

**India Coffee Cafe Market, By Ownership (Chained Outlets and Standalone Outlets),
By Services (In-Dine and Take Away), By Product Offering (Coffee, Tea, Other
Beverages, Snacks, and Others (Cookies, Confectionery, Pastries, Cake etc.)), By
Chained Cafes (Domestic Vs. International Brands), By Region, By Company, Forecast
& Opportunities, 2019-2029F**

Market Report (3 business days) | 2023-09-11 | 90 pages | TechSci Research

AVAILABLE LICENSES:

- Single User License \$3500.00
- Multi-User License \$4500.00
- Custom Research License \$7500.00

Report description:

India Coffee Cafe market is expected to be driven in the forecast period 2025-2029, owing to changing consumer preferences, expansion of international coffee chains, and innovation and diversification of menu offerings in coffee cafes.

India Coffee Cafe Market Scope

India Coffee Cafe market is defined as a part of food and beverage industry that involves operation of cafes with the prime focus towards serving coffee-based beverages, along with certain snack items and other beverage offerings. This market includes diverse types of cafes, such as standalone cafes which can be local cafes and chain cafes to cater to the diverse range of consumers, including millennials, working professionals, students, and tourists.

India Coffee Cafe Market Overview

India coffee cafe market has seen significant growth in recent years, driven by changing consumer preferences, urbanization, and a growing middle class with disposable income. Coffee was once considered to be a niche beverage in India. However, it has gained popularity among the younger generation, and has become a significant part of urban lifestyle and culture.

With the growing demand for special coffee, artisanal brews, and unique coffee experiences, consumers are increasingly seeking high-quality coffee, a wide variety of brewing methods, and a comfortable ambiance in coffee cafes, leading to increased innovation in menu offerings, brewing techniques, and store designs.

The demand for coffee cafes varies across different regions in India. In terms of cities, metropolitan cities have a higher number of coffee cafe outlets, with the growing demand from students and working-class groups. In addition, the south region includes cities

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

like Bengaluru, Chennai, and Hyderabad, which have a strong coffee culture and are known for offering coffee beans in the nation.. India is the sixth-largest producer and fifth-largest exporter of coffee globally. Furthermore, within Asia-Pacific, India is considered as the third-largest producer and exporter of coffee. According to a study, there was around 299,300 million tons (MT) of coffee production in 2019-2020, that reached to around 342,000 million tons (MT) in 2020-21. However, the country's coffee exports are about 70% of its production and its domestic consumption is around 30%.

With consumers becoming more aware of the health benefits of coffee, such as better focus, faster metabolism, and antioxidants, there has been an increase in demand for coffee as a healthier beverage option. Coffee cafes are also perceived as offering a more upscale and healthy option than traditional tea stalls or other beverage outlets, ultimately boosting the market growth over the anticipated period.

India Coffee Cafe Market Drivers

The coffee cafe culture is gaining popularity among millennials who seek unique experiences and are willing to spend on high-quality coffee and a comfortable cafe ambiance. As more people move to urban areas for work and leisure, coffee cafes have become popular places for socializing, networking, and relaxation. These drivers are expected to continue fueling the growth of the India coffee cafe market.

Additionally, due to exposure to coffee trends and the availability of specialty coffee cafes, Indian consumers are becoming more aware of the different types of coffee available including brewing techniques and flavors, driving the coffee cafe industry. This has created a demand for high-quality specialty coffees that offer unique taste experiences, leading to the growth of coffee cafes that cater to these preferences. Additionally, the expansion of international coffee chains such as Starbucks, Costa Coffee, and Dunkin' Donuts have entered the Indian market, bringing with them standardized quality, ambiance, and a coffee culture experience.

Furthermore, the rising number of coffee cafe outlets in India is also showcasing the rising demand for coffee cafe market. For instance, as of 2023, there are 1,384 Cafe Coffee Day outlets across India. Maharashtra has the most Cafe Coffee Day locations, with 259 stores, accounting for approximately 19% of all Cafe Coffee Day locations in India. This has led to the proliferation of coffee cafes in major cities, creating more options for consumers and driving the growth of the coffee cafe market in India.

India Coffee Cafe Market Trends

Since the increasing focus on creating a unique ambiance and experience for customers, cafe interiors, decor, music, and seating arrangements are now carefully designed to offer a comfortable, relaxed, and welcoming environment for customers. The overall ambiance and experience of cafes are becoming significant factors for attracting and keeping customers engaged in the competitive coffee cafe market. Coffee chains and independent cafes are availing advantages of the expanding urbanization and changing lifestyles in these cities, by offering specialized coffees to a large consumer base. This trend is driving the growth of coffee cafes in non-metro cities and opening new opportunities for market expansion.

As the trend towards personalization in the India coffee cafe industry grows, more cafes are supplying customizable options to cater to individual preferences. Customers can choose their preferred coffee, brewing methods, milk options, sweeteners, and flavorings, allowing them to tailor their coffee to their exact liking. This trend of customization and personalization adds a level of uniqueness and exclusivity to the coffee cafe experience, attracting consumers who seek personalized offerings. These trends are shaping the India coffee cafe market for the forecasted period.

However, in-store internet ordering (purchase online, pick up in-store) is expanding in order to enhance consumer experience and convenience penetration. The Indian market for coffee shops has also been impacted by digital revolution. Mobile payments, online payments, loyalty programmes, and personalized promotions are growing in popularity trends in the coffee cafe market because they provide customers with a simple and convenient way to buy and enjoy their coffee., thereby significantly increasing the market demand.

India Coffee Cafe Market Challenges

The increasing intense competition in the coffee cafe market in India, with numerous national and international players vying for customer base, has resulted in competitive pricing, aggressive marketing methods, and issues in building consumer loyalty. Established brands like Starbucks, Cafe Coffee Day, and Costa Coffee have a strong presence in the market, making it challenging for new or smaller players to compete. These are the main factors that are expected to hinder the growth of the India coffee cafe market.

Other challenges to market expansion include operating costs, particularly excessive real estate rents in top locations in the major

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

cities, and the challenge of creating distinct taste and flavors for coffee. Indeed, the country's rural areas are slowly evolving in many ways. Although India is progressively becoming a coffee nation, coffee manufacturers are required to interact with rural areas, which has hindered the market expansion.

India Coffee Cafe Market Opportunities

While coffee stays the core offering, coffee cafes in India have a diversified menu in order to cater the differentiated consumer preferences. This includes snacks, baked goods, sandwiches, and other food items. As a result, this is a crucial factor contributing to the expansion of opportunities for the coffee cafe in the Indian market during the forecast period.

Moreover, In the India coffee cafe market, specialty coffee shops and cafes are relatively new developments that are rapidly gaining popularity among customers. Due to the growing popularity of specialty coffee shops in India, customers are now more interested in businesses that sell social experiences than just coffee or baked products. In response to expanding their market presence, key market players of coffee cafes are expanding their menus to provide a larger range of day parts.

Market Segmentation

The India coffee cafe market is segmented based on ownership, services, product offering, Chained Cafes, region, and competitiveness landscape. Based on ownership, the market is further fragmented into chained outlets and standalone outlets. Based on services, the market is segmented into in-dine and take away. Based on product offering, the market is further segmented into coffee, tea, other beverages, snacks, and others (cookies, confectionery, pastries, cake etc.). Based on chained cafes, the market is segmented into domestic vs international brands. The market analysis also studies the regional segmentation among, South, North, West and East.

Company Profiles

Coffee Day Enterprises Limited, Tata Starbucks Private Limited, Barista Coffee Company Limited, Costa Limited, Jubilant Food works Ltd (Dunkin Donuts), McDonald's India Private Limited, Brew Berries Hospitality Private Limited, The Coffee Bean & Tea Leaf Restaurant and Cafe (CBTL), Indian Coffee House (ICH), Muhavra Enterprises Private Limited (Blue Tokai), are among the major market players in the global platform that lead the market growth of the India Coffee Cafe market.

Report Scope:

In this report, the India Coffee Cafe market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

☐ India Coffee Cafe Market, By Ownership:

- o ☐ Chained Outlets
- o ☐ Standalone Outlets

☐ India Coffee Cafe Market, By Services:

- o ☐ In-Dine
- o ☐ Take Away

☐ India Coffee Cafe Market, By Product Offering

- o ☐ Coffee
- o ☐ Tea
- o ☐ Other Beverages
- o ☐ Snacks
- o ☐ Others (Cookies, Confectionery, Pastries, Cake, etc.)

☐ India Coffee Cafe Market, By Chained Cafes

- o ☐ Domestic
- o ☐ International Brands

☐ India Coffee Cafe Market, By Region:

- o ☐ South
- o ☐ North
- o ☐ West
- o ☐ East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Coffee Cafe market.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

☐☐Detailed analysis and profiling of additional market players (up to five).

Table of Contents:

roduction

1.1.☐Service Overview

1.2.☐Key Highlights of the Report

1.3.☐Market Coverage

1.4.☐Market Segments Covered

1.5.☐Research Tenure Considered

2.☐Research Methodology

2.1.☐Objective of the Study

2.2.☐Baseline Methodology

2.3.☐Key Industry Partners

2.4.☐Major Association and Secondary Sources

2.5.☐Forecasting Methodology

2.6.☐Data Triangulation & Validation

2.7.☐Assumptions and Limitations

3.☐Executive Summary☐

3.1.☐Market Overview

3.2.☐Market Forecast

3.3.☐Key Regions

3.4.☐Key Segments

4.☐Voice of Customer Analysis

4.1.☐Respondent Demographics

4.1.1.☐By Gender

4.1.2.☐By Age

4.2.☐Brand Awareness

5.☐India Coffee Cafe Market Outlook

5.1.☐Market Size & Forecast

5.1.1.☐By Value☐

5.2.☐Market Share & Forecast

5.2.1.☐By Ownership Market Share Analysis (Chained Outlets and Standalone Outlets)

5.2.2.☐By Services Market Share Analysis (In-Dine and Take Away)

5.2.3.☐By Product Offering Market Share Analysis (Coffee, Tea, Other Beverages, Snacks, And Others (Cookies, Confectionery, Pastries, Cake etc.))

5.2.4.☐By Chained Caf☐s Market Share Analysis (Domestic Vs. International Brands)

5.2.5.☐By Region Market Share Analysis

5.2.5.1.☐South India Market Share Analysis

5.2.5.2.☐North India Market Share Analysis

5.2.5.3.☐West India Market Share Analysis

5.2.5.4.☐East India Market Share Analysis

5.2.6.☐By Top 5 Companies Market Share Analysis, Others (2023)

5.3.☐India Coffee Cafe Market Mapping & Opportunity Assessment

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.3.1. By Ownership Market Mapping & Opportunity Assessment
- 5.3.2. By Services Market Mapping & Opportunity Assessment
- 5.3.3. By Product Offering Market Mapping & Opportunity Assessment
- 5.3.4. By Chained Cafés Market Mapping & Opportunity Assessment
- 5.3.5. By Region Market Mapping & Opportunity Assessment
- 6. India In-Dine Market Outlook
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.2. Market Share & Forecast
 - 6.2.1. By Product Offering Market Share Analysis (Coffee, Tea, Other Beverages, Snacks, and Others (Cookies, Confectionery, Pastries, Cake etc.))
 - 6.2.2. By Ownership Market Share Analysis
- 7. India Take Away Market Outlook
 - 7.1. Market Size & Forecast
 - 7.1.1. By Value
 - 7.2. Market Share & Forecast
 - 7.2.1. By Product Offering Market Share Analysis (Coffee, Tea, Other Beverages, Snacks, and Others (Cookies, Confectionery, Pastries, Cake etc.))
 - 7.2.2. By Ownership Market Share Analysis
- 8. Market Dynamics
 - 8.1. Drivers
 - 8.1.1. Increasing number of coffee cafes
 - 8.1.2. Rising social media influencer
 - 8.1.3. Demand from Corporate Offices
 - 8.2. Challenges
 - 8.2.1. High competition
 - 8.2.2. Availability of substitutes
- 9. Impact of COVID-19 on India Coffee Cafe Market
 - 9.1. Impact Assessment Model
 - 9.1.1. Key Segments Impacted
 - 9.1.2. Key Regions Impacted
 - 9.1.3. Key Distribution Channel Impacted
- 10. Market Trends & Developments
 - 10.1. Changing Lifestyle and Preferences
 - 10.2. Expanding market and promotional activities
 - 10.3. Rising Youth Population
 - 10.4. Rapid Urbanization
 - 10.5. Increasing services like free Wi-Fi
- 11. Porter's Five Forces Model
 - 11.1. Competitive Rivalry
 - 11.2. Bargaining Power of Buyers
 - 11.3. Bargaining Power of Suppliers
 - 11.4. Threat of New Entrants
 - 11.5. Threat of Substitutes
- 12. SWOT Analysis
 - 12.1. Strength
 - 12.2. Weakness

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 12.3.□ Opportunities
- 12.4.□ Threat
- 13.□ India Economic Profile
- 14.□ Policy & Regulatory Landscape
- 15.□ Competitive Landscape
 - 15.1.□ Company Profiles
 - 15.1.1.□ Coffee Day Enterprises Limited
 - 15.1.1.1.□ Company Details
 - 15.1.1.2.□ Products & Services
 - 15.1.1.3.□ Financial (As per availability)
 - 15.1.1.4.□ Key Market Focus & Geographical Presence
 - 15.1.1.5.□ Recent Development
 - 15.1.1.6.□ Key Management Personnel
 - 15.1.2.□ Tata Starbucks Private Limited
 - 15.1.2.1.□ Company Details
 - 15.1.2.2.□ Products & Services
 - 15.1.2.3.□ Financial (As per availability)
 - 15.1.2.4.□ Key Market Focus & Geographical Presence
 - 15.1.2.5.□ Recent Development
 - 15.1.2.6.□ Key Management Personnel
 - 15.1.3.□ Barista Coffee Company Limited
 - 15.1.3.1.□ Company Details
 - 15.1.3.2.□ Products & Services
 - 15.1.3.3.□ Financial (As per availability)
 - 15.1.3.4.□ Key Market Focus & Geographical Presence
 - 15.1.3.5.□ Recent Development
 - 15.1.3.6.□ Key Management Personnel
 - 15.1.4.□ Costa Limited
 - 15.1.4.1.□ Company Details
 - 15.1.4.2.□ Products & Services
 - 15.1.4.3.□ Financial (As per availability)
 - 15.1.4.4.□ Key Market Focus & Geographical Presence
 - 15.1.4.5.□ Recent Development
 - 15.1.4.6.□ Key Management Personnel
 - 15.1.5.□ Jubilant Foodworks Ltd (Dunkin Donuts)
 - 15.1.5.1.□ Company Details
 - 15.1.5.2.□ Financial (As per availability)
 - 15.1.5.3.□ Key Market Focus & Geographical Presence
 - 15.1.5.4.□ Recent Development
 - 15.1.5.5.□ Key Management Personnel
 - 15.1.6.□ McDonald's India Private Limited
 - 15.1.6.1.□ Company Details
 - 15.1.6.2.□ Products & Services
 - 15.1.6.3.□ Company Details
 - 15.1.6.4.□ Products & Services
 - 15.1.6.5.□ Financial (As per availability)
 - 15.1.6.6.□ Key Market Focus & Geographical Presence

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 15.1.6.7. Recent Development
- 15.1.6.8. Key Management Personnel
- 15.1.7. Brew Berrys Hospitality Private Limited
 - 15.1.7.1. Company Details
 - 15.1.7.2. Products & Services
 - 15.1.7.3. Financial (As per availability)
 - 15.1.7.4. Key Market Focus & Geographical Presence
 - 15.1.7.5. Recent Development
 - 15.1.7.6. Key Management Personnel
- 15.1.8. The Coffee Bean & Tea Leaf Restaurant and Cafe (CBTL)
 - 15.1.8.1. Company Details
 - 15.1.8.2. Products & Services
 - 15.1.8.3. Financial (As per availability)
 - 15.1.8.4. Key Market Focus & Geographical Presence
 - 15.1.8.5. Recent Development
 - 15.1.8.6. Key Management Personnel
- 15.1.9. Indian Coffee House (ICH)
 - 15.1.9.1. Company Details
 - 15.1.9.2. Products & Services
 - 15.1.9.3. Financial (As per availability)
 - 15.1.9.4. Key Market Focus & Geographical Presence
 - 15.1.9.5. Recent Development
 - 15.1.9.6. Key Management Personnel
- 15.1.10. Muhavra Enterprises Private Limited (Blue Tokai)
 - 15.1.10.1. Company Details
 - 15.1.10.2. Products & Services
 - 15.1.10.3. Financial (As per availability)
 - 15.1.10.4. Key Market Focus & Geographical Presence
 - 15.1.10.5. Recent Development
 - 15.1.10.6. Key Management Personnel
- 16. Strategic Recommendations/Action Plan
 - 16.1. Key Focus Areas
 - 16.2. Target Services
 - 16.3. Target Product Offering
- 17. About Us & Disclaimer

(Note: The companies list can be customized based on the client requirements.)

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**India Coffee Cafe Market, By Ownership (Chained Outlets and Standalone Outlets),
By Services (In-Dine and Take Away), By Product Offering (Coffee, Tea, Other
Beverages, Snacks, and Others (Cookies, Confectionery, Pastries, Cake etc.)), By
Chained Cafes (Domestic Vs. International Brands), By Region, By Company, Forecast
& Opportunities, 2019-2029F**

Market Report (3 business days) | 2023-09-11 | 90 pages | TechSci Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3500.00
	Multi-User License	\$4500.00
	Custom Research License	\$7500.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

Address*

City*

Zip Code*

Country*

Date

2026-03-08

Signature

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com