

# **India Green Coffee Market By Type (Arabica, Robusta), By Product (Roasted Coffee, Instant/Soluble Coffee, Green Coffee Bean Extract), By Distribution Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F**

<https://marketpublishers.com/r/l63F1F7841BFEN.html>

Date: August 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: l63F1F7841BFEN

## **Abstracts**

### **Market Overview**

India Green Coffee Market was valued at USD 1.65 Billion in 2025 and is expected to reach USD 2.32 Billion by 2031 with a CAGR of 5.84%. The India Green Coffee Market is witnessing steady growth, driven by rising health consciousness and increasing demand for natural antioxidants and weight management solutions. Green coffee beans, rich in chlorogenic acids, are gaining popularity among urban consumers seeking functional beverages and supplements. Key distribution channels include e-commerce platforms, specialty stores, and modern retail, enabling wider accessibility across tier-1 and tier-2 cities. Market players are focusing on product innovation, introducing organic, flavored, and instant green coffee variants to cater to diverse consumer preferences.

### **Key Market Drivers**

#### **Rising Health and Wellness Awareness**

One of the primary drivers of the India Green Coffee Market is the growing health and wellness consciousness among Indian consumers. In 2025, data from the National Family Health Survey (NFHS)-5 (2019–21) reveals that 24% of Indian women and 23%

of Indian men are overweight or obese. Urban populations, particularly millennials and working professionals, are increasingly seeking natural ways to maintain a healthy lifestyle, control weight, and manage stress. Green coffee beans are rich in chlorogenic acids, which are believed to support weight management, reduce blood sugar levels, and provide antioxidant benefits. Unlike traditional roasted coffee, green coffee is minimally processed, retaining most of its bioactive compounds. The surge in lifestyle-related diseases, such as obesity, diabetes, and cardiovascular disorders, has further prompted consumers to explore healthier beverage alternatives. Nutrition-focused social media campaigns, wellness blogs, and health-conscious communities are also spreading awareness about the benefits of green coffee, thereby driving adoption. Additionally, the influence of fitness enthusiasts and health professionals recommending natural supplements has strengthened consumer trust in green coffee products, positioning it as a functional beverage rather than just a regular coffee option.

## **Key Market Challenges**

### Limited Consumer Awareness and Misconceptions

Despite growing interest in health and wellness, one of the key challenges facing the India Green Coffee Market is limited consumer awareness and prevalent misconceptions about green coffee. Many potential consumers are unfamiliar with its benefits, preparation methods, and differences from regular roasted coffee. Misunderstandings, such as the belief that green coffee is bitter, ineffective for weight management, or difficult to brew, can hinder adoption. Urban consumers in tier-1 cities may be aware of functional beverages, but awareness in tier-2 and tier-3 cities remains low. Additionally, the lack of consistent education regarding dosage, brewing techniques, and health impacts prevents potential buyers from experimenting with green coffee products. This challenge is compounded by inconsistent messaging from brands and insufficient promotion by retailers, leading to hesitation and slow market penetration. Overcoming these misconceptions requires extensive consumer education, clear labeling, and awareness campaigns highlighting the health benefits and versatility of green coffee.

## **Key Market Trends**

### Growing Popularity of Ready-to-Drink and Instant Green Coffee Products

A notable trend in the Indian green coffee market is the increasing popularity of ready-to-drink (RTD) and instant green coffee products. Consumers, particularly urban

millennials and working professionals, are seeking convenience without compromising on health benefits. RTD green coffee beverages, along with instant powders and capsules, offer quick preparation, portability, and consistent flavor, catering to fast-paced lifestyles. Several domestic and international brands are investing in innovative packaging, such as single-serve sachets, cold-brew bottles, and eco-friendly containers, to enhance consumer appeal. The trend is also fueled by the growth of e-commerce and modern retail channels, which facilitate easy access to a variety of instant and RTD options. This shift towards convenient consumption formats is gradually transforming green coffee from a niche health supplement into a mainstream beverage option in India.

### **Key Market Players**

NKG India Coffee Pvt. Ltd.

South India Coffee Company

Tata Coffee Limited

Naivo Coffee Company

Umacoffee

Louis Dreyfus Company India Pvt. Ltd.

ITC Limited

M S Vidya Herbs Pvt. Ltd.

Regal Coffee Roasters LLP

Jayanthi Coffee

### **Report Scope:**

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

### India Green Coffee Market, By Type:

Arabica

Robusta

### India Green Coffee Market, By Product:

Roasted Coffee

Instant/Soluble Coffee

Green Coffee Bean Extract

### India Green Coffee Market, By Distribution Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

### India Green Coffee Market, By Region:

North

South

East

West

## **Competitive Landscape**

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

*India Green Coffee Market By Type (Arabica, Robusta), By Product (Roasted Coffee, Instant/Soluble Coffee, Gree...*

**Available Customizations:**

India Green 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).

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