

Out-Of-Home Coffee Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The out-of-home coffee market is poised to grow at a CAGR of 3.92% in the forecasted years.

The market is primarily driven by consumers' extensive coffee consumption patterns worldwide. Coffee is one commonly preferred beverage people can also consume in workplaces. For instance, the National Coffee Association (NCAUSA) revealed that coffee consumption among the age groups 18-24 years old increased, and about 66% of the United States aged above 18 consume coffee frequently, and 28% of the coffee drinkers in the country account for Out of home coffee as of January 2022.

Moreover, ready-to-drink coffee places are preferred as socializing places where consumers like to meet and hang out for the taste and ambiance of the retail establishment. Coffee products like traditional coffee and specialty coffee, such as lattes, espresso, and cappuccino, were commonly preferred by consumers. In recent times, flavored coffee is also gaining importance for its taste. Owing to the out-of-home coffee demand, manufacturers are expanding their geographical presence by increasing their outlet network to reach the maximum number of consumers in the market. For instance, according to the company's annual report, Starbucks corporation expanded its retail establishment network from 32,660 outlets in 2020 to 33,833 outlets by the end of 2021.

The coronavirus outbreak affected hundreds of thousands of people worldwide. The lockdown in March 2020 led to the closure of all pubs, cafes, and restaurants almost everywhere. During this time, the entire industry more or less came to a complete halt. Some restaurants remained open for delivery and takeaway. Therefore, most coffee consumers purchased their coffee via online delivery channels. Many consumers ordered their coffee online, increasing the consumption of at-home coffee, or are increasingly purchased ready-to-drink coffee, which created a sharp decline in out-of-home coffee consumption. However, with situations returning to normalcy, there is a rise in consumer adoption of out-of-home coffee.

Out-of-home Coffee Market Trends

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Increasing Number of Working Age Population Uplifting the Presences of Coffee Houses

Increasing global exposure, western culture, and penetration of established coffee brands are anticipated to be the key factors driving the growth of coffee chain expansion, especially in the Asia-Pacific region. In the recent past, coffee shops witnessed tremendous growth, as outlets were gaining popularity as hangout zones for friends, family, colleagues, and business associates. The increased acceptance of coffee is attributed to the emergence of premium stores from companies such as Coffee Day Enterprises Ltd, Starbucks Corporation, and Barista Coffee Co. Ltd, among others, fuelling the market growth. Moreover, these outlets have ushered in an experiential element to coffee drinking by creating an attractive and relaxing ambiance. Changing work patterns of business executives are also driving the demand for such coffee shops/cafes, as these outlets offer services such as free Wi-Fi, entertainment zones, etc. The European region sees significant popularity of the coffee-drinking culture, especially among urban residents, which is, in turn, strengthening the average growth rate of cafes/bars in terms of value sales and transactions.

Europe Holds a Significant Share in the Global Market

Europe represents the largest area in terms of coffee consumption away from home, followed by North America and Asia. France is the third-largest coffee-consuming country in Europe, after Germany and Italy. According to a survey conducted by the Institute for Scientific Information on Coffee (ISIC) in 2021, most respondents said they often consumed coffee while working. This trend is leading to a massive demand for coffee in European countries, like Germany, Italy, Spain, and the United Kingdom, as consumers are becoming increasingly conscious of their coffee quality. Single-origin coffee and specialty coffees like flavored, lattes, and cappuccino were among the commonly referred types among the consumers in the region. The region encountered a rapid rise in specialty coffee shops in recent years, like Ten Belles, Hollybelly, and Telescope, offering different flavors and types of coffees to consumers, paving the way for fresher innovative/customized blends in the market.

Out-of-home Coffee Market Competitor Analysis

The out-of-home coffee market is highly competitive. Players like Nestle, JM Smucker Company, JAB Holding Company, Kraft Heinz Company, and Starbucks dominate the market. There is a significant increase in the demand for gourmet coffee, primarily due to the growth of specialty coffee chains in the country. There is a massive shift toward gourmet coffee in countries like the United States. Major coffee companies are tapping into the gourmet coffee segment to expand their product offerings in the market. Private-label brands like Tchibo GmbH focus on increasing their share in the coffee market through global and domestic sales. Moreover, the company mentioned above engages the consumers with its innovation and expansion strategies, thereby maintaining its competitive position among the top players.

Additional Benefits:

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

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