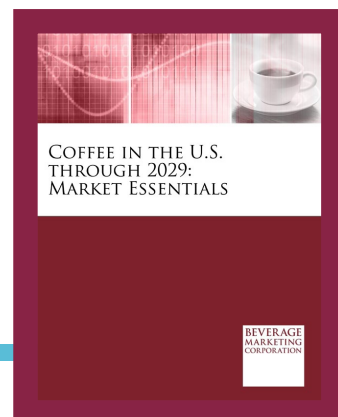


# COFFEE IN THE U.S. THROUGH 2029: MARKET ESSENTIALS

**2025 EDITION** (To be published December 2025. Data through 2024, selected preliminary 2025 figures and forecasts through 2029.) More than 100 Excel tables plus an executive summary detailing trends and comprehensive profiles of leading companies, their brands and their strategies.



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REPORTS AND  
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[bmcreports.com](http://bmcreports.com)

This U.S. coffee market research report from Beverage Marketing Corporation puts the U.S. market into global context and delivers data on coffee production and consumption, quarterly and annual growth, imports and exports, advertising and demographics and more. This comprehensive study looks at the performance of various sectors including roast/ground, pods, whole bean, ready-to-drink (RTD), instant and mixes, looking at segment and company/brand performance. The study also delves deeper on the RTD coffee market looking at chilled vs shelf stable segment and brand trends and more. It also analyzes specialty coffee, coffee pods and single-cup coffee machines. Trends in the organic market and many other facets of this large yet diverse staple beverage that has moved from traditional commodity to a highly specialized market ripe for continued innovation are also examined.

The report presents the data in Excel spreadsheets, which it supplements with a concise executive summary highlighting key developments as well as a detailed discussion of the leading coffee companies. Historical, current and projected market performance is provided.

## AVAILABLE FORMAT & PRICING



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## INSIDE:

### REPORT OVERVIEW

A brief discussion of this report's key features. **2**

### TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

### SAMPLE TEXT AND INFOGRAPHICS

Examples of report text, data content, layout and style. **12**



**HAVE  
QUESTIONS?**

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## THE ANSWERS YOU NEED

*Coffee in the U.S. through 2029: Market Essentials* provides in-depth data, shedding light on various aspects of the market. Questions answered in this comprehensive market report include:

- How many gallons of coffee per person were consumed in 2025 and how did that change vs. 2024?
- Which segments of the coffee market grew the fastest? Which segments are losing the battle for market share in the U.S.? How did these segments perform in 2025?
- How does global green coffee growth compare with growth patterns for the U.S.? Which are the leading exporters of coffee to the U.S.?
- What are the principal distribution channels for coffee? Which sales channels have gained share in 2025? Which will gain market share to 2029? Which will lose share points?
- How will the foodservice channel perform over the next few years? What are the growth expectations for coffee in the drug store and vending channels? What are the prospects for future growth in the total coffee market?

## THIS U.S. COFFEE REPORT FEATURES

This coffee report examines the total United States coffee market, with coverage of ready-to-drink (RTD), specialty, fair-trade and organic coffee. Get perspective on wholesale and retail sales, volume and per capita consumption. Beverage Marketing's reliable, all-sales-channel-inclusive data includes:

- Data on volume, sales and growth and putting the U.S. market in a global perspective. Includes global and select country data on green coffee as well as fair trade coffee.
- Break-outs of volume, share and growth of coffee sub-segments including roast/ground, pods, whole bean, instant, mixes and RTD coffee.
- Quarterly coffee market growth data.
- Detailed profiles and analysis of the leading companies and brands, discussions of their marketing activities and distribution strategies as well as company and brand sales volume data. Coverage includes the J.M. Smucker Company (Folgers), the Kraft Heinz Company (Maxwell House), Nestlé S.A., Starbucks Corporation, JAB Holdings/Keurig Dr Pepper and others.
- Volume trends for leading companies and brands for the total coffee market and by type, including whole bean, roast/ground, coffee mixes, instant coffee, coffee pods and coffee syrups.
- Advertising expenditures of the leading coffee companies and a look at category spending is broken out by 18 media types (including Internet and Spanish-language advertising).
- Consumer demographic profiles comparing consumers of specialty coffee.
- Data on green, roasted, caffeinated and decaffeinated imports.
- A look at sales, growth and share for key shelf stable and chilled RTD coffee brands and the private label market. Brands covered include Frappuccino, Java Monster, STÖK, Starbucks Doubleshot Energy, Starbucks Doubleshot, Starbucks TripleShot, Dunkin' Donuts, Chameleon, La Colombe, Starbucks Cold Brew, Stumptown, Forto Energy (Coffee), Peet's Coffee, Rockstar Roasted, Blue Bottle, Starbucks Iced Latte, Illy, Kohana, Seattle's Best, Havana, Starbucks Chilled Coffee, Califia Farms, International Delight Iced Coffee and others.
- Five-year compound annual growth projections for the coffee market and its sub-segments, including RTD coffee through 2029.



# COFFEE IN THE U.S. THROUGH 2029: MARKET ESSENTIALS

BEVERAGE  
MARKETING  
CORPORATION

**NOTE:** The 2025 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2025 edition you receive will have updated data through 2024, preliminary 2025 figures and projections through 2029 where applicable.

# Coffee in the U.S. through 2028: Market Essentials

February 2025

BEVERAGE  
MARKETING  
CORPORATION

RESEARCH • DATA • CONSULTING

**NOTE:** The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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# Contents

## Table of Contents

---

# TABLE OF CONTENTS

## Executive Summary

<b>Introduction, Objective &amp; Methodology -----</b>	<b>3</b>
Introduction -----	4
Objective and Scope -----	5
Methodology -----	5
Coffee Category Definitions -----	6
<b>The U.S. Coffee Market -----</b>	<b>7</b>
Coffee in the U.S. Share of Multiple Beverage Market Retail Dollar Sales and Volume 2024	8
Beverage Category Volume Trends 2024 -----	9
Volume Share of Multiple Beverage Market by Category 2024 -----	9
Coffee Retail Dollar and Volume Growth 2018 - 2024 -----	10
Coffee Per Capita Consumption 1994 – 2024 -----	11
Global Green Coffee Market Change in Production 2016 – 2023 -----	12
<b>Coffee Categories and Trends -----</b>	<b>13</b>
Topline Trends -----	14
Share of Coffee Consumption by Segment 2018 and 2024 -----	16
Consumption and Share by Coffee Segment 2023 – 2024 -----	17
Coffee Consumption by Segment -----	18
Wholesale Dollar Share by Coffee Segment 2018 and 2023 -----	19
Wholesale Dollar Sales and Share by Coffee Segment 2023 – 2024 -----	20
Wholesale Dollar Share by Coffee Segment 2023 and 2024 -----	21
Leading Exporters of Coffee to the U.S. (Millions of Kilograms) 2023 -----	22
Leading Countries' Share of U.S. Imported Coffee Volume 2018 and 2023 -----	23
Share of Coffee Volume by Distribution Channel 2018 and 2023 -----	24
Coffee Distribution Channels by Volume and Share 2023 – 2024 -----	25
Leading Coffee Distribution Channels -----	26
Share of Coffee Volume by Distribution Channel 2023 and 2024 -----	27
Leading Coffee Manufacturers and Retailers -----	28
Leading Coffee Manufacturers by Volume (Millions of Gallons) 2023 -----	29
Leading Coffee Manufacturers' Share of Volume 2018 and 2023 -----	30
Leading Coffee Brands by Volume (Millions of Gallons) 2023 -----	31
Leading Brands' Share of Coffee Volume 2018 – 2023 -----	32
RTD Coffee Wholesale Dollar and Volume Growth 2017 – 2024 -----	33
Leading RTD Coffee Brands by Volume (Millions of 192-ounce cases) 2023 -----	34
Leading Coffee Companies by Ad Expenditures (Thousands of Dollars) 2023 -----	35
U.S. Coffee Advertising by Media (Thousands of Dollars) 2023 -----	36
Global Green Coffee Estimated Production by Country (Thousands of Hectoliters) 2023 -----	37
Leading Countries by Estimated Green Coffee Production 2018 and 2023 -----	38

# TABLE OF CONTENTS

## Executive Summary

<b>Outlook and Future</b> .....	<b>39</b>
Projected Coffee Wholesale Dollar and Volume Compound Annual Growth 2013 – 2028----	40
Projected Coffee Wholesale Dollar Sales by Segment 2023 and 2028 .....	41
Coffee Distribution Channels by Volume and Share 2023 – 2028 .....	42
Projected Coffee Volume Share by Distribution Channel 2023 and 2028 .....	43
Projected RTD Coffee Wholesale Dollar and Volume Compound Annual Growth 2013 – 2028	44

## Leading Company Profiles

### Leading Coffee Companies

#### The J. M. Smucker Company

• Overview and Financial .....	1
• Marketing .....	2

#### The Kraft Heinz Company

• Overview and Financial .....	9
• Marketing .....	10

#### JAB Holding Company/Keurig Dr Pepper

• Overview .....	14
• Marketing .....	14
• Financial and Management .....	24

#### Nestlé S.A.

• Overview and Financial .....	27
• Marketing .....	28

#### Starbucks Coffee Company

• Overview and Financial .....	32
• Marketing .....	33

#### Inspire Brands

• Overview and Financial .....	42
• Marketing .....	43

## Exhibits

### 1. THE U.S. COFFEE MARKET

1.1	U.S. Coffee Market Volume and Growth 1987 – 2028
1.2	U.S. Coffee Market Wholesale and Retail Sales and Growth 1998 – 2028
1.3	U.S. Coffee Market Wholesale and Retail Price Per Gallon 1998 – 2028
1.4	U.S. Coffee Market Compound Annual Volume Growth 1995 – 2028
1.5	U.S. Coffee Market Per Capita Consumption 1987 – 2028

### 2. THE U.S. COFFEE MARKET BY SEGMENT

2.6	U.S. Coffee Market Estimated Consumption by Segment 2018 – 2028
2.7	U.S. Coffee Market Share of Consumption by Segment 2018 – 2028

## TABLE OF CONTENTS

### Exhibits

---

#### **2. THE U.S. COFFEE MARKET BY SEGMENT(cont'd)**

- 2.8 U.S. Coffee Market Change in Consumption by Segment 2019 – 2028
- 2.9 U.S. Coffee Market Estimated Per Capita Consumption by Segment 2018 – 2028
- 2.10 U.S. Coffee Market Estimated Wholesale Dollars by Segment 2018 – 2028
- 2.11 U.S. Coffee Market Share of Wholesale Dollars by Segment 2018 – 2028
- 2.12 U.S. Coffee Market Change in Wholesale Dollars by Segment 2019 – 2028
- 2.13 U.S. Q1 2024 Estimated Volume, Share and Growth by Coffee Segment
- 2.14 U.S. Q2 2024 Estimated Volume, Share and Growth by Coffee Segment
- 2.15 U.S. Q3 2024 Estimated Volume, Share and Growth by Coffee Segment
- 2.16 U.S. 9M 2024 Estimated Volume, Share and Growth by Coffee Segment

#### **3. U.S. COFFEE IMPORTS, EXPORTS AND STOCKS**

- 3.17 Imported Coffee Market All Countries and Types 1998 – 2023
- 3.18 Imported Coffee Market Volume by Coffee Type 2018 – 2023
- 3.19 Imported Coffee Market Share of Volume by Coffee Type 2018 – 2023
- 3.20 Imported Coffee Market Change in Volume by Coffee Type 2019 – 2023
- 3.21 Imported Coffee Market Volume by Country of Origin 2018 – 2023
- 3.22 Imported Coffee Market Share of Volume by Country of Origin 2018 – 2023
- 3.23 Imported Coffee Market Change in Volume by Country of Origin 2019 – 2023
- 3.24 Imported Coffee Market Not Roasted, Not Decaffeinated Volume by Country of Origin 2018 – 2023
- 3.25 Imported Coffee Market Share of Not Roasted, Not Decaffeinated Volume by Country of Origin 2018 – 2023
- 3.26 Imported Coffee Market Change in Not Roasted, Not Decaffeinated Volume by Country of Origin 2019 – 2023
- 3.27 Imported Coffee Market Not Roasted, Decaffeinated Volume by Country of Origin 2018 – 2023
- 3.28 Imported Coffee Market Share of Not Roasted, Decaffeinated Volume by Country of Origin 2018 – 2023
- 3.29 Imported Coffee Market Change in Not Roasted, Decaffeinated Volume by Country of Origin 2019 – 2023
- 3.30 Imported Coffee Market Roasted, Not Decaffeinated Volume by Country of Origin 2018 – 2023
- 3.31 Imported Coffee Market Share of Roasted, Not Decaffeinated Volume by Country of Origin 2018 – 2023
- 3.32 Imported Coffee Market Change in Roasted, Not Decaffeinated Volume by Country of Origin 2019 – 2023
- 3.33 Imported Coffee Market Roasted, Decaffeinated Volume by Country of Origin 2018 – 2023
- 3.34 Imported Coffee Market Share of Roasted, Decaffeinated Volume by Country of Origin 2018 – 2023



## TABLE OF CONTENTS

### Exhibits

---

#### **3. U.S. COFFEE IMPORTS, EXPORTS AND STOCKS (cont'd)**

- 3.35 Imported Coffee Market Change in Roasted, Decaffeinated Volume by Country of Origin 2019 – 2023
- 3.36 Exported Coffee Market All Countries and Types 1998 – 2023

#### **4. THE U.S. COFFEE MARKET BY DISTRIBUTION CHANNEL**

- 4.37 U.S. Coffee Market Estimated Volume by Distribution Channel 2018 – 2028
- 4.38 U.S. Coffee Market Share of Volume by Distribution Channel 2018 – 2028
- 4.39 U.S. Coffee Market Change in Volume by Distribution Channel 2019 – 2028
- 4.40 U.S. Coffee Market Top Retailers by Number of U.S. Locations 2023

#### **5. THE LEADING COFFEE COMPANIES AND THEIR BRANDS**

- 5.41 U.S. Coffee Market Estimated Volume by Leading Manufacturer 2018 – 2023
- 5.42 U.S. Coffee Market Share of Estimated Volume by Leading Manufacturer 2018 – 2023
- 5.43 U.S. Coffee Market Change in Estimated Volume by Leading Manufacturer 2019 – 2023
- 5.44 U.S. Coffee Market Estimated Volume by Leading Brand 2018 – 2023
- 5.45 U.S. Coffee Market Share of Estimated Volume by Leading Brand 2018 – 2023
- 5.46 U.S. Coffee Market Change in Estimated Volume by Leading Brand 2019 – 2023
- 5.47 U.S. Whole Bean Coffee Market Estimated Volume by Brand 2018 – 2023
- 5.48 U.S. Whole Bean Coffee Market Share of Estimated Volume by Brand 2018 – 2023
- 5.49 U.S. Whole Bean Coffee Market Change in Estimated Volume by Brand 2019 – 2023
- 5.50 U.S. Roast/Ground Coffee Market Estimated Volume by Brand 2018 – 2023
- 5.51 U.S. Roast/Ground Coffee Market Share of Estimated Volume by Brand 2018 – 2023
- 5.52 U.S. Roast/Ground Coffee Market Change in Estimated Volume by Brand 2019 – 2023
- 5.53 U.S. Coffee Mix Market Estimated Volume by Brand 2018 – 2023
- 5.54 U.S. Coffee Mix Market Share of Estimated Volume by Brand 2018 – 2023
- 5.55 U.S. Coffee Mix Market Change in Estimated Volume by Brand 2019 – 2023
- 5.56 U.S. Instant Coffee Market Estimated Volume by Brand 2018 – 2023
- 5.57 U.S. Instant Coffee Market Share of Estimated Volume by Brand 2018 – 2023
- 5.58 U.S. Instant Coffee Market Change in Estimated Volume by Brand 2019 – 2023
- 5.59 U.S. Coffee Pod Market Estimated Volume by Brand 2018 – 2023
- 5.60 U.S. Coffee Pod Market Share of Estimated Volume by Brand 2018 – 2023
- 5.61 U.S. Coffee Pod Market Change in Estimated Volume by Brand 2019 – 2023

#### **6. THE U.S. READY-TO-DRINK COFFEE MARKET**

- 6.62 U.S. RTD Coffee Market Wholesale Dollars and Case Volume 1993 – 2028
- 6.63 U.S. RTD Coffee Market Wholesale Dollars and Case Volume Growth 1994 – 2028
- 6.64 U.S. RTD Coffee Market Per Capita Consumption 1993 – 2028
- 6.65 U.S. RTD Coffee Market Shelf-Stable vs. Chilled Volume and Growth 2011 – 2028
- 6.66 U.S. RTD Coffee Market Shelf-Stable vs. Chilled Wholesale Dollars and Growth 2011 – 2028

## TABLE OF CONTENTS

### Exhibits

---

#### **6. THE U.S. READY-TO-DRINK COFFEE MARKET (cont'd)**

- 6.67 U.S. RTD Coffee Market Quarterly Volume Shares 2003 – 2024
- 6.68 Leading RTD Coffee Brands Estimated Volume 2018 – 2023
- 6.69 Leading RTD Coffee Brands Estimated Share of Volume 2018 – 2023
- 6.70 Leading RTD Coffee Brands Estimated Change in Volume 2019 – 2023
- 6.71 Leading RTD Coffee Brands Estimated Wholesale Dollars 2018 – 2023
- 6.72 Leading RTD Coffee Brands Estimated Share of Wholesale Dollars 2018 – 2023
- 6.73 Leading RTD Coffee Brands Estimated Change in Wholesale Dollars 2019 – 2023
- 6.74 The Regional RTD Coffee Markets Wholesale Dollar Sales 1993 – 2028
- 6.75 The Regional RTD Coffee Markets Wholesale Dollar Share 1993 – 2028
- 6.76 The Regional RTD Coffee Markets Wholesale Dollar Growth 1994 – 2028
- 6.77 U.S. RTD Coffee Market Estimated Volume by Distribution Channel 2018 – 2028
- 6.78 U.S. RTD Coffee Market Share of Volume by Distribution Channel 2018 – 2028
- 6.79 U.S. RTD Coffee Market Change in Volume by Distribution Channel 2019 – 2028

#### **7. COFFEE INDUSTRY PRICING IN THE U.S.**

- 7.80 Consumer Price Index Changes for Coffee and Other Items 1995 – 2023
- 7.81 Producer Price Index Changes for Coffee and All Commodities 1995 – 2023

#### **8. THE ORGANIC COFFEE MARKET**

- 8.82 Global Organic Coffee Market Estimated Volume and Change 2002 – 2028
- 8.83 U.S. Organic Coffee Market Estimated Volume and Change 2002 – 2028
- 8.84 U.S. Organic Coffee Market Per Capita Consumption 2002 – 2028

#### **9. U.S. COFFEE MARKET ADVERTISING EXPENDITURES**

- 9.85 U.S. Coffee Market Estimated Advertising Expenditures 2000 – 2023
- 9.86 U.S. Coffee Market Expenditures by Leading Advertisers 2018 – 2023
- 9.87 U.S. Coffee Market Share of Expenditures by Leading Advertisers 2018 – 2023
- 9.88 U.S. Coffee Market Change in Expenditures by Leading Advertisers 2019 – 2023
- 9.89 U.S. Coffee Market Advertising Expenditures by Media 2018 – 2023
- 9.90 U.S. Coffee Market Share of Advertising Expenditures by Media 2018 – 2023
- 9.91 U.S. Coffee Market Change in Advertising Expenditures by Media 2019 – 2023

#### **10. DEMOGRAPHICS OF THE U.S. COFFEE CONSUMER**

- 10.92 Demographics of the Specialty Coffee Consumer 2023
- 10.93 Demographics of the Hot Specialty Coffee Consumer 2023
- 10.94 Demographics of the Iced Specialty Coffee Consumer 2023

#### **11. THE GLOBAL COFFEE MARKET**

- 11.95 Global Green Coffee Market Production Volume and Growth 1994 – 2023
- 11.96 Global Green Coffee Market Estimated Production by Country 2018 – 2023
- 11.97 Global Green Coffee Market Share of Production by Country 2018 – 2023
- 11.98 Global Green Coffee Market Change in Production by Country 2019 – 2023

Inspire endeavored to boost the Dunkin' coffee business by moving well beyond conventional hot coffee. In 2022 and beyond, for instance, several iced coffees and other flavors proliferated.

- In summer 2022, the company presented several seasonal cold-brewed iced coffees for June and July: Brown Sugar Cream Cold Brew, Cake Batter Signature Latte, Butter Pecan Iced Coffee and Sunrise Batch Iced Coffee.
- Salted Caramel Cold Brew first appeared as a seasonal offering in spring 2022 and returned in summer 2023.
- In August 2022, Nutty Pumpkin Coffee joined Pumpkin Cream Cold Brew and Pumpkin Spice Signature Latte as the limited-time-only autumn varieties.
- Nutty Pumpkin Coffee and Pumpkin Spice Signature Latte reappeared in August 2023.
- Traditionally, Dunkin' offers seasonal coffees around the year-end holidays, including recurring ones like Peppermint Mocha Signature Latte and Toasted White Chocolate Signature Latte. In November 2022, it expanded the lineup with Cookie Batter Cold Brew. For Halloween 2024, it launched Potion Macchiato. In 2024, it introduced Holiday Cookie Signature Latte.
- Around the same time, it launched an Iced Cold Brew that it positioned as a sort of energy drink, which it made available in black as well as in a Sweet & Creamy formulation supplementing the 100% Colombian coffee with whole milk and simple syrup.
- Beyond crafting iced coffees and new flavors, Dunkin' also committed to using 100% sustainably sourced coffee by 2025 when it created its Dunkin' Drive-To Sustainability program in September 2022.
- At the end of 2024, it teamed up with pop phenomenon Sabrina Carpenter to play off her hit song "Espresso" with Sabrina's Brown Sugar Shakin' Espresso.

U.S. COFFEE MARKET  
SHARE OF CONSUMPTION BY SEGMENT  
2018 - 2028(P)

Segment	2018	2019	2020	2021	2022	2023	2024(p)	2028(P)
Roast/Ground	%	%	%	%	%	%	%	%
Pods	%	%	%	%	%	%	%	%
RTD	%	%	%	%	%	%	%	%
Whole Bean	%	%	%	%	%	%	%	%
Instant	%	%	%	%	%	%	%	%
Mixes	%	%	%	%	%	%	%	%
TOTAL	%	%	%	%	%	%	%	%

(p) Preliminary; (P) Projected  
Source: Beverage Marketing Corporation

