2.2. By Distribution Channel

## **9. SOUTH AMERICA COFFEE MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type
  - 9.2.2. By Distribution Channel
  - 9.2.3. By Country
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Coffee Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value

- 9.3.1.2. Market Share & Forecast
  - 9.3.1.2.1. By Product Type
  - 9.3.1.2.2. By Distribution Channel
- 9.3.2. Argentina Coffee Market Outlook
  - 9.3.2.1. Market Size & Forecast
    - 9.3.2.1.1. By Value
  - 9.3.2.2. Market Share & Forecast
    - 9.3.2.2.1. By Product Type
    - 9.3.2.2.2. By Distribution Channel
- 9.3.3. Colombia Coffee Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Product Type
    - 9.3.3.2.2. By Distribution Channel

## **10. MARKET DYNAMICS**

- 10.1. Drivers
- 10.2. Challenges

## **11. MARKET TRENDS & DEVELOPMENTS**

- 11.1. Merger & Acquisition (If Any)
- 11.2. Product Launches (If Any)
- 11.3. Recent Developments

## **12. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS**

## **13. PORTERS FIVE FORCES ANALYSIS**

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Products

## **14. COMPETITIVE LANDSCAPE**

## 14.1. Company Profiles

### 14.1.1. Nestl?

- 14.1.1.1. Business Overview
- 14.1.1.2. Company Snapshot
- 14.1.1.3. Products & Services
- 14.1.1.4. Financials (As Per Availability)
- 14.1.1.5. Key Market Focus & Geographical Presence
- 14.1.1.6. Recent Developments
- 14.1.1.7. Key Management Personnel

### 14.1.2. Starbucks Coffee Company

### 14.1.3. JDE Peet's

### 14.1.4. Tchibo GmbH

### 14.1.5. Luigi Lavazza Spa

### 14.1.6. Strauss Coffee BV

### 14.1.7. The J.M. Smucker Company

### 14.1.8. Melitta Group

### 14.1.9. UCC Ueshima Coffee Co., Ltd.

### 14.1.10. Massimo Zanetti Beverage Group

## 15. STRATEGIC RECOMMENDATIONS

## 16. ABOUT US & DISCLAIMER

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