Global Market Overview of Coffee

November 2023

Table of Contents
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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