Coffee Market Research Report - Global Forecast to 2023

Market Synopsis
As per the latest report by Market Research Future (MRFR), the global coffee market is expected to exhibit a 4.32% CAGR, from 2018 to 2023 (forecast period). It is predicted to touch a valuation of USD 102,279.2 million by the end of the forecast period. Coffee is a ready-to-drink beverage which is available in powdered form. It is consumed in high volume globally thanks to its taste, feel, and caffeine content.

Rapid urbanization of cities coupled with the need for pick-me-up beverages to deal with current lifestyles is likely to boost the market demand for coffee over the forecast period. This is supported by the emergence of various cafes and increased expendable income levels of consumers. Changing tastes of drinkers and the launch of new brews are predicted to boost the market valuation tremendously.

Fluctuating prices of coffee beans can pose a challenge to the market. But the development of organic coffee and functional beverages is likely to assist the market in maintaining its status quo over the forecast period.

Report Overview
The coffee market report consists of insights and upcoming trends likely to impact the decisions of beverage manufacturers. It is categorized into various segments on the basis of form, variety, and distribution channel with a granular analysis given with respect to trends. Regional analysis, as well as their contribution to the market, is noted. Opportunities, threats, and other factors having an influence on the market are written in detail keeping in view the supply chain of coffee manufacturers. Profiles of players and various strategies considered by them to maintain their status quo are assessed.

Segment Overview
Varieties of coffee are segmented into Arabica, Robusta, and others. By form, the coffee market is segmented into whole and ground. The ground segment is further segmented into instant coffee powder, portioned coffee, and other forms. Among these, the portioned coffee segment is further divided into premixes, pods, and others. Two major distribution channels are discussed in high detail – store-based and non-store-based. The segments covered in the coffee market report are analyzed with respect to four regions namely – North America, Asia Pacific (APAC), Europe, and Rest-of-the-World (RoW).

Competitive Landscape
Noteworthy players in the coffee market include Tata Global Beverages Ltd. (India), Starbucks Corporation (U.S.), Nestlé S.A. (Switzerland), The Coca-Cola Company (U.S.), Jacobs Douwe Egberts (The Netherlands), Strauss Group Ltd. (Israel), The Kraft Heinz Company (U.S.), Unilever PLC (U.K.), Tchibo Coffee International Ltd. (U.K.), and The J.M. Smucker Company (U.S.). The efforts and strategies undertaken by these players are outlined to strengthen their core businesses.

The report offers a comprehensive analysis of these market participants and assesses their current standing in the market. Company history coupled with annual production capacity, profit margins, growth strategies, SWOT analysis, and novel R&D methods are discussed in minute detail.

Research Methodology
Research analysts at MRFR use a combination of primary and secondary research to present readers with valuable insights. Primary research entails interviews with industry stalwarts of prominent companies coupled with a look at past and present trends. Keeping this in mind, future estimations are presented with valid proofs which are verified by using trusted sources. Secondary research comprises data gathered from journals, white papers, company websites, and paid databases.

The market size is predicted and segmented into various sub-segments for easy understanding. The final report is filled with accurate statistics and graphs. Trends and insights can assist current and new players in the market in making sound investments.

**Analysis Period**
- Base Year - 2017
- Projection Period - From 2018 to 2023
- Market Denomination - USD Million
- Conversion Rate - Considered as per the respective financial years

**Variety**
- Arabica
- Robusta
- Others

**Form**
- Whole
- Ground
  - Instant Coffee Powder
  - Portioned Coffee
    - Premixes
    - Pods
    - Others
  - Other Forms

**Distribution Channel**
- Store-based
- Non-store-based

**Region**
- North America
  - The U.S.
  - Canada
  - Mexico
- Europe
  - Germany
  - U.K.
  - France
  - Italy
  - Spain
  - Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia & New Zealand
  - Rest of Asia Pacific
- Rest-of-the-World
  - The Middle East
  - Africa
  - South America

**Intended Audience:**
- Coffee producers/processors
- Beverage industry
- Distributors, Retailers, and Wholesalers
- E-commerce industry
- Traders, importers, and exporters
Infographic Summary:

The global coffee market is expected to reach USD 102,279.2 million by 2023.

### Global Coffee Market Share, by Region, 2018

- **NORTH AMERICA**
- **EUROPE**
- **ASIA-PACIFIC**
- **REST OF THE WORLD**

### Drivers:
- Increased Worldwide Consumption of Coffee
- Innovation in Product Variants

### Restraints:
- Fluctuating Price of Coffee Beans

### Key Players:
- Tata Global Beverages Ltd
- Starbucks Corporation
- Nestlé SA
- The Coca-Cola Company
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