

# Europe Decaf Coffee Market Forecast to 2031 - Regional Analysis - by Form (Whole Bean, Ground, and Others), Nature (Plain and Flavored), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Store, Online Retail, and Others)

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## Abstracts

The Europe Decaf Coffee Market was valued at 2,060.76 million in 2023 and is expected to reach US\$ 3,930.39 million by 2031; it is estimated to record a CAGR of 8.4% from 2023 to 2031.

### Rising Demand for Customization Drives Europe Decaf Coffee Market

The rising demand for customization is a significant driver of the decaf coffee market in Europe. Consumers increasingly seek personalized experiences in food and beverages, including coffee. This trend has been amplified by the popularity of specialty coffee shops and chains like Starbucks, Costa Coffee, and local artisanal cafes, which offer a wide range of coffee options, including decaffeinated choices. Customers are no longer content with standard coffee drinks but prefer to tailor their beverages to suit their taste preferences and dietary needs.

Decaf coffee has become a key part of this customization trend, with cafes offering various decaf options, from decaf espressos and lattes to decaf cold brews and flat whites. In response to consumer demand, many coffee shops now allow customers to choose from different decaffeination methods, such as Swiss Water Process or CO<sub>2</sub> Decaffeination, each preserving different flavor profiles. This level of customization appeals to health-conscious consumers who are not only concerned with caffeine intake

but also want to enjoy a high-quality, flavorful cup of coffee.

## Europe Decaf Coffee Market Overview

In Europe, there is a growing emphasis on health and wellness, leading to an increased awareness about the importance of consuming a balanced diet. Countries such as Germany, the UK, and Italy contribute significantly to the market growth. The consumer preference for high-quality, artisanal products drives the demand for specialty decaf coffee. Health trends, particularly among older demographics, and a rise in focus on organic and fair-trade certifications are shaping the market. The adoption of decaf coffee pods and capsules is growing due to convenience and compatibility with home brewing systems. As per the European Coffee Federation, green decaffeinated coffee imports increased substantially since 2014. The imports of green decaffeinated coffee and regular roasted coffee in EU27 are modest compared to exports of the same products, while the imports and the exports of decaffeinated roasted coffee and coffee extracts have increased drastically.

## Europe Decaf Coffee Market Revenue and Forecast to 2031 (US\$ Million)

### Europe Decaf Coffee Market Segmentation

The Europe decaf coffee market is categorized into form, nature, category, distribution channel, and country.

Based on form, the Europe decaf coffee market is categorized into whole bean, ground, and others. The ground segment held the largest market share in 2023.

In terms of nature, the Europe decaf coffee market is bifurcated into plain and flavored. The flavored segment held a larger market share in 2023.

By category, the Europe decaf coffee market is bifurcated into conventional and organic. The conventional segment held a larger market share in 2023.

Based on distribution channel, the Europe decaf coffee market is segmented into supermarkets and hypermarkets, convenience store, online retail, and others. The supermarkets and hypermarkets segment held the largest market share in 2023.

By country, the Europe decaf coffee market is segmented into Germany, France, Italy, Spain, the UK, and the Rest of Europe. The Rest of Europe dominated the Europe

decaf coffee market share in 2023.

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 are some of the leading companies operating in the Europe decaf coffee market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Europe decaf coffee market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the Europe decaf coffee market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth Europe market trends and outlook coupled with the factors driving the Europe decaf coffee market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - Europe Decaf Coffee Market

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

Caff? Vergnano

Massimo Zanetti Beverage Group

Don Pablo Coffee

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