Coffee Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Coffee, Tea & Beverages (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/coffee-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 185.69 billion
Projected Forecast (2031)	USD 185.69 billion
Growth Rate (CAGR)	5.18 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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`![GPTW](images/chart_27.png)`

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Coffee Market Snapshot & Metrics Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 185.69 Billion
|

Market Size (2031)
|

USD 238.99 Billion
|

Growth Rate (2026 - 2031)
|

5.18 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Coffee Market Analysis by Mordor Intelligence

The global coffee market size was valued at USD 176.55 billion in 2025 and estimated to grow from USD 185.69 billion in 2026 to reach USD 238.99 billion by 2031, at a CAGR of 5.18% during the forecast period (2026-2031). The market is driven by growing demand for premium coffee, ready-to-drink options, and stricter sustainability regulations, even though volume growth remains slower. Vertically integrated coffee roasters are focusing on traceability to secure their supply chains, while specialty brands are benefiting from consumers' interest in unique flavors. North America holds the largest market share, but Asia-Pacific is experiencing the fastest growth as younger urban consumers increasingly choose coffee over tea. Arabica remains the most popular coffee type due to its flavor, but developing climate-resilient crops is becoming essential to maintain production amid changing weather conditions. By Product Type, Premium Ground leads the market while Instant Coffee is growing quickly. By Origin, Mixed Origin dominates, but Single Origin is gaining traction. Competition in the market is moderate, with major players like JM Smucker, Nestlée, and Luigi Lavazza S.p.A. standing out. Strategies such as technology-driven supply chain transparency and direct-to-consumer sales are becoming key for differentiation.

Key Report Takeaways

* By product type, ground coffee led with 33.02% coffee market share in 2025; ready-to-drink(RTD) coffee is forecast to expand at a 7.52% CAGR through 2031.
* By coffee species, arabica commanded 56.74% share in 2025; robusta is poised to grow at a 5.98% CAGR to 2031, reinforcing its premium status.

* By origin, mixed-origin offerings accounted for 79.88% of 2025 revenue; single-origin/specialty products are projected to accelerate at a 6.86% CAGR during 2026-2031.
* By distribution channel, off-trade dominated with an 80.41% share in 2025, while on-trade is expected to rebound at a 6.01% CAGR to 2031 as workplace and foodservice demand recovers.
* By geography, North America held 23.64% of 2025 revenue; the Middle East and Africa are anticipated to rise atana 8.16% CAGR, the fastest among all regions, through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Coffee Market*

Drivers Impact Analysis of Coffee Market

DRIVER
|

(~)
% IMPACT ON CAGR FORECAST
|

GEOGRAPHIC
RELEVANCE
|

IMPACT
TIMELINE
|

Rising
demand for specialty and premium coffee

|

+1.2%

|

Global,
with concentration in North America and Europe

|

Medium
term (2-4 years)

|

Growing
coffee culture among millennials and gen Z

|

+0.8%

|

Asia-Pacific
core, spill-over to North America

|

Long
term (≥ 4 years)

|

Booming
RTD/cold-brew consumption

|

+0.9%

|

North
America and Europe, expanding to Asia-Pacific

|

Short
term (≤ 2 years)

|

Sustainability
and ethical sourcing awareness

|

+0.7%

|

Europe and
North America, emerging in Asia-Pacific

|

Medium
term (2-4 years)

|

Corporate
and workplace coffee solutions

|

+0.5%

|

Global,
concentrated in urban centers

|

Short
term (≤ 2 years)

|

Influence
of social media and influencer marketing

|

+0.4%

|

Global,
strongest in Asia-Pacific and North America

|

Short
term (≤ 2 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The global coffee market is moderately concentrated, with major players like Nestlé and Starbucks leading the industry through strong brand portfolios and efficient supply chains. Nestlé dominates various segments, including instant coffee, capsules, and ready-to-drink (RTD) products, while also leveraging its Starbucks-branded offerings to cater to both premium and mass-market consumers. These companies benefit from their large-scale operations, strong retail networks, and significant investments in sustainability and technology. Their proactive approach to upcoming regulations, such as deforestation compliance mandates, ensures t hey remain competitive in the evolving market landscape.

Mid-sized companies are thriving by focusing on specific niches within the coffee market. For instance, Lavazza has established itself as a key player in private-label and premium retail coffee while expanding its presence in the corporate coffee segment. Similarly, U.S.-based Westrock Coffee has gained traction with its business-to-business (B2B) model, supplying coffee concentrates and extracts to major foodservice providers and fast-food chains. Through strategic acquisitions and its IPO, Westrock has achieved vertical integration, enabling it to compete effectively on both cost and quality without heavily relying on consumer-facing operations.

Specialty coffee brands like Stumptown and Blue Bottle are gaining popularity by offering unique products such as single-origin coffee and artisanal roasting techniques. These brands appeal to a niche but growing group of consumers who value high-quality and distinctive coffee experiences. Digital-first subscription services like Cometeer and Trade Coffee are disrupting traditional retail by providing personalized and data-driven coffee options. As workplaces reopen, competition in the office coffee segment is intensifying, with companies focusing on convenient, premium bean-to-cup solutions and technology-driven engagement to attract customers.

Coffee Industry Leaders

*

Nestlé S.A.

*

Luigi Lavazza S.p.A.

*

The Kraft Heinz Company

*

The J. M. Smucker Company

*

Starbucks Corporation

*

*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Coffee Market Report Scope

Coffee is a brewed drink prepared from roasted coffee beans, the seeds of berries from certain flowering plants in the Coffea genus.

The global coffee market is segmented by product type, distribution channel, and geography. By product type, the coffee market is segmented into whole-bean, ground coffee, instant coffee, and coffee pods and capsules. Based on the distribution channel, the market is segmented into on-trade and off-trade. The off-trade channels include supermarkets/hypermarkets, convenience stores, specialist retailers, and other channels. The report provides an analysis of emerging and established economies across the world, comprising North America, Europe, South Americ a, Asia-Pacific, and Middle-East and Africa.

The market sizing has been done in value terms in USD for all the abovementioned segments.

By Product Type

Coffee Market segmentation breakdown

Whole-bean
|

Ground Coffee
|

Instant Coffee
|

Ready-to-Drink (RTD)
|

Coffee Pod and Capsules

|

Segmentation Accordion Item

By Geography

Coffee Market segmentation breakdown

North America
|

United States
|

|

Canada
|

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Mexico
|

|

Rest of North America
|

South America
|

Brazil
|

|

Colombia
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Argentina
|

|

Rest of South America
|

Europe
|

Germany
|

|

United Kingdom
|

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France
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Italy
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Spain
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Russia
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Netherlands
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Rest of Europe
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Asia-Pacific
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China
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Japan
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India
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South Korea
|

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Australia
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Indonesia
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Vietnam
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Malaysia
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Singapore
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Rest of Asia-Pacific
|

Middle East and Africa
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United Arab Emirates
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Saudi Arabia
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|

Turkey
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|

South Africa
|

|

Egypt
|

|

Kuwait
|

|

Ethiopia
|

|

Rest of Middle East and Africa
|

Frequently Asked Questions

How large is the global coffee market in 2026?

The coffee market size is USD 185.69 billion in 2026, with a forecast to reach USD 238.99 billion by 2031.

What is the expected growth rate for coffee through 2031?

The overall CAGR for the coffee market is projected at 5.18% from 2026 to 2031.

Which coffee segment is growing fastest?

Ready-to-Drink (RTD) is projected to post the fastest growth at a 7.52% CAGR through 2031.

Which is the fastest growing coffee species in coffee market?

Robusta is projected to post the fastest growth at a 5.98% CAGR through 2031.

Which region has the biggest share in coffee market?

Europe holds a market share of 37.51% in 2025.