

Green Coffee Market set to exceed \$53.11B by 2030, driven by health awareness and specialty coffee preferences

The global green coffee market is projected to experience significant growth due to increasing consumer demand for healthier and sustainable options

AUSTIN, TX, UNITED STATES, February 26, 2024 /EINPresswire.com/ -- According to the SNS Insider report, the [Global Green Coffee Market](#) valued at USD 36.5 Billion in 2022, is poised to reach USD 53.11 Billion by 2030, registering a robust CAGR of 4.8% over the forecast period from 2023 to 2030.



The green coffee market continues to evolve, its success hinges on a delicate balance of health-conscious choices, sustainability, and consumer preferences. With each cup brewed, the industry not only caters to a growing market but also reflects a broader societal shift toward mindful living.



The green coffee market is expected to experience significant growth in the coming years due to increasing consumer awareness of its health benefits and rising demand for sustainable

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Some of the major key players studied in this report are: Nestle S.A., Tchibo, Louis Dreyfus Company, Belco S.A., Starbucks Corporation, Nordic Approach S.A., Golden Bean Trade, Atlantica Coffee, The Green Coffee Brazil, WS Café.

Market Report Scope

The global green coffee market is witnessing a surge in demand driven by increasing awareness of its potential health benefits. Beyond being a beverage choice, green coffee is gaining popularity for aiding weight loss, managing blood pressure, and controlling cholesterol levels for

diabetic patients. As plant-based dietary options gain traction, coupled with a growing appreciation for specialty coffee varieties, green coffee emerges as a preferred option aligning with consumers' health-conscious and sustainable lifestyle choices.

The presence of chlorogenic acid content and antioxidants in green coffee has proven benefits in controlling lifestyle disorders like diabetes, obesity, and cardiovascular diseases. With over a billion people worldwide grappling with obesity and a projected surge in diabetes cases, green coffee's role in managing these conditions positions it as a crucial player in the functional food and beverage landscape.

Market Analysis

Specialty coffee is becoming a focal point for consumers, presenting lucrative opportunities for the global green coffee market. The diverse tastes and flavors offered by specialty coffee attract more consumers, boosting the sale of green coffee. Grown at higher elevations and processed meticulously, specialty coffee's appeal lies in its health benefits, high value, and superior quality, making it particularly attractive to millennials.

Segmentation Analysis

□By Type

Arabica green coffee beans dominate the market, renowned for their superior quality, delicate flavor, and enticing aroma. Grown at higher altitudes in regions such as Latin America, Africa, and Asia, Arabica beans offer a smoother and more nuanced taste compared to Robusta beans. Robusta green coffee beans, though less expensive, are gaining substantial growth, especially in mass-market coffee products, instant coffee, and commercial blends.

□By Application

The commercial segment leads the market, catering to bulk buyers such as coffee roasters, cafes, restaurants, and hotels. This sector demands large quantities of green coffee beans to meet business operations' demands. The retail segment is growing significantly due to the rising interest in specialty coffee and home brewing techniques, driving consumer demand for high-quality green coffee beans.

Growth Factors

□The growing emphasis on health and wellness is a pivotal factor driving the demand for green coffee. Consumers are increasingly mindful of their dietary choices, seeking options that offer health benefits beyond mere refreshment. Green coffee, with its potential to aid in weight loss, manage blood pressure, and control cholesterol levels, aligns with the prevailing health-conscious consumer trends. As individuals embrace healthier lifestyles, the demand for functional beverages like green coffee continues to witness a steady uptick.

□Specialty coffee has emerged as a significant growth catalyst for the green coffee market. Consumers, particularly millennials, are drawn to the diverse tastes and flavors offered by specialty coffee varieties. Grown at higher elevations and processed with meticulous care, specialty coffee not only provides a unique and high-quality beverage experience but also aligns with the discerning tastes of a growing consumer segment. This trend presents lucrative

opportunities for the global green coffee market as specialty coffee gains traction in the market.

Key Regional Development

North America

The largest consumer, accounting for 35% of global consumption, driven by increased demand for coffee beverages, expanding middle class, and rising disposable income.

Europe

The second-largest market (25% of global consumption), led by Germany, with a strong preference for high-quality, ethically produced coffee.

Asia Pacific

The third-largest market (20% of global demand), experiencing a surge in demand, notably in China, South Korea, and Japan, due to expanding middle-class wealth and a growing interest in sustainable and healthy living.

Green Coffee Market Challenges :

1. Lack of consumer awareness: Many consumers are not aware of the benefits of green coffee and may not understand the difference between green coffee and regular roasted coffee.
2. Price volatility: The price of green coffee beans can fluctuate due to factors such as weather conditions, political instability in coffee-producing countries, and changes in demand. This can make it difficult for businesses to predict costs and plan effectively.
3. Quality control: Ensuring consistent quality in green coffee beans can be a challenge, as factors such as processing methods, storage conditions, and transportation can all impact the final product.
4. Competition: The green coffee market is becoming increasingly competitive, with new players entering the market and existing companies expanding their offerings. This can make it difficult for businesses to stand out and attract customers.
5. Sustainability concerns: As consumers become more conscious of environmental issues, there is a growing demand for sustainably sourced products. Companies in the green coffee market may face challenges in meeting these expectations while also maintaining profitability.

Key Takeaways

- The Green Coffee Market is propelled by health-conscious consumer trends and the rising popularity of specialty coffee.
- Specialty coffee presents significant growth opportunities, appealing to millennials with its unique tastes and health benefits.
- Arabica beans dominate the market, favored for their superior quality, while Robusta beans gain traction for cost-effective mass-market products.
- Commercial applications lead due to high demand from coffee roasters, cafes, and restaurants, while the retail segment sees substantial growth.
- North America leads global consumption, followed by Europe and Asia Pacific.

Recent Developments

In June 2023: JDE Peet's acquired Caffè Vergnano, fortifying its position in the Italian market.
In April 2023: illycaffè partnered with AB InBev to develop and distribute a new line of ready-to-drink coffee products. In February 2023, Coca-Cola acquired a 30% stake in Super Group, entering the ready-to-drink coffee market.

Green Coffee Market Opportunity :

□One opportunity in the green coffee market is the growing demand for sustainable and ethically sourced coffee. Consumers are becoming more conscious of where their products come from and are willing to pay a premium for coffee that is produced in an environmentally friendly and socially responsible manner. This presents an opportunity for coffee producers to differentiate themselves in the market by highlighting their commitment to sustainability and ethical practices.

□Another opportunity in the green coffee market is the increasing popularity of specialty and single-origin coffees. Consumers are becoming more interested in exploring different flavor profiles and origins of coffee, leading to a rise in demand for high-quality, unique coffees. This trend presents an opportunity for coffee producers to focus on producing specialty green coffees that cater to this growing segment of the market.

□Additionally, as more consumers become health-conscious and seek out products with added health benefits, there is an opportunity for green coffee producers to capitalize on the potential health benefits of green coffee beans. Green coffee beans are rich in antioxidants and have been linked to various health benefits.

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