

Decaf Coffee Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Form (Whole Bean, Ground, and Others), Nature (Plain and Flavored), Category (Organic and Conventional), Distribution Channel (Supermarkets and Hypermarkets, Convenience Store, Online Retail, and Others) and Geography

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Abstracts

The decaf coffee market size was valued at US\$ 6.74 billion in 2023 and is expected to reach US\$ 12.33 billion by 2031; it is estimated to register a CAGR of 7.8% from 2023 to 2031.

The major factors driving the decaf coffee market are the growing health awareness and rising demand of decaf coffee across specific demographics. Growth of online sales channel further creates lucrative opportunities for the market growth. Decaf coffee is witnessing a surge in interest due to increased health consciousness, lifestyle changes, and the demand for low-caffeine alternatives. The increase in e-commerce platforms is revolutionizing the market with a growing consumer base. As per the Food Industry Association, 6.0% of the total groceries sold in the US were through online sales channels. Moreover, the number of online grocery shoppers (female) in the US increased from 62% in 2023 to 66% in 2024. The number of Gen X online grocery shoppers in the US increased from 65% to 70% from 2023 to 2024.

E-commerce contributes significantly to the visibility of products, expanding market reach and fostering deep consumer engagement. It also facilitates entry into untapped

markets. Online sales channels also help brands experiment with innovative decaf coffee formats such as single-serve pods, specialty blends, and organic options. The integration of artificial intelligence and the data-driven nature of e-commerce also allow brands to analyze purchasing behavior and refine product offerings. The rise of coffee subscription culture further offers significant opportunities for the market growth. E-commerce amplifies brand storytelling and transparency in the decaf coffee market. Brands effectively communicate their commitment to sustainability, fair trade and health benefits, leveraging product descriptions. Thus, the growth of online sales channels and e-commerce platforms is expected to create lucrative opportunities for market growth.

In the decaf coffee market, Asia Pacific is expected to register highest CAGR during 2023-2031. Asia Pacific is expected to grow at the fastest CAGR over the forecast period due to the growing food service industry in the region driving the demand for decaf coffee as various restaurants, hotels, and cafes seek to offer premium decaf coffee options across the Asia Pacific market. According to Nespresso research, in 2022, nearly 30% of coffee drinkers in Australia drank decaf. Approximately half of this group was represented by 18–34 year old people. Australia's vibrant coffee culture, renowned for its focus on quality and taste, has encouraged local roasters and global brands to invest in high-quality decaf options. Key market players include Vittoria Coffee, Lavazza, and Nestle, as well as specialty roasters such as Seven Miles Coffee Roasters and St. Ali, which offer decaf blends that prioritize flavor retention through advanced decaffeinated methods. Moreover, the availability of decaf options in supermarkets and online platforms ensures widespread accessibility, reinforcing the decaf coffee market's growth within Australia's sophisticated coffee scene.

A few players operating in the global decaf coffee market include Nestle SA, illycaffè S.p.A., Luigi Lavazza SPA, Kraft Heinz Co, Fresh Roasted Coffee LLC, Lifeboost Coffee LLC, Koffee Kult Corp, JDE Peet's NV, Reily Foods Co, Snowy Elk Coffee Co, Lucaffe Pty Ltd, Karam Foods Industries Co. L.L.C., J M Smucker Co, Keurig Dr Pepper Inc, Esselon Coffee Roasting Inc, Christopher Bean Coffee Co, Crazy Cups, Caffè Vergnano, Massimo Zanetti Beverage Group, and Don Pablo Coffee. Players operating in the global decaf coffee market focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall global decaf coffee market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have

been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the decaf coffee market.

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15. APPENDIX

- 15.1 About The Insight Partners

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