

India Specialty Coffee Market By Age Group (18-24 Years, 25-39 Years, 40-59 Years, Above 60), By Distribution Channel (Retail, Away From Home), By Region, Competition, Forecast & Opportunities, 2021-2031F

Market Report | 2025-08-31 | 82 pages | TechSci Research

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Report description:**Market Overview**

India Specialty Coffee Market was valued at USD 3.01 Billion in 2025 and is expected to reach USD 6.52 Billion by 2031 with a CAGR of 13.75%. The India specialty coffee market is witnessing robust growth, driven by rising consumer awareness about premium coffee, evolving taste preferences, and increasing cafe culture in urban areas. Specialty coffee, characterized by high-quality Arabica beans, unique flavor profiles, and traceable sourcing, appeals to millennials and health-conscious consumers seeking a premium experience. E-commerce platforms, subscription services, and ready-to-drink specialty coffee products are enhancing accessibility and convenience. Additionally, domestic coffee producers are investing in sustainable farming, organic certifications, and direct trade practices, boosting market credibility.

Key Market Drivers**Rising Consumer Awareness and Preference for Premium Coffee**

A primary driver of the Indian specialty coffee market is the growing consumer awareness and preference for high-quality, premium coffee products. Over the past decade, urban Indian consumers have become increasingly knowledgeable about different coffee varieties, bean origins, and brewing methods. Exposure to international coffee culture through travel, social media, and global cafe chains has expanded their palate and appreciation for specialty coffee. Consumers are now willing to pay a premium for Arabica beans, single-origin coffees, and ethically sourced products that promise unique flavors and enhanced quality. This trend is further reinforced by health-conscious lifestyles, where specialty coffee, often perceived as a fresher and more natural product, aligns with the demand for wholesome beverages over mass-produced alternatives. Specialty coffee's distinctive flavor profiles, such as fruity, nutty, or chocolaty notes, have gained particular popularity among millennials and working professionals seeking differentiated taste experiences. Consequently, this shift in consumer preference is incentivizing domestic producers, roasters, and cafe chains to innovate, diversify offerings, and focus on quality, which collectively fuels market

growth.

Key Market Challenges

High Pricing and Affordability Concerns

One of the primary challenges in the Indian specialty coffee market is the relatively high cost of premium coffee products, which limits widespread adoption. Specialty coffee, often made from single-origin Arabica beans, requires meticulous cultivation, selective harvesting, and specialized roasting, all of which increase production costs. As a result, retail prices for specialty coffee—whether in cafes, packaged beans, or ready-to-drink variants—are significantly higher than conventional coffee options. While urban millennials and affluent consumers are willing to pay a premium, price-sensitive segments, particularly in tier-2 and tier-3 cities, remain largely untapped. The high pricing also poses challenges for new entrants, who must balance quality with affordability to attract a broader customer base. Moreover, fluctuations in coffee bean prices due to seasonal variations, climatic impacts, or international market dynamics can further affect retail costs, making it difficult for brands to maintain consistent pricing without impacting profit margins or consumer demand. This affordability barrier continues to constrain the market's penetration, especially among middle-income households seeking value-for-money beverages.

Key Market Trends

Growth of Home Brewing and Artisanal Coffee Consumption

A significant trend shaping the Indian specialty coffee market is the rise of home brewing and artisanal coffee consumption. With increasing urbanization and the proliferation of e-commerce, consumers are increasingly experimenting with brewing coffee at home using high-quality beans, grinders, and brewing equipment. Pour-over, French press, AeroPress, and cold brew methods are gaining popularity, reflecting a shift toward experiential coffee drinking rather than just convenience. The availability of single-origin beans, roast level customization, and home coffee kits allows consumers to recreate cafe-style experiences in their own kitchens. This trend is supported by social media and online communities where enthusiasts share brewing tips, recipes, and reviews, fostering a culture of experimentation and sophistication. As a result, home brewing is not only expanding the specialty coffee consumer base but also increasing awareness of premium coffee quality, flavor profiles, and sourcing, thereby influencing purchasing decisions and brand loyalty.

Key Market Players

- Starbucks Coffee Company
- F. Gavina & Sons, Inc.
- Barista Coffee Company Limited
- Coffee Day Enterprises Ltd.
- Kurasu
- Eight O'Clock Coffee Company
- Keurig Green Mountain Inc.
- Costa Coffee
- The J.M. Smucker Company
- Inspire Brands

Report Scope:

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

- India Specialty Coffee Market, By Age Group:
 - o 18-24 Years
 - o 25-39 Years
 - o 40-59 Years
 - o Above 60
- India Specialty Coffee Market, By Distribution Channel:
 - o Retail
 - o Away From Home
- India Specialty Coffee Market, By Region:

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

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Specialty Coffee Market.

Available Customizations:

India Specialty Coffee Market report 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).

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