



**Euromonitor  
International**

# Global Market Overview of Coffee

November 2023

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## INTRODUCTION

Scope

Key findings

Key trends impacting the coffee market in 2023

## GLOBAL SUPPLY OF COFFEE

Climate change challenges continue to negatively impact global coffee production

Coffee production will remain concentrated in Latin America, largely aimed at exports

Brazilian coffee output is anticipated to grow in 2023/2024 due to more favourable weather

Adverse weather conditions are set to hinder Vietnamese coffee production in 2023/2024

Dry weather and low productivity farming could lead to a decline in Indonesian coffee output

Coffee prices are expected to decline in 2024 due to rising supply and stabilising demand

In 2023, record-high Robusta prices contributed to a steeper increase in instant coffee prices

## GLOBAL DEMAND FOR COFFEE

The cost of living crisis hinders coffee spending, particularly in Western Europe

Demand drivers for coffee across key buyer industries

## GLOBAL DEMAND FOR COFFEE

Convenient, diverse RTD coffee offerings are set to boost consumption within the soft drinks

Surging home brewing and speciality coffee interest to spur coffee sales in the medium term

Rising incomes and tourism to drive restaurant coffee consumption over the medium term

## COUNTRY SNAPSHOTS

Top 10 country profile: Brazil

Top 10 country profile: Vietnam

Top 10 country profile: Indonesia

Top 10 country profile: Colombia

Top 10 country profile: Ethiopia

Top 10 country profile: Honduras

Top 10 country profile: Uganda

Top 10 country profile: Peru

Top 10 country profile: India

Top 10 country profile: Guatemala

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