

India Specialty Coffee Market By Age Group (18-24 Years, 25-39 Years, 40-59 Years, Above 60), By Distribution Channel (Retail, Away From Home), By Region, Competition, Forecast & Opportunities, 2021-2031F

<https://marketpublishers.com/r/I0B8DBA0C4F5EN.html>

Date: August 2025

Pages: 82

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

ID: I0B8DBA0C4F5EN

Abstracts

Market Overview

India Specialty Coffee Market was valued at USD 3.01 Billion in 2025 and is expected to reach USD 6.52 Billion by 2031 with a CAGR of 13.75%. The India specialty coffee market is witnessing robust growth, driven by rising consumer awareness about premium coffee, evolving taste preferences, and increasing caf? culture in urban areas. Specialty coffee, characterized by high-quality Arabica beans, unique flavor profiles, and traceable sourcing, appeals to millennials and health-conscious consumers seeking a premium experience. E-commerce platforms, subscription services, and ready-to-drink specialty coffee products are enhancing accessibility and convenience. Additionally, domestic coffee producers are investing in sustainable farming, organic certifications, and direct trade practices, boosting market credibility.

Key Market Drivers

Rising Consumer Awareness and Preference for Premium Coffee

A primary driver of the Indian specialty coffee market is the growing consumer awareness and preference for high-quality, premium coffee products. Over the past decade, urban Indian consumers have become increasingly knowledgeable about different coffee varieties, bean origins, and brewing methods. Exposure to international coffee culture through travel, social media, and global caf? chains has expanded their

palate and appreciation for specialty coffee. Consumers are now willing to pay a premium for Arabica beans, single-origin coffees, and ethically sourced products that promise unique flavors and enhanced quality. This trend is further reinforced by health-conscious lifestyles, where specialty coffee, often perceived as a fresher and more natural product, aligns with the demand for wholesome beverages over mass-produced alternatives. Specialty coffee's distinctive flavor profiles, such as fruity, nutty, or chocolaty notes, have gained particular popularity among millennials and working professionals seeking differentiated taste experiences. Consequently, this shift in consumer preference is incentivizing domestic producers, roasters, and caf? chains to innovate, diversify offerings, and focus on quality, which collectively fuels market growth.

Key Market Challenges

High Pricing and Affordability Concerns

One of the primary challenges in the Indian specialty coffee market is the relatively high cost of premium coffee products, which limits widespread adoption. Specialty coffee, often made from single-origin Arabica beans, requires meticulous cultivation, selective harvesting, and specialized roasting, all of which increase production costs. As a result, retail prices for specialty coffee—whether in caf?s, packaged beans, or ready-to-drink variants—are significantly higher than conventional coffee options. While urban millennials and affluent consumers are willing to pay a premium, price-sensitive segments, particularly in tier-2 and tier-3 cities, remain largely untapped. The high pricing also poses challenges for new entrants, who must balance quality with affordability to attract a broader customer base. Moreover, fluctuations in coffee bean prices due to seasonal variations, climatic impacts, or international market dynamics can further affect retail costs, making it difficult for brands to maintain consistent pricing without impacting profit margins or consumer demand. This affordability barrier continues to constrain the market's penetration, especially among middle-income households seeking value-for-money beverages.

Key Market Trends

Growth of Home Brewing and Artisanal Coffee Consumption

A significant trend shaping the Indian specialty coffee market is the rise of home brewing and artisanal coffee consumption. With increasing urbanization and the proliferation of e-commerce, consumers are increasingly experimenting with brewing

coffee at home using high-quality beans, grinders, and brewing equipment. Pour-over, French press, AeroPress, and cold brew methods are gaining popularity, reflecting a shift toward experiential coffee drinking rather than just convenience. The availability of single-origin beans, roast level customization, and home coffee kits allows consumers to recreate caf?-style experiences in their own kitchens. This trend is supported by social media and online communities where enthusiasts share brewing tips, recipes, and reviews, fostering a culture of experimentation and sophistication. As a result, home brewing is not only expanding the specialty coffee consumer base but also increasing awareness of premium coffee quality, flavor profiles, and sourcing, thereby influencing purchasing decisions and brand loyalty.

Key Market Players

Starbucks Coffee Company

F. Gavi?a & Sons, Inc.

Barista Coffee Company Limited

Coffee Day Enterprises Ltd.

Kurasu

Eight O'Clock Coffee Company

Keurig Green Mountain Inc.

Costa Coffee

The J.M. Smucker Company

Inspire Brands

Report Scope:

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

India Specialty Coffee Market, By Age Group:

18-24 Years

25-39 Years

40-59 Years

Above 60

India Specialty Coffee Market, By Distribution Channel:

Retail

Away From Home

India Specialty Coffee Market, By Region:

North

South

East

West

Competitive Landscape

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

Available Customizations:

India Specialty 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

India Specialty Coffee Market By Age Group (18-24 Years, 25-39 Years, 40-59 Years, Above 60), By Distribution...

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

Contents

1. INTRODUCTION

- 1.1. Product 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. INDIA SPECIALTY COFFEE MARKET OUTLOOK

- 4.1. Market Size & Forecast
 - 4.1.1. By Value
- 4.2. Market Share & Forecast
 - 4.2.1. By Age Group (18-24 Years, 25-39 Years, 40-59 Years, Above 60)
 - 4.2.2. By Distribution Channel (Retail, Away From Home)
 - 4.2.3. By Region
 - 4.2.4. By Company (2025)

4.3. Market Map

5. INDIA RETAIL SPECIALTY COFFEE MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Age Group

6. INDIA AWAY FROM HOME SPECIALTY COFFEE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Age Group

7. MARKET DYNAMICS

7.1. Drivers

7.2. Challenges

8. MARKET TRENDS & DEVELOPMENTS

8.1. Merger & Acquisition (If Any)

8.2. Product Launches (If Any)

8.3. Recent Developments

9. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

10. PORTERS FIVE FORCES ANALYSIS

10.1. Competition in the Industry

10.2. Potential of New Entrants

10.3. Power of Suppliers

10.4. Power of Customers

10.5. Threat of Substitute Products

11. INDIA ECONOMIC PROFILE

12. COMPETITIVE LANDSCAPE

12.1. Company Profiles

12.1.1. Starbucks Coffee Company

12.1.1.1. Business Overview

12.1.1.2. Company Snapshot

12.1.1.3. Products & Services

12.1.1.4. Financials (As Per Availability)

12.1.1.5. Key Market Focus & Geographical Presence

12.1.1.6. Recent Developments

12.1.1.7. Key Management Personnel

12.1.2. F. Gavi?a & Sons, Inc.

12.1.3. Barista Coffee Company Limited

12.1.4. Coffee Day Enterprises Ltd.

12.1.5. Kurasu

12.1.6. Eight O'Clock Coffee Company

12.1.7. Keurig Green Mountain Inc.

12.1.8. Costa Coffee

12.1.9. The J.M. Smucker Company

12.1.10. Inspire Brands

13. STRATEGIC RECOMMENDATIONS

14. ABOUT US & DISCLAIMER

I would like to order

Product name: India Specialty Coffee Market By Age Group (18-24 Years, 25-39 Years, 40-59 Years, Above 60), By Distribution Channel (Retail, Away From Home), By Region, Competition, Forecast & Opportunities, 2021-2031F

Product link: <https://marketpublishers.com/r/I0B8DBA0C4F5EN.html>

Price: US\$ 3,500.00 (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/I0B8DBA0C4F5EN.html>