

# **Specialty Coffee Market Size, Share, and Outlook, 2025 Report- By Grade (Below 90, Above 90), Application (Residential, Commercial), Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Convenience Stores and Retailers, Online, Others), and Companies, 2021-2032**

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## **Abstracts**

### Specialty Coffee Market Outlook

The global Specialty Coffee market is expected to register a growth rate of 10.5% during the forecast period from \$132.6 Billion in 2024 to \$294.7 Billion in 2032. The Specialty 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 Specialty Coffee segments across 22 countries from 2021 to 2032. Key segments in the report include By Grade (Below 90, Above 90), Application (Residential, Commercial), Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Convenience Stores and Retailers, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Specialty Coffee markets.

### Specialty Coffee Market Insights, 2025

The specialty coffee market in 2025 is thriving on the back of a global movement toward quality, traceability, and meaningful consumption experiences. Consumers are becoming more discerning, seeking out single-origin beans, precision brewing methods, and sustainable sourcing practices. Third-wave coffee culture continues to shape

market expectations, with baristas, roasters, and growers celebrated as artisans and educators. Specialty cafés are transforming into experiential hubs offering cupping sessions, coffee subscriptions, and direct-to-consumer e-commerce. Meanwhile, innovations like cold brew, nitro coffee, and RTD specialty blends are capturing on-the-go and younger demographics. Transparent supply chains, fair trade certification, and climate-resilient farming techniques are increasingly critical as both ethical and environmental pressures grow. The specialty coffee market is no longer about just caffeine—it's about provenance, process, and personal values, making it a powerful convergence of passion, performance, and purpose.

## Five Trends that will define global Specialty Coffee market in 2025 and Beyond

A closer look at the multi-million global market for Specialty Coffee identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Specialty 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 Specialty Coffee industry?

The Specialty 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.

## Specialty Coffee Market Segment Insights

The Specialty Coffee industry presents strong offers across categories. The analytical report offers forecasts of Specialty Coffee industry performance across segments and countries. Key segments in the industry include By Grade (Below 90, Above 90), Application (Residential, Commercial), Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Convenience Stores and Retailers, Online, Others). 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, Specialty 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 Specialty Coffee industry ecosystem. It assists decision-makers in evaluating global Specialty Coffee market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

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

### Asia Pacific Specialty 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 Specialty 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 Specialty 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 Specialty Coffee market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

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

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Specialty 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 Specialty Coffee market.

Latin American Specialty 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 Specialty 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 Specialty 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 Specialty Coffee markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Specialty 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 Blue Bottle Coffee Company, Caribou Coffee Company, Inc., Eight O'Clock Coffee Company, Fuglen, Joe and The Juice, Keurig Dr Pepper Inc., La Colombe Coffee Roasters, Luigi Lavazza S.p.A., Sonny, Strauss Group Ltd., The Coffee Bean and Tea Leaf, The J.M. Smucker Company, Wayne's Coffee.

### Specialty Coffee Market Scope

#### Leading Segments

#### By Application

##### Residential

##### Commercial

#### By Grade

##### Below 90

##### Above 90

#### By Distribution Channel

##### Hypermarkets and Supermarkets

##### Specialty Stores

##### Convenience Stores and Retailers

##### Online

##### Others

## Leading Companies

Blue Bottle Coffee Company

Caribou Coffee Company, Inc.

Eight O'Clock Coffee Company

Fuglen

Joe and The Juice

Keurig Dr Pepper Inc.

La Colombe Coffee Roasters

Luigi Lavazza S.p.A.

Sonny

Strauss Group Ltd.

The Coffee Bean and Tea Leaf

The J.M. Smucker Company

Wayne's Coffee

## Geographies

North AmericaUS, Canada, Mexico

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

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

Latin AmericaBrazil, 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.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Specialty Coffee Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Specialty Coffee Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL SPECIALTY COFFEE MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Specialty Coffee Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. SPECIALTY COFFEE MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Application
  - Residential
  - Commercial
- By Grade
  - Below
  - Above
- By Distribution Channel
  - Hypermarkets and Supermarkets
  - Specialty Stores
  - Convenience Stores and Retailers
  - Online
  - Others

## **6. GLOBAL SPECIALTY COFFEE MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

## **6. NORTH AMERICA SPECIALTY COFFEE MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024

## 6.2 North America Specialty Coffee Market Trends and Growth Opportunities

6.2.1 North America Specialty Coffee Market Outlook by Type

6.2.2 North America Specialty Coffee Market Outlook by Application

## 6.3 North America Specialty Coffee Market Outlook by Country

6.3.1 The US Specialty Coffee Market Outlook, 2021- 2032

6.3.2 Canada Specialty Coffee Market Outlook, 2021- 2032

6.3.3 Mexico Specialty Coffee Market Outlook, 2021- 2032

## 7. EUROPE SPECIALTY COFFEE MARKET SIZE OUTLOOK

### 7.1 Key Market Statistics, 2024

### 7.2 Europe Specialty Coffee Market Trends and Growth Opportunities

7.2.1 Europe Specialty Coffee Market Outlook by Type

7.2.2 Europe Specialty Coffee Market Outlook by Application

### 7.3 Europe Specialty Coffee Market Outlook by Country

7.3.2 Germany Specialty Coffee Market Outlook, 2021- 2032

7.3.3 France Specialty Coffee Market Outlook, 2021- 2032

7.3.4 The UK Specialty Coffee Market Outlook, 2021- 2032

7.3.5 Spain Specialty Coffee Market Outlook, 2021- 2032

7.3.6 Italy Specialty Coffee Market Outlook, 2021- 2032

7.3.7 Russia Specialty Coffee Market Outlook, 2021- 2032

7.3.8 Rest of Europe Specialty Coffee Market Outlook, 2021- 2032

## 8. ASIA PACIFIC SPECIALTY COFFEE MARKET SIZE OUTLOOK

### 8.1 Key Market Statistics, 2024

### 8.2 Asia Pacific Specialty Coffee Market Trends and Growth Opportunities

8.2.1 Asia Pacific Specialty Coffee Market Outlook by Type

8.2.2 Asia Pacific Specialty Coffee Market Outlook by Application

### 8.3 Asia Pacific Specialty Coffee Market Outlook by Country

8.3.1 China Specialty Coffee Market Outlook, 2021- 2032

8.3.2 India Specialty Coffee Market Outlook, 2021- 2032

8.3.3 Japan Specialty Coffee Market Outlook, 2021- 2032

8.3.4 South Korea Specialty Coffee Market Outlook, 2021- 2032

8.3.5 Australia Specialty Coffee Market Outlook, 2021- 2032

8.3.6 South East Asia Specialty Coffee Market Outlook, 2021- 2032

8.3.7 Rest of Asia Pacific Specialty Coffee Market Outlook, 2021- 2032

## 9. SOUTH AMERICA SPECIALTY COFFEE MARKET SIZE OUTLOOK

### 9.1 Key Market Statistics, 2024

### 9.2 South America Specialty Coffee Market Trends and Growth Opportunities

#### 9.2.1 South America Specialty Coffee Market Outlook by Type

#### 9.2.2 South America Specialty Coffee Market Outlook by Application

### 9.3 South America Specialty Coffee Market Outlook by Country

#### 9.3.1 Brazil Specialty Coffee Market Outlook, 2021- 2032

#### 9.3.2 Argentina Specialty Coffee Market Outlook, 2021- 2032

#### 9.3.3 Rest of South and Central America Specialty Coffee Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA SPECIALTY COFFEE MARKET SIZE OUTLOOK**

### 10.1 Key Market Statistics, 2024

### 10.2 Middle East and Africa Specialty Coffee Market Trends and Growth Opportunities

#### 10.2.1 Middle East and Africa Specialty Coffee Market Outlook by Type

#### 10.2.2 Middle East and Africa Specialty Coffee Market Outlook by Application

### 10.3 Middle East and Africa Specialty Coffee Market Outlook by Country

#### 10.3.1 Saudi Arabia Specialty Coffee Market Outlook, 2021- 2032

#### 10.3.2 The UAE Specialty Coffee Market Outlook, 2021- 2032

#### 10.3.3 Rest of Middle East Specialty Coffee Market Outlook, 2021- 2032

#### 10.3.4 South Africa Specialty Coffee Market Outlook, 2021- 2032

#### 10.3.5 Egypt Specialty Coffee Market Outlook, 2021- 2032

#### 10.3.6 Rest of Africa Specialty Coffee Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

### 11.1 Leading 10 Companies

Blue Bottle Coffee Company

Caribou Coffee Company, Inc.

Eight O'Clock Coffee Company

Fuglen

Joe and The Juice

Keurig Dr Pepper Inc.

La Colombe Coffee Roasters

Luigi Lavazza S.p.A.

Sonny

Strauss Group Ltd.

The Coffee Bean and Tea Leaf

The J.M. Smucker Company

Wayne's Coffee

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

## **12. APPENDIX**

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

## I would like to order

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