

# Global Coffee Market: Industry Analysis & Outlook (2019-2023)

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## Abstracts

Coffee is a brewed drink prepared from roasted coffee beans. It is the world's most popular beverage that is consumed by almost everyone to release their stress and boost up the energy level. In the commercial coffee industry, there are two important coffee species — Arabica and Robusta, that are cultivated according to their respective suitable climate conditions. The potential health benefits associated with drinking coffee include protecting against diabetes, Parkinson's disease, liver disease and promoting a healthy heart. There is a significant increase in the acceptance and appreciation of coffee as a beverage worldwide.

The global coffee market has seen a lot of innovative changes in recent years. Consumers are increasingly becoming aware of the health benefits of organic and naturally-sourced products in the food and beverage industry. The demand patterns and consumption habits of consumers are evolving with innovative changes in the global coffee market. The preference and demand for roast & ground coffee and soluble coffee is rising because of their related benefits. Rise in coffee consumption, expanding disposable income, changing consumers' consumption patterns, innovative packaging, and accelerating demand for ready-to-drink coffee, gourmet, and specialty coffee beverages are some of the primary factors driving the growth of the global coffee market.

Brazil is considered as the world's largest coffee producer and exporter. The abundant coffee plantation in Brazil is supported by its favorable climate conditions. The largest international buyers of Brazilian coffee are Japan, Italy, the United States, and Germany.

The global coffee market is consolidated with four key players such as Nestle S.A., The

Kraft Heinz Company, The J.M. Smucker Company and Starbucks Corporation. These key players are covering major shares of the global coffee market. Nestle S.A. is leading the market amongst all the key players because of its high market value and consistency in the products quality. The effective strategy implementation of these key players has contributed to the expansion of the global coffee market.

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