

# Coffee Market Trends and Size Forecast: USD 127 Bn by 2024-2031 | The Kraft Heinz Company, Starbucks Coffee Company

*Coffee market size was valued at USD 127 billion in 2022 and is anticipated to witness a compound annual growth rate (CAGR) of 4.72% from 2023 to 2030*

BURLINGAME, CA, UNITED STATES,  
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EINPresswire.com/ -- The latest market intelligence report published by CMI with the title "Global Coffee Market 2024, Growth Opportunities, and Forecast" provides actionable insights on Food and Beverages industry. The report provides demand analysis, industry insights, competitive intelligence, and customer database.



Coffee Market Size

The Research report on Coffee Market presents a complete judgment of the market through strategic insights on future trends, growth factors, supplier landscape, demand landscape, Y-o-Y growth rate, CAGR, pricing analysis. It also provides and a lot of business matrices including Porters Five Forces Analysis, PESTLE Analysis, Value Chain Analysis, 4 Ps' Analysis, Market Attractiveness Analysis, BPS Analysis, Ecosystem Analysis.

Do you think, if this report could be of your interest? If yes, request Sample Copy of this Report: <https://www.coherentmarketinsights.com/insight/request-sample/5615>

\*Note: Sample of the report provides details on the scope and coverage, table of contents, research methodology, and Sample Framework of the report. Actual report of 150+ is available for purchase to all the interested stakeholders.

## Key opportunities

1. Specialty and Premium Coffee: There is growing consumer interest in specialty and premium

coffee, including single-origin and artisanal blends. Opportunities exist in developing unique coffee profiles, improving quality, and creating differentiated products to cater to discerning coffee enthusiasts.

2. Sustainability and Ethical Sourcing: Consumers are increasingly concerned about the environmental and social impacts of their purchases. There is significant potential in promoting and expanding sustainably sourced, organic, and Fair Trade-certified coffee. Companies that prioritize ethical sourcing and transparency can appeal to environmentally and socially conscious consumers.

3. Coffee Subscriptions and Direct-to-Consumer Models: The rise of e-commerce and direct-to-consumer models offers opportunities for coffee brands to reach consumers directly. Coffee subscriptions and online sales platforms allow companies to offer convenience and personalized experiences, such as curated selections and delivery services.

4. Innovative Coffee Products: The market for innovative coffee products is expanding, including ready-to-drink (RTD) coffee beverages, cold brew, nitro coffee, and coffee-based energy drinks. Developing new and unique coffee products can attract health-conscious and trend-seeking consumers.

5. Health and Wellness Trends: Coffee's potential health benefits, such as antioxidant properties and cognitive enhancement, align with growing health and wellness trends. There is an opportunity to market coffee as part of a healthy lifestyle and develop products that cater to health-conscious consumers, such as low-acid or functional coffee blends.

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Detailed Segmentation and Classification of the report (Market Size and Forecast – 2031, Y-o-Y growth rate, and CAGR):

- By Product Type

  - Whole Bean

  - Ground Coffee

  - Instant Coffee

  - Coffee Pods and Capsules

- By Distribution Channel

  - On-trade

Off-trade  
Supermarkets/hypermarkets  
Convenience Stores  
Specialist Retailers  
Other Off-trade Channels

- By Regions and Countries
  - o North America
  - o Europe
  - o Asia-Pacific
  - o South America
  - o Middle East & Africa

Following are the players analyzed in the report:

- The Kraft Heinz Company
- Starbucks Coffee Company
- The J.M. Smucker Company
- Luigi Lavazza SPA
- Nestle SA
- The Coca-Cola Company
- JAB Holding Company
- Tata Global Beverages
- Tchibo GmbH
- Strauss Group Ltd

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Deep-dive Analysis:

The Report provides deep-dive qualitative and quantitative analysis on Coffee Market for all the regions and countries covered below:

- North America (the United States, Canada, and Mexico)
- Europe (Germany, France, Italy, United Kingdom, SCANDIVAN, Benelux, Russia, and Rest of Europe)
- Asia-Pacific (Japan, South Korea, India, China, Southeast Asia, and Australia)
- South America (Brazil, Argentina, and Rest of South America)
- Middle East & Africa (Saudi Arabia, UAE, Israel, South Africa, and Rest of the Middle East & Africa)
- Each Country is covered in detail, and report provides qualitative and quantitative analysis on

Coffee Market on each country.

The research provides answers to the following key questions:

1. What is the estimated growth rate of the market for the forecast period 2024-2031? What will be the market size during the estimated period?
2. What are the key driving forces responsible for shaping the fate of the Coffee market during the forecast period?
3. Who are the major market vendors and what are the winning strategies that have helped them occupy a strong foothold in the Coffee market?
4. What are the prominent market trends influencing the development of the Coffee market across different regions?
5. What are the major threats and challenges likely to act as a barrier in the growth of the Coffee market?
6. What are the major opportunities the market leaders can rely on to gain success and profitability?

Key insights provided by the report that could help you take critical strategic decisions?

- Regional report analysis highlighting the consumption of products/services in a region also shows the factors that influence the market in each region.
- Reports provide opportunities and threats faced by suppliers in the Coffee and tubes industry around the world.
- The report shows regions and sectors with the fastest growth potential.
- A competitive environment that includes market rankings of major companies, along with new product launches, partnerships, business expansions, and acquisitions.
- The report provides an extensive corporate profile consisting of company overviews, company insights, product benchmarks, and SWOT analysis for key market participants.
- This report provides the industry's current and future market outlook on the recent development, growth opportunities, drivers, challenges, and two regional constraints emerging in advanced regions.

Author of this marketing PR:

Priya Pandey is a dynamic and passionate PR writer with over three years of expertise in content writing and proofreading. Holding a bachelor's degree in biotechnology, Priya has a knack for making the content engaging. Her diverse portfolio includes writing contents and documents across different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. Priya's meticulous attention to detail and commitment to excellence make her an invaluable asset in the world of content creation and refinement.

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Coherent Market Insights is a global market intelligence and consulting organization that

provides syndicated research reports, customized research reports, and consulting services. We are known for our actionable insights and authentic reports in various domains including aerospace and defense, agriculture, food and beverages, automotive, chemicals and materials, and virtually all domains and an exhaustive list of sub-domains under the sun. We create value for clients through our highly reliable and accurate reports. We are also committed in playing a leading role in offering insights in various sectors post-COVID-19 and continue to deliver measurable, sustainable results for our clients.

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