

North America 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 North America decaf coffee market was valued at 1,229.67 million in 2023 and is expected to reach US\$ 2,290.69 million by 2031; it is estimated to record a CAGR of 8.1% from 2023 to 2031.

Growing Health Awareness Fuels North America Decaf Coffee Market

A growing number of consumers experience side effects such as anxiety, insomnia, and digestive issues due to caffeine intake. The overdose of coffee causes several health effects, such as tremors, nausea, vomiting, abdominal pain, rapid breathing, irregular heart rate, panic attacks, and seizures. In the past few years, key market players have tapped into this challenge by launching varieties of decaffeinated coffee. Decaf coffee offers the flavor and experience of regular coffee with reduced or no caffeine content; hence, it is increasingly becoming a popular choice among health-conscious individuals. Decaf coffee provides an alternative to enjoy coffee without its adverse effects. The overconsumption of caffeine can trigger anxiety and stress. Decaf coffee supports mental well-being by reducing the caffeine load while maintaining the coffee-drinking routine. With the growing emphasis on getting good sleep, decaf coffee has become an alternative solution to coffee to avoid the adverse effects of caffeine on sleep.

Regulatory authorities such as FSSAI, Food Safety and Applied Nutrition (CFSA), The

European Food Safety Authority (EFSA) have highlighted the risk of coffee consumption among pregnant and lactating women, children, adolescents, young adults, and people with underlying heart and other health conditions. As per the research by Zydus Medical College and Hospital, regular caffeine consumption disturbs the parasympathetic system, leading to elevated blood pressure and heart rate. Due to its effect on the autonomic nervous system, regular caffeine consumption can increase the risk of hypertension and other cardiovascular diseases. Thus, the growing health awareness drives the decaf coffee market.

North America Decaf Coffee Market Overview

In North America, consumer preferences record a shift toward healthy food options, which has surged the demand for decaf coffee. Consumers seek premium, organic, and ethically sourced coffee options. Specialty coffee chains and major brands play a significant role in increasing the popularity of decaf coffee among millennials and older adults. As per an article published by Kerry plc in November 2024, in North America, consumers prefer coffee with specific health benefits, prioritizing energy support, immune support, and stress management. Moreover, 39% of young millennials are trying to cope up with stress management with the help of coffee. Coffee makes up 54% of the hot drinks category, making it a major category for innovation in the region. Thus, the booming coffee culture, coupled with a high preference for healthy products, drives the market growth.

North America Decaf Coffee Market Revenue and Forecast to 2031 (US\$ Million)

North America Decaf Coffee Market Segmentation

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

Based on form, the North America 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 North America decaf coffee market is bifurcated into plain and flavored. The flavored segment held a larger market share in 2023.

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

Based on distribution channel, the North America 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 North America decaf coffee market is segmented into the US, Canada, and Mexico. The US dominated the North America 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, 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, Caffè Vergnano, Massimo Zanetti Beverage Group, and Don Pablo Coffee are some of the leading companies operating in the North America 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 North America 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 North America 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 North America market trends and outlook coupled with the factors driving the North America 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 - North America 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

Lucaff? 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

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macroeconomic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country-level data:

4. NORTH AMERICA DECAF COFFEE MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
- 4.3 Ecosystem Analysis

5. NORTH AMERICA DECAF COFFEE MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Growing Health Awareness
 - 5.1.2 Rising Consumption Among Specific Demographics
- 5.2 Market Restraints
 - 5.2.1 Availability of Alternatives
- 5.3 Market Opportunities
 - 5.3.1 Growing Online Sales Channels and E-Commerce Platforms
- 5.4 Future Trends
 - 5.4.1 Diversification and Premiumization of Product Offering

5.5 Impact of Drivers and Restraints:

6. NORTH AMERICA DECAF COFFEE MARKET ANALYSIS

6.1 North America Decaf Coffee Market Volume (Kilo Tons), 2021-2031

6.2 North America Decaf Coffee Market Volume Forecast and Analysis (Kilo Tons)

6.3 North America Decaf Coffee Market Revenue (US\$ Million), 2023-2031

6.4 North America Decaf Coffee Market Forecast and Analysis

7. NORTH AMERICA DECAF COFFEE MARKET VOLUME AND REVENUE ANALYSIS - BY FORM

7.1 Whole Bean

7.1.1 Overview

7.1.2 Whole Bean: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.1.3 Whole Bean: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.2 Ground

7.2.1 Overview

7.2.2 Ground: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.2.3 Ground: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.3 Others

7.3.1 Overview

7.3.2 Others: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

7.3.3 Others: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

8. NORTH AMERICA DECAF COFFEE MARKET VOLUME AND REVENUE ANALYSIS - BY NATURE

8.1 Plain

8.1.1 Overview

8.1.2 Plain: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

8.1.3 Plain: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031

(US\$ Million)

8.2 Flavored

8.2.1 Overview

8.2.2 Flavored: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

8.2.3 Flavored: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9. NORTH AMERICA DECAF COFFEE MARKET VOLUME AND REVENUE ANALYSIS - BY CATEGORY

9.1 Organic

9.1.1 Overview

9.1.2 Organic: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

9.1.3 Organic: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9.2 Conventional

9.2.1 Overview

9.2.2 Conventional: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

9.2.3 Conventional: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10. NORTH AMERICA DECAF COFFEE MARKET VOLUME AND REVENUE ANALYSIS - BY DISTRIBUTION CHANNEL

10.1 Supermarkets and Hypermarkets

10.1.1 Overview

10.1.2 Supermarkets and Hypermarkets: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

10.1.3 Supermarkets and Hypermarkets: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.2 Convenience Store

10.2.1 Overview

10.2.2 Convenience Store: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

10.2.3 Convenience Store: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.3 Online Retail

10.3.1 Overview

10.3.2 Online Retail: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

10.3.3 Online Retail: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

10.4 Others

10.4.1 Overview

10.4.2 Others: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

10.4.3 Others: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

11. NORTH AMERICA DECAF COFFEE MARKET - COUNTRY ANALYSIS

11.1 North America

11.1.1 North America Decaf Coffee Market Revenue and Forecast and Analysis - by Country

11.1.1.1 North America Decaf Coffee Market Volume and Forecast and Analysis - by Country

11.1.1.2 North America Decaf Coffee Market Revenue and Forecast and Analysis - by Country

11.1.1.3 United States: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

11.1.1.3.1 United States: North America Decaf Coffee Market Share - by Form

11.1.1.3.2 United States: North America Decaf Coffee Market Share - by Nature

11.1.1.3.3 United States: North America Decaf Coffee Market Share - by Category

11.1.1.3.4 United States: North America Decaf Coffee Market Share - by Distribution

Channel

11.1.1.4 Canada: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

11.1.1.4.1 Canada: North America Decaf Coffee Market Share - by Form

11.1.1.4.2 Canada: North America Decaf Coffee Market Share - by Nature

11.1.1.4.3 Canada: North America Decaf Coffee Market Share - by Category

11.1.1.4.4 Canada: North America Decaf Coffee Market Share - by Distribution

Channel

11.1.1.5 Mexico: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

11.1.1.5.1 Mexico: North America Decaf Coffee Market Share - by Form

- 11.1.1.5.2 Mexico: North America Decaf Coffee Market Share - by Nature
- 11.1.1.5.3 Mexico: North America Decaf Coffee Market Share - by Category
- 11.1.1.5.4 Mexico: North America Decaf Coffee Market Share - by Distribution

Channel

12. COMPETITIVE LANDSCAPE

- 12.1 Heat Map Analysis by Key Players
- 12.2 Company Positioning and Concentration

13. INDUSTRY LANDSCAPE

- 13.1 Overview
- 13.2 Collaboration
- 13.3 Expansions
- 13.4 Company News
- 13.5 Mergers & Acquisitions

14. COMPANY PROFILES

- 14.1 Nestle SA
 - 14.1.1 Key Facts
 - 14.1.2 Business Description
 - 14.1.3 Products and Services
 - 14.1.4 Financial Overview
 - 14.1.5 SWOT Analysis
 - 14.1.6 Key Developments
- 14.2 illycaff? S.p.A.
 - 14.2.1 Key Facts
 - 14.2.2 Business Description
 - 14.2.3 Products and Services
 - 14.2.4 Financial Overview
 - 14.2.5 SWOT Analysis
 - 14.2.6 Key Developments
- 14.3 Luigi Lavazza SPA
 - 14.3.1 Key Facts
 - 14.3.2 Business Description
 - 14.3.3 Products and Services
 - 14.3.4 Financial Overview

- 14.3.5 SWOT Analysis
- 14.3.6 Key Developments
- 14.4 Kraft Heinz Co
 - 14.4.1 Key Facts
 - 14.4.2 Business Description
 - 14.4.3 Products and Services
 - 14.4.4 Financial Overview
 - 14.4.5 SWOT Analysis
 - 14.4.6 Key Developments
- 14.5 Fresh Roasted Coffee LLC
 - 14.5.1 Key Facts
 - 14.5.2 Business Description
 - 14.5.3 Products and Services
 - 14.5.4 Financial Overview
 - 14.5.5 SWOT Analysis
 - 14.5.6 Key Developments
- 14.6 Lifeboost Coffee LLC
 - 14.6.1 Key Facts
 - 14.6.2 Business Description
 - 14.6.3 Products and Services
 - 14.6.4 Financial Overview
 - 14.6.5 SWOT Analysis
 - 14.6.6 Key Developments
- 14.7 Koffee Kult Corp
 - 14.7.1 Key Facts
 - 14.7.2 Business Description
 - 14.7.3 Products and Services
 - 14.7.4 Financial Overview
 - 14.7.5 SWOT Analysis
 - 14.7.6 Key Developments
- 14.8 JDE Peet's NV
 - 14.8.1 Key Facts
 - 14.8.2 Business Description
 - 14.8.3 Products and Services
 - 14.8.4 Financial Overview
 - 14.8.5 SWOT Analysis
 - 14.8.6 Key Developments
- 14.9 Reily Foods Co
 - 14.9.1 Key Facts

- 14.9.2 Business Description
- 14.9.3 Products and Services
- 14.9.4 Financial Overview
- 14.9.5 SWOT Analysis
- 14.9.6 Key Developments
- 14.10 Snowy Elk Coffee Co
 - 14.10.1 Key Facts
 - 14.10.2 Business Description
 - 14.10.3 Products and Services
 - 14.10.4 Financial Overview
 - 14.10.5 SWOT Analysis
 - 14.10.6 Key Developments
- 14.11 Lucaffe Pty Ltd
 - 14.11.1 Key Facts
 - 14.11.2 Business Description
 - 14.11.3 Products and Services
 - 14.11.4 Financial Overview
 - 14.11.5 SWOT Analysis
 - 14.11.6 Key Developments
- 14.12 Karam Foods Industries Co. L.L.C.
 - 14.12.1 Key Facts
 - 14.12.2 Business Description
 - 14.12.3 Products and Services
 - 14.12.4 Financial Overview
 - 14.12.5 SWOT Analysis
 - 14.12.6 Key Developments
- 14.13 J M Smucker Co
 - 14.13.1 Key Facts
 - 14.13.2 Business Description
 - 14.13.3 Products and Services
 - 14.13.4 Financial Overview
 - 14.13.5 SWOT Analysis
 - 14.13.6 Key Developments
- 14.14 Keurig Dr Pepper Inc
 - 14.14.1 Key Facts
 - 14.14.2 Business Description
 - 14.14.3 Products and Services
 - 14.14.4 Financial Overview
 - 14.14.5 SWOT Analysis

- 14.14.6 Key Developments
- 14.15 Esselon Coffee Roasting Inc
 - 14.15.1 Key Facts
 - 14.15.2 Business Description
 - 14.15.3 Products and Services
 - 14.15.4 Financial Overview
 - 14.15.5 SWOT Analysis
 - 14.15.6 Key Developments
- 14.16 Christopher Bean Coffee Co
 - 14.16.1 Key Facts
 - 14.16.2 Business Description
 - 14.16.3 Products and Services
 - 14.16.4 Financial Overview
 - 14.16.5 SWOT Analysis
 - 14.16.6 Key Developments
- 14.17 Crazy Cups
 - 14.17.1 Key Facts
 - 14.17.2 Business Description
 - 14.17.3 Products and Services
 - 14.17.4 Financial Overview
 - 14.17.5 SWOT Analysis
 - 14.17.6 Key Developments
- 14.18 Caff? Vergnano
 - 14.18.1 Key Facts
 - 14.18.2 Business Description
 - 14.18.3 Products and Services
 - 14.18.4 Financial Overview
 - 14.18.5 SWOT Analysis
 - 14.18.6 Key Developments
- 14.19 Massimo Zanetti Beverage Group
 - 14.19.1 Key Facts
 - 14.19.2 Business Description
 - 14.19.3 Products and Services
 - 14.19.4 Financial Overview
 - 14.19.5 SWOT Analysis
 - 14.19.6 Key Developments
- 14.20 Don Pablo Coffee
 - 14.20.1 Key Facts
 - 14.20.2 Business Description

- 14.20.3 Products and Services
- 14.20.4 Financial Overview
- 14.20.5 SWOT Analysis
- 14.20.6 Key Developments

15. APPENDIX

- 15.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. North America Decaf Coffee Market Segmentation

Table 2. North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Table 3. North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Table 4. North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Form

Table 5. North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Form

Table 6. North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Nature

Table 7. North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Nature

Table 8. North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Category

Table 9. North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 10. North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Distribution Channel

Table 11. North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Distribution Channel

Table 12. North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Country

Table 13. North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Country

Table 14. United States: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Form

Table 15. United States: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Form

Table 16. United States: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Nature

Table 17. United States: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Nature

Table 18. United States: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Category

Table 19. United States: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 20. United States: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Distribution Channel

Table 21. United States: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Distribution Channel

Table 22. Canada: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Form

Table 23. Canada: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Form

Table 24. Canada: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Nature

Table 25. Canada: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Nature

Table 26. Canada: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Category

Table 27. Canada: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 28. Canada: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Distribution Channel

Table 29. Canada: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Distribution Channel

Table 30. Mexico: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Form

Table 31. Mexico: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Form

Table 32. Mexico: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Nature

Table 33. Mexico: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Nature

Table 34. Mexico: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Category

Table 35. Mexico: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Category

Table 36. Mexico: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons) - by Distribution Channel

Table 37. Mexico: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Distribution Channel

List Of Figures

LIST OF FIGURES

- Figure 1. North America Decaf Coffee Market Segmentation - Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. North America Decaf Coffee Market - Key Market Dynamics
- Figure 4. Impact Analysis of Drivers and Restraints
- Figure 5. North America Decaf Coffee Market Volume (Kilo Tons), 2021-2031
- Figure 6. North America Decaf Coffee Market Revenue (US\$ Million), 2023-2031
- Figure 7. North America Decaf Coffee Market Share (%) - Form, 2023 and 2031
- Figure 8. Whole Bean: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 9. Whole Bean: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 10. Ground: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 11. Ground: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 12. Others: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 13. Others: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 14. North America Decaf Coffee Market Share (%) - Nature, 2023 and 2031
- Figure 15. Plain: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 16. Plain: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 17. Flavored: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 18. Flavored: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 19. North America Decaf Coffee Market Share (%) - Category, 2023 and 2031
- Figure 20. Organic: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)
- Figure 21. Organic: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)
- Figure 22. Conventional: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Figure 23. Conventional: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 24. North America Decaf Coffee Market Share (%) - Distribution Channel, 2023 and 2031

Figure 25. Supermarkets and Hypermarkets: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Figure 26. Supermarkets and Hypermarkets: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 27. Convenience Store: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Figure 28. Convenience Store: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 29. Online Retail: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Figure 30. Online Retail: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 31. Others: North America Decaf Coffee Market - Volume and Forecast, 2021-2031 (Kilo Tons)

Figure 32. Others: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 33. North America Decaf Coffee Market Breakdown by Key Countries, 2023 and 2031 (%)

Figure 34. United States: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 35. Canada: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 36. Mexico: North America Decaf Coffee Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 37. Heat Map Analysis by Key Players

Figure 38. Company Positioning and Concentration

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Product name: North America 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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