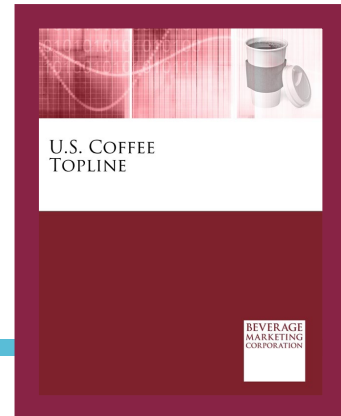


U.S. COFFEE TOPLINE

2025 EDITION (To be published March 2026. Data through 2024, preliminary 2025 figures and forecasts through 2029.) More than 20 pages, with text analysis, graphs and charts.



Executive Summary. U.S. Coffee Topline from Beverage Marketing Corporation provides a data overview of the coffee category with key historical and current statistics and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch, companies marketing products in other categories that compete for consumers or usage occasions or anyone else who needs a quick view of the coffee sector. Includes a brief overview of key trends.

AVAILABLE FORMAT & PRICING



Direct Download
Word & PDF

\$1,495

To learn more, to place an advance order or to inquire about additional user licenses **call:** Charlene Harvey +1 212.688.7640 ext. 250 charvey@beveragemarketing.com

FOR A FULL
CATALOG OF
REPORTS AND
DATABASES,
GO TO
bmcreports.com

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. **7**



**HAVE
QUESTIONS?**

Contact Charlene Harvey: 212-688-7640 x 250
charvey@beveragemarketing.com

**BEVERAGE
MARKETING
CORPORATION**

BEVERAGE MARKETING CORPORATION
P.O. Box 2399 | 143 Canton Road, 2nd Floor
Wintersville, OH 43953
Tel: 740-314-8380 Fax: 740-314-8639

THE ANSWERS YOU NEED

U.S. Coffee Topline offers a birds-eye view of the overall market. Questions answered include:

- What has been the long-term trend in coffee volume? How has ready-to-drink (RTD) coffee fared in the past couple of decades?
- What is the share breakdown of the coffee market in terms of segments? How has this changed in the last five years?
- How big is the global green coffee market and how large are the U.S. coffee export and import markets?
- Which coffee segments are likely to gain share at the expense of others to 2029?

THIS U.S. COFFEE REPORT FEATURES

U.S. Coffee Topline report features category volume and per capita consumption data, volume by coffee segment, import and export data, ready-to-drink coffee volume and wholesale dollars, global organic coffee volume, coffee advertising expenditures, global green coffee volume and five-year projections.



U.S. COFFEE TOPLINE

**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.

U.S. Coffee

Topline

March 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.

Copyright © 2025 Beverage Marketing Corporation of New York, P.O. Box 2399, Wintersville, OH 43953.
(212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

U.S. Coffee Topline
TABLE OF CONTENTS

TABLE OF CONTENTS ----- i

Summary

U.S. COFFEE TOPLINE

The National Coffee Market ----- 1

- Overview----- 1
- Per Capita Consumption ----- 2

Coffee Trends----- 4

- Overview----- 4
- Coffee Segments ----- 5
- Imports and Exports ----- 7
- Leading Coffee Roasters ----- 8
- The National RTD Coffee Market ----- 9
- Global Organic Coffee Market ----- 9
- Global Green Coffee Market ----- 10
- U.S. Coffee Advertising Expenditures ----- 10

Exhibits

1 U.S. Coffee Market Volume and Growth 1987 – 2028----- 12

2 U.S. Coffee Market Compound Annual Volume Growth 1995 – 2028----- 13

3 U.S. Coffee Market Per Capita Consumption 1987 – 2028 ----- 14

4 U.S. Coffee Market Share of Consumption by Segment 2018 – 2028 ----- 15

5 Imported Coffee Market All Countries and Types 1998 – 2023 ----- 16

6 Exported Coffee Market All Countries and Types 1998 – 2023 ----- 17

7 U.S. Coffee Market Share of Estimated Volume by Leading Brands 2018 – 2023 ----- 18

8 The National RTD Coffee Market Wholesale Dollars and Case Volume 1993 – 2028 -- 19

9 Global Organic Coffee Market Estimated Volume and Change 2002 – 2028 ----- 20

10 Global Green Coffee Market Production Volume and Growth 1994 – 2023----- 21

11 U.S. Coffee Market Estimated Advertising Expenditures 2000 – 2023 ----- 22

Instant or soluble coffee is powdered coffee prepared by the spraying and drying of brewed coffee in a vacuum. The process removes the water content and delivers an end product of frozen coffee granules.

- In terms of consumption, instant coffee has fewer loyalists among Americans than Russians or Asians.
- The common perception of instant coffee is that it does not live up to the quality standard of coffee preferred by Americans who prefer to buy the whole bean and brew their own coffee at home. Therefore, it becomes a challenge for retailers to introduce instant coffee of recognized quality in the market as the retailer has to outweigh preconceived notions about instant coffee.
- On the other hand, the features in favor of instant coffee are easy availability, easy usage and convenience. In 2019, instant coffee consumption declined for the ninth straight year, to 153.9 million gallons. However, in 2020, instant coffee volume grew by a whopping 6.3%. Declines followed in the ensuing three years.
- Interestingly, there is a small niche of superpremium instant coffee emerging in the marketplace, including names like Swift Cup Coffee, Intelligentsia and Sudden Coffee that are using upgraded techniques to produce better-tasting soluble coffee. These may have contributed to a return to growth in 2024.
- Mixes combine instant coffee with non-dairy creamer. Kraft's Maxwell House International (formerly, General Foods International Coffees) is a leader in the struggling segment. In 2019, mixes registered volume of 77.5 million gallons, but with an unexpected increase taking place in 2020. As with instant, mixes saw volume reduction occur again from 2021 through 2024.
- Sustained growth in consumption could be driven by the introduction of better quality products in the market. Instant coffee will find its usage in instant cappuccino mixes, instant mocha combined with chocolate and other flavored varieties.

Exhibit 2

U.S. COFFEE MARKET
COMPOUND ANNUAL VOLUME GROWTH
1995 – 2028(P)

Period	Compound Annual Growth Rate
1990 – 1995	█ %
1991 – 1996	█ %
1992 – 1997	█ %
1993 – 1998	█ %
1994 – 1999	█ %
1995 – 2000	█ %
1996 – 2001	█ %
1997 – 2002	█ %
1998 – 2003	█ %
1999 – 2004	█ %
2000 – 2005	█ %
2001 – 2006	█ %
2002 – 2007	█ %
2003 – 2008	█ %
2004 – 2009	█ %
2005 – 2010	█ %
2006 – 2011	█ %
2007 – 2012	█ %
2008 – 2013	█ %
2009 – 2014	█ %
2010 – 2015	█ %
2011 – 2016	█ %
2012 – 2017	█ %
2013 – 2018	█ %
2014 – 2019	█ %
2015 – 2020	█ %
2016 – 2021	█ %
2017 – 2022	█ %
2018 – 2023	█ %
2023 – 2028(P)	█ %

(P) Projected

Source: Beverage Marketing Corporation