

Coffee - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 172 pages | Mordor Intelligence

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Report description:

The Coffee Market size is estimated at USD 132.13 billion in 2024, and is expected to reach USD 166.39 billion by 2029, growing at a CAGR of 4.72% during the forecast period (2024-2029).

Multiple factors drive the coffee market, a few being the increasing demand for certified coffee products, the acceptance of single-serve coffee brew systems by consumers, and the constant innovation led by the top players in the coffee market. In developed economies, some consumers are expected to switch from instant coffee to premium coffee due to its quality and flavor. Instant coffee was once considered a high-end product but has begun to lose its base of younger consumers, which is changing the market dynamics.

Coffee Market Trends

Surge in Demand for Certified Coffee Products

Over the last few years, consumers have become more aware of the manufacturing of the products they buy and where their purchases are coming from. This is applicable especially in the case of the supply chains of food and beverage products, such as coffee. Consumers are looking for certified coffee products to ensure the credibility of their coffee purchases.

The consumers' concerns about poverty, social injustice, and environmental destruction have driven the demand for certified sustainable brands and labels in the food and beverage market. Coffee types that adhere to various combinations of social, environmental, and economic standards and are independently certified by an accredited third party have been collectively termed 'sustainable coffee.'

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Certified coffee is also an assurance to the consumer about the product's reliability, as coffee is becoming an increasingly common target for food counterfeiters. A number of certification organizations are checking the production procedures and the supply chains of coffee. Some of these organizations include UTZ Certification, Fair Trade Certification, Rainforest Alliance Certification, and USDA Organic Certification.

Owing to the above factors, the demand for certified coffee is expected to grow significantly during the forecast period.

Europe Dominates the Market

In a survey conducted by the Institute for Scientific Information on Coffee (ISIC), 68% of the respondents said they often consumed coffee while working. This trend is leading to a huge demand for coffee in European countries like Germany, Italy, Spain, and the United Kingdom.

Moreover, advancements in technology (like tabletop machines and traceability tools) are creating bean-to-cup solutions. The German coffee pods and capsules market is dominated by Nestle's Nespresso, with its wide product reach. However, Keurig Green Mountain merged with JAB Holding, intending to expand its presence. This is expected to hinder the growth of Nestle SA in Germany. As per a report published by Nestle Nespresso SA, in Germany, a growing sense of coffee connoisseurship was most noticeable among younger generations. About 24.1% of 18-29-year-olds want to try different types of coffee and coffee recipes and want diversity in the coffee industry.

Coffee Industry Overview

The coffee market is highly competitive and is dominated by players like Nestle, JM Smucker Company, Kraft Heinz Company, and Starbucks Coffee Company. Nonetheless, private-label brands, such as Massimo Zanetti Beverage Group and Tchibo GmbH, are also focused on increasing their market shares and global and domestic sales.

The leading players in the coffee market recorded a significant scope for growth in their market shares through innovations in products and expansions in other regions via joint ventures. For instance, in September 2021, Louis Dreyfus Company Asia Pte. Ltd signed a joint venture agreement with Zephyr Japan, a Japanese specialty coffee retailer that provides premium coffees. With this joint venture, the company aims for specialty business expansion, positioning it to increase premium coffee flows into Japan and other East Asian markets.

Additional Benefits:

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

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