

Middle East & Africa Decaf Coffee Market Forecast to 2031 - Regional Analysis - 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)

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Abstracts

The Middle East & Africa decaf coffee market was valued at 506.20 million in 2023 and is expected to reach US\$ 835.84 million by 2031; it is estimated to record a CAGR of 6.5% from 2023 to 2031.

Cultural Shift and Young Population Bolsters Middle East & Africa Decaf Coffee Market

In the Middle East & Africa region, the cultural shift and the young population are significant drivers for the growing demand for decaf coffee. The region has a large, youthful demographic, with a considerable portion of the population under the age of 30. This younger generation is more open to experimenting with new food and beverage trends, including healthier alternatives like decaffeinated coffee. As younger consumers increasingly focus on maintaining healthier lifestyles, there is a growing preference for products that align with their health-conscious values.

This demographic is also more exposed to global trends and brands, partly due to increased access to the internet, social media, and international travel. Young people in urban centers such as Dubai, Abu Dhabi, Cairo, and Johannesburg are increasingly adopting coffee culture, influenced by Western coffee trends, including the popularity of decaf options. In these areas, international coffee chains such as Starbucks have played a major role in promoting coffee consumption, offering a wide variety of coffee,

including decaf beverages. The younger population, more attuned to global health and wellness trends, is embracing decaf coffee as a beverage that allows them to enjoy coffee without the associated jitters or sleep disruptions caused by caffeine.

Moreover, as the region's younger generation becomes more focused on mental health and well-being, the demand for decaffeinated coffee aligns with their interest in reducing stress, improving sleep quality, and managing anxiety. As such, this cultural shift toward more health-conscious living is creating a robust market for decaf coffee in the Middle East & Africa, contributing to its rising popularity among young adults.

Middle East & Africa Decaf Coffee Market Overview

In the Middle East & Africa, the disposable income is rising among growing middle-class population. With the improved purchasing power, consumers are more inclined to explore a variety of products, including premium and exotic options. The presence of supermarket chains in countries across the Middle East further facilitates the availability and accessibility of decaf coffee. Local preferences for Arabic coffee, coupled with international trends, open avenues for decaf innovations in the region. According to the Saudi Press Agency report, Saudi Arabia imports between 70,000 and 90,000 tons of coffee every year, which is predicted to increase by 5% by 2026. The shifting consumer preferences and health trends are driving the decaf coffee market.

Middle East & Africa Decaf Coffee Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Decaf Coffee Market Segmentation

The Middle East & Africa decaf coffee market is categorized into form, nature, category, distribution channel, and country.

Based on form, the Middle East & Africa 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 Middle East & Africa decaf coffee market is bifurcated into plain and flavored. The flavored segment held a larger market share in 2023.

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

Based on distribution channel, the Middle East & Africa 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 Middle East & Africa decaf coffee market is segmented into South Africa, South Korea, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa 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, Reilly 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa market trends and outlook coupled with the factors driving the Middle East & Africa 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 - Middle East & Africa Decaf Coffee Market

Nestle SA

illycaff? 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

Lucaffè 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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