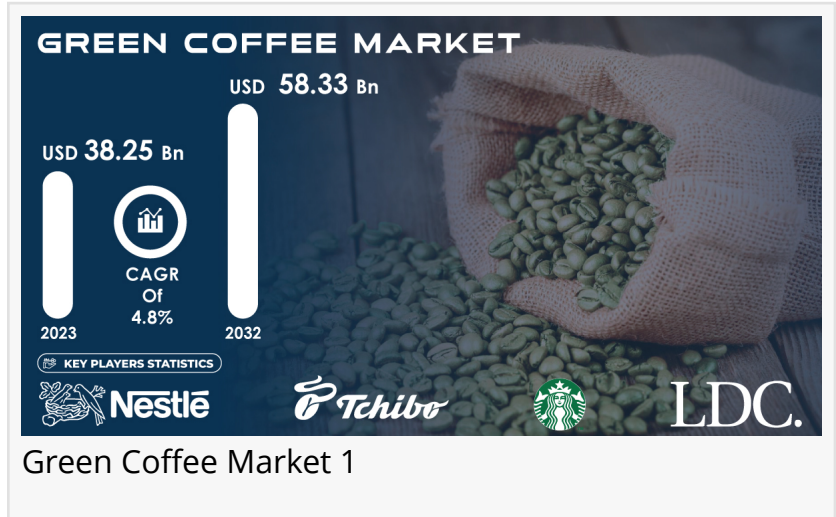


# Green Coffee Market to Reach USD 58.33 Billion by 2032 at a CAGR of 4.8% | Increasing Demand for Penetration in Emerging

Consumers are increasingly looking for products that align with their values, particularly in terms of sustainability and ethical sourcing.

AUSTIN, TX, UNITED STATES, November 14, 2024 /EINPresswire.com/ -- The [Green Coffee Market](#) was valued at USD 38.25 billion in 2023 and is expected to grow to USD 58.33 billion by 2032, at a CAGR of 4.8% over the forecast period of 2024-2032.



The Green Coffee Market growth due to rising consumer demand for health-friendly products has greatly supported the healthy development of the green coffee market since green coffee is also used as an ingredient in health food products, boosted by high in antioxidant and chlorogenic acids which are believed to aid in weight loss, accelerate weight loss, and promote overall good health. Moreover, the rising trend of functional beverages and the growing number of adoptions of plant-based diets, driving the market growth.

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The Green Coffee Market increasing due to awareness regarding health benefits among the population, rising demand for weight-loss products, and functional foods and supplements.”

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Emerging Markets and Online Retail Drive Growth in Green Coffee Consumption

The consumption of coffee in emerging economies has

also resulted in the gradual emergence of coffee beans from these economies in the green coffee market. Coffee companies, on the other hand, can take advantage of this opportunity to increase their sales to these markets.

Likewise, demand for green coffee is climbing in the retail sphere. Therefore, increasing convenience and variety offered by online stores are tempting increasing numbers of consumers to purchase their beans online, indicating a change in consumer preferences in the direction of digital purchases of green coffee products.

## Arabica Dominates Coffee Market in 2023 While Robusta and Instant Coffee Drive Future Growth

**By Type:** The Arabica beans dominated the market share in 2023. Arabica beans are also preferred for their smoother, milder flavor and are typically used in higher-end coffee products (such as specialty coffees). One reason Arabica soared to such heights was due to its popularity in developed and emerging markets, with consumers willing to pay for higher-quality coffee.

Robusta is projected to be the fastest-growing segment from 2024 to 2032. Robusta beans tend to be cheaper and easier to grow than Arabica beans because they are stronger, more bitter, and contain more caffeine, which means they survive in pest and disease-prone environments better than Arabica beans do and thrive more comfortably in hot, low-elevation climates. With the demand for affordable, convenient coffee growing especially in emerging coffee consumption markets Robusta continues to be utilized in instant coffee and lower-priced blends.

**By End Product:** Roasted Coffee remained the largest consumed type of coffee in 2023, as people prefer brewing black or fresh coffee using roasted coffee. Roasted coffee is popular across cafes, restaurants, and at-home brewing, because of the flavor and the aroma of the coffee.

Instant/Soluble Coffee is expected to grow with the fastest CAGR during the forecast period 2024-2032 owing to its convenience especially among busy consumers and in high coffee-consuming regions such as North America and Europe. The reasons for the rapid rise of instant coffee are due to its low cost, simplicity in preparation, and its widespread availability.

### By Type

- Arabica
- Robusta

### By End Product

- Roasted Coffee
- Instant/Soluble Coffee
- Green Coffee Bean Extract Coffee

### By End User

- General Public

- Patients of Blood Pressure and Heart Disease
- Others (Diabetic Patients, Obese people)

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## North America Leads Coffee Market in 2023 While Europe Drives Rapid Growth Through 2032

North America accounted for the largest revenue share of the coffee market in 2023. With a strong coffee culture and a developed coffee industry in the region, it pushed how roasted coffee and instant coffee were in higher demand. The shift in North American consumers toward premium coffee, which includes specialty and gourmet items, and the expansion of coffee chains such as Starbucks continued to position North America as the guidepost in the global coffee market. Also, the high disposable income and an increase in the consumption of ready-to-drink coffee beverages in this region helped North America with a dominant market share.

Europe is anticipated to grow at the fastest CAGR during the forecast period from 2024 to 2032. Some of the drivers for the growth of European countries include the increasing demand for health-functional supplemented products such as green coffee bean extracts and fresh organic coffee. Additionally, the premium and artisanal trend with coffee (especially in markets like Germany, the UK, and Italy) is increasing demand. Robust demand for sustainable and ethically sourced coffee in Europe, along with rising coffee consumption in the Eastern European nations, is anticipated to expedite the market growth in the region during this time.

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### Recent Developments:

- In May 2024, Colombian coffee chain Juan Valdez has partnered with the US-based Green Coffee Company in a joint venture, granting third-party rights to sell Juan Valdez-branded coffee in North American supermarkets.
- In April 2024, Multinational green coffee trading company Sucafina launched a Guatemalan subsidiary called Guatemala Sucafina.

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