

Cold Brew Coffee Market Size, Share, and Outlook, 2025 Report- By Type (Arabica, Robusta, Others), Application (Supermarkets and Hypermarkets, Independent Coffee Shops, Specialty Coffee Shops, Retail Stores, Online, Others, Caffeine Content, Regular, Decaffeinated), and Companies, 2021-2032

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Abstracts

Cold Brew Coffee Market Outlook

The global Cold Brew Coffee market is expected to register a growth rate of 18.4% during the forecast period from \$705.1 Billion in 2024 to \$2723.1 Billion in 2032. The Cold Brew Coffee market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Cold Brew Coffee segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Arabica, Robusta, Others), Application (Supermarkets and Hypermarkets, Independent Coffee Shops, Specialty Coffee Shops, Retail Stores, Online, Others, Caffeine Content, Regular, Decaffeinated). Over 70 tables and charts showcase findings from our latest survey report on Cold Brew Coffee markets.

Cold Brew Coffee Market Insights, 2025

The cold brew coffee market in 2025 continues its impressive growth trajectory, driven by evolving consumer preferences for smooth, low-acid, and ready-to-drink coffee options. Increasingly popular among Millennials and Gen Z, cold brew offers a milder caffeine experience with complex flavor profiles that suit the health-conscious and

premium-seeking segments alike. Innovations focus on ready-to-drink formats with added functional ingredients such as collagen, MCT oil, or vitamins, targeting wellness enthusiasts. Sustainability is also a key factor, with brands emphasizing ethically sourced beans, recyclable packaging, and transparent supply chains. Expansion in retail and convenience stores complements e-commerce growth, while collaborations with coffee shops and local roasters further diversify product offerings. Cold brew's versatility in cocktails and culinary applications presents additional market opportunities.

Five Trends that will define global Cold Brew Coffee market in 2025 and Beyond

A closer look at the multi-million global market for Cold Brew Coffee identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Cold Brew Coffee companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Cold Brew Coffee industry?

The Cold Brew Coffee sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Cold Brew Coffee Market Segment Insights

The Cold Brew Coffee industry presents strong offers across categories. The analytical report offers forecasts of Cold Brew Coffee industry performance across segments and countries. Key segments in the industry include By Type (Arabica, Robusta, Others), Application (Supermarkets and Hypermarkets, Independent Coffee Shops, Specialty Coffee Shops, Retail Stores, Online, Others, Caffeine Content, Regular, Decaffeinated). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for

Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Cold Brew Coffee market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Cold Brew Coffee industry ecosystem. It assists decision-makers in evaluating global Cold Brew Coffee market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Cold Brew Coffee industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Cold Brew Coffee Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Cold Brew Coffee Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Cold Brew Coffee with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes

the market outlook. The report analyses the key Cold Brew Coffee market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Cold Brew Coffee market Insights Executives are most excited about opportunities for the US Cold Brew Coffee industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Cold Brew Coffee companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Cold Brew Coffee market.

Latin American Cold Brew Coffee market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Cold Brew Coffee Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Cold Brew Coffee markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Cold Brew Coffee markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Cold Brew Coffee companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Nestlé S.A., Tingyi (Cayman Islands) Holding Corporation, The Coca Cola Company, UCC Holdings Co., Ltd., Starbucks Corporation, illycaffè S.p.A., Luigi Lavazza S.p.A., Coffee Roasting Company Schreyogg, Dunkin' Brands Group, Inc., La Colombe Coffee Roasters, High Brew Coffee, Califia Farms, LLC.

Cold Brew Coffee Market Scope

Leading Segments

By Type

Arabica

Robusta

Others

By Application

Supermarkets and Hypermarkets

Independent Coffee Shops

Specialty Coffee Shops

Retail Stores

Online

Others

By Caffeine Content

Regular

Decaffeinated

Leading Companies

Nestl? S.A.

Tingyi (Cayman Islands) Holding Corporation

The Coca Cola Company

UCC Holdings Co., Ltd.

Starbucks Corporation

illycaff? S.p.A.

Luigi Lavazza S.p.A.

Coffee Roasting Company Schreyogg

Dunkin' Brands Group, Inc.

La Colombe Coffee Roasters

High Brew Coffee

Califia Farms, LLC

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Cold Brew Coffee Market Size, Share, and Outlook, 2025 Report- By Type (Arabica, Robusta, Others), Application...

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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By Type

Arabica

Robusta

Others

By Application

Supermarkets and Hypermarkets

Independent Coffee Shops

Specialty Coffee Shops

Retail Stores

Online

Others

By Caffeine Content

Regular

Decaffeinated

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Tingyi (Cayman Islands) Holding Corporation

The Coca Cola Company

UCC Holdings Co., Ltd.

Starbucks Corporation

illycaff? S.p.A.

Luigi Lavazza S.p.A.

Coffee Roasting Company Schreyogg

Dunkin' Brands Group, Inc.

La Colombe Coffee Roasters
High Brew Coffee

Califia Farms, LLC

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