

Coffee Roaster Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The global coffee roaster market is projected to witness a CAGR of 7.15% over the next five years.

The increasing consumer demand for fresh and aromatic coffee, which the roasting process provides, drives the market. Additionally, the growing number of coffee outlets is boosting the market's sales. Further, the introduction of new coffee flavor blends by global brands and advancements in coffee equipment technology fuel market growth.

There has been a spike in demand for coffee over the past few years, i.e., there has been an increase in both at-home and out-of-home coffee consumption. According to USDA, unroasted Arabica coffee, which increased from 68% of the unroasted coffee trade in 2011-12 to 80% in 2020-21, dominated the United States imports. Unroasted Arabica coffee imports increased in volume by 3.3 million bags to reach 19.4 million during this time, while unroasted Robusta coffee imports decreased by 2.6 million bags to reach 3.5 million. Imports of unroasted, decaffeinated coffee that is not Arabica nor Robusta have fallen by 100,000 bags to 1.5 million.

Other significant factors projected to drive market growth in the upcoming years include the growing number of coffee shop chains and the rising trend of the culture of frequent cafes. In addition to rising coffee consumption, coffee output has increased as well.

Coffee Roaster Market Trends

Increased Consumption of Fresh Coffee

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Growing demand for fresh, flavorful, and aromatic coffee from end-users is expected to drive the coffee roasting machines market during the forecast period. This is primarily because fresh-roasted coffee has many benefits. It contains antioxidants and nutrients, which boost the immune system and help prevent cancer and other life-threatening diseases. Furthermore, to expand the presence of their brands, the leading companies are engaging in coffee innovations with value-added coffee-based RTD products, flavor-added coffee, and many more to attract more consumers toward roaster coffee.

The rising demand for coffee in hotels, restaurants, and office cafeterias is one of the primary factors driving the growth of the whole-bean coffee segment, which is driving the market studied. According to a survey conducted by the Institute for Scientific Information on Coffee (ISIC), as of 2021, 68% of the respondents stated that they often consumed coffee while working. This trend is leading to massive demand in European countries, like Germany, as consumers are becoming increasingly conscious about the quality of their coffee.

Europe Holds a Major Share in the Market

The growing number of coffee outlets with newly formulated blends of flavor in the European region is enhancing market sales. In addition, international events and shows held in the region have further fueled the market growth. For instance, the World of Coffee, one of Europe's largest specialty trade shows, was organized in Berlin. Over 250 exhibitors from 50 countries participated, displaying the latest products and innovations in the coffee market, including coffee roasters, baristas, producers, and other professionals. Starbucks Coffee Company offers whole bean coffee under different categories providing all types of roasts across Europe. It uses only 100% arabica beans. These arabica trees thrive at higher altitudes, typically between 3,000 and 6,000 feet. These beans contain approximately 1% caffeine by weight.

Additionally, the Europe & Middle East Coffee Symposium offered a cutting-edge networking opportunity for top executives from across the coffee shops, food-to-go, and food service landscape. Furthermore, health consciousness is also driving the ground coffee market, as consumers prefer green ground coffee because it has chlorogenic acid content, which slows down the absorption of carbohydrates and helps in the breakdown of fat.

Coffee Roaster Market Competitor Analysis

The global market for coffee roasters is highly competitive, owing to the presence of prominent regional and domestic players in different countries. Therefore, emphasis is given to the merger, expansion, acquisition, and partnership, along with new product developments, as the leading companies adopt strategic approaches to boost their brand presence. Some prominent players in the market include US Roaster Corp., Coffee Holding Company Inc., Behmor Inc., Iron & Fire Coffee Roasters, and Giesen Coffee Roasters.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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