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

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

Executive Market Summary

Market Metric	Details
Base Market Size	USD 54.62 billion
Projected Forecast (2031)	USD 54.62 billion
Growth Rate (CAGR)	5.93 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Roasted Coffee industry](images/chart_2.png)

![Roasted Coffee Market Size](images/chart_3.png)

![Roasted Coffee Market Share by Roast Level, 2025](images/chart_4.png)

![Roasted Coffee Market Share by Caffeine Status, 2025](images/chart_5.png)

![Roasted Coffee Market Growth Rate by Region](images/chart_6.png)

![Roasted Coffee Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
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2021 - 2031
|

Market Size (2026)
|

USD 54.62 Billion
|

Market Size (2031)
|

USD 72.87 Billion
|

Growth Rate (2026 - 2031)
|

5.93 %
|

Fastest Growing Market
|

Asia-Pacific
|

Largest Market
|

Europe
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Roasted Coffee Market Analysis by Mordor Intelligence

The Roasted coffee market size is projected to expand from USD 49.91 billion in

2025 and USD 54.62 billion in 2026 to USD 72.87 billion by 2031, registering a CAGR of 5.93% between 2026 to 2031. The roasted coffee market is moving beyond commodity positioning as buyers increasingly prioritize bean origin, roast profile, and documented sourcing. This shift supports pricing power for products that clearly communicate quality, while undifferentiated supermarket blends face increasing pressure. Improved home espresso equipment has raised consumer expectations for at-home coffee preparation and increased demand for café-quality beans. The expansion of urban cafés across Asia-Pacific is creating more out-of-home consumption occasions in markets with historically limited coffee consumption. Supply volatility, climate exposure, and new traceability requirements will shape procurement decisions, favoring roasters with resilient sourcing systems.

Key Report Takeaways

* By roast level, medium roast accounted for the largest share of the roasted coffee market, at 42.82% in 2025, while dark roast is projected to grow at the fastest CAGR of 7.68% during 2026-2031.

* By bean type, Arabica accounted for the largest share of the roasted coffee market, at 61.37% in 2025, while Robusta is projected to grow at the fastest CAGR of 7.25% during 2026-2031.

* By caffeine status, caffeinated coffee accounted for the largest share of the roasted coffee market, at 87.48% in 2025, while decaffeinated coffee is projected to grow at the fastest CAGR of 6.72% during 2026-2031.

* By distribution channel, off-trade accounted for the largest share of the roasted coffee market, at 68.77% in 2025, while on-trade is projected to grow at the fastest CAGR of 7.19% during 2026-2031.

* By geography, Europe accounted for the largest share of the roasted coffee market, at 36.38% in 2025, while Asia-Pacific is projected to grow at the fastest CAGR of 7.42% during 2026-2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Roasted Coffee Market*

Driver
|

(~) % Impact on CAGR Forecast
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Geographic Relevance
|

Impact Timeline
|

Premiumization and specialty
coffee adoption

|

+1.8%

|

Global, with Europe and North America leading

|

Long term (≥ 4 years)

|

Expansion of café culture and at-home brewing

|

+1.2%

|

Asia-Pacific core, with
spillover to the Middle East, Africa, and Latin America

|

Medium term (2-4 years)

|

E-commerce, subscriptions, and
direct-to-consumer availability

|

+0.8%

|

North America and Europe,
expanding to Asia-Pacific

|

Medium term (2-4 years)

|

Convenience formats and
occasion diversification

|

+0.7%

|

Global

|

Short term (≤ 2 years)

|

Roast-at-origin value
retention and origin branding

|

+0.5%

|

Europe and North America, with
select Asia-Pacific importers

|

Medium term (2-4 years)

|

Automated micro-roasting and
personalization

|

+0.4%

|

North America, Europe, and
Asia-Pacific urban markets

|

Long term (≥ 4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The roasted coffee market is moderately concentrated. Leading companies compete through brand recognition, capsule and pod systems, distribution reach, and product-format breadth. Independent players differentiate themselves through origin-specific offerings, roast quality, and relationships with cafés and local retailers. Keurig Dr Pepper acquired 96.22% of JDE Peet’s shares, which was completed in April 2026. The combination brings Jacobs, Douwe Egberts, L’OR, Peet’s, and the Keurig brewing system under one portfolio, creating a larger global competitor to Nestlé’s Nescafé, Nespresso, and licensed Starbucks businesses. The transaction would increase the importance of system ownership, as capsules and pods can drive repeat purchases. It would also reinforce the need for leading companies to compete across bagged coffee, single-serve formats, and café-branded products.

Nestlé sold Blue Bottle Coffee to Centurium Capital in April 2026 while retaining the rights to Blue Bottle-branded Nespresso pods. This move would indicate a greater focus on scalable premium formats that operate within established systems.Keurig Dr Pepper and Nestlé USA also partnered to manufacture and distribute Starbucks K-Cup pods in the United States and Canada in April 2026. In 2025, JDE Peet’s launched Dubai Chocolate coffee across 22 countries, demonstrating how branded flavor extensions created new consumption occasions. These actions indicate that large companies are balancing scale with innovation across flavors, formats, and platforms. Geographic expansion into underpenetrated markets remains another important strategy for the largest companies.

The strongest opportunities exist in origin-certified premium products in markets still served primarily by commodity blends, particularly India and Southeast Asia. Direct-to-consumer subscriptions also enable mid-tier specialty brands to build customer relationships beyond grocery retail. Lavazza launched Tablì in Italy in September 2025 and entered the United States in August 2026. The 100% coffee tab system eliminates the need for capsules, wrapping, or coatings. Supported by more than 15 patents, the system demonstrates the use of proprietary format design in the single-serve coffee market. Bellwether Coffee expanded into Australia in March 2026 through a partnership with Xtracted Espresso Solutions. On-site roasting technologies may enable cafés and specialty retailers to exert greater control over green-bean purchasing and roasting decisions, creating competition for branded roasted coffee suppliers in high-end foodservice accounts. Therefore, the overall landscape remains competitive despite increasing concentration among the largest groups.

Roasted Coffee Industry Leaders

*

Nestlé S.A.

*

JDE Peet's N.V.

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Starbucks Corporation

*

The J.M. Smucker Company

*

Luigi Lavazza S.p.A.

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*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Roasted Coffee Market Report Scope

The roasted coffee market encompasses coffee beans roasted for consumption through retail, foodservice, and institutional channels. By type, the market is segmented into light roast, medium roast, dark roast, and espresso roast. By bean type, the market is segmented into arabica, robusta, and blended coffee. By caffeine status, the market is segmented into caffeinated roasted coffee and decaffeinated roasted coffee. Based on distribution channel, the market is segmented into on-trade and off-trade. The report offers a detailed analysis across major economies across regions such as North America, Europe, Asia-Pacific, South America, and the Middle East and Africa.

By Roast Level

Light Roast
|

Medium Roast
|

Dark Roast
|

Espresso Roast
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
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Mexico
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|

Rest of North America
|

Europe
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Germany
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United Kingdom
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Italy

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France
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Spain
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Netherlands
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Belgium
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Sweden
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Poland
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Rest of Europe
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Asia-Pacific
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China
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India
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Japan
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Australia
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Singapore
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Rest of Asia-Pacific
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South America
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Brazil
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Argentina
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|

Colombia
|

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Rest of South America
|

Middle East and Africa

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South Africa
|

|

Saudi Arabia
|

|

Rest of Middle East and Africa
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Frequently Asked Questions

What is the projected growth rate for roasted coffee through 2031?

The category is forecast to grow at a 5.93% CAGR from 2026 to 2031, reaching USD 72.87 billion by 2031.

Which roast level has the largest share of roasted coffee sales?

Medium roast led with 42.82% in 2025 because it suits espresso, drip brewing, and pour-over preparation.

Which coffee bean type is growing fastest?

Robusta is projected to grow at a 7.25% CAGR through 2031 as higher-grade origin-specific products gain interest.

Why is Asia-Pacific important for coffee companies?

Asia-Pacific is projected to record the fastest regional CAGR of 7.42% through 2031, supported by urbanization and café expansion.