

THAIFEX - Anuga Asia 2023: Coffee & Tea Fact Sheet

The global coffee and tea industry is a multi-billion dollar industry that encompasses a wide range of products and services, from production and processing to retail and distribution. The industry has a growing demand for high-quality, speciality coffee and tea products, particularly among younger consumers who are willing to pay a premium for unique and authentic offerings. Health and wellness trends have also influenced the industry, with a greater emphasis on natural and organic ingredients.

THAIFEX - Anuga Asia plays a significant role in the coffee and tea industry in Asia, providing a global platform for industry players to showcase their products, connect with potential buyers and partners, and stay up-to-date with the latest trends and innovations. Key segments at THAIFEX - Anuga Asia 2023 include:

- Coffee (beans, pads/capsules, instant hot beverages and syrups)
- Tea (black and green tea, fruit tea, herbal tea, plant extracts and other tea variants)
- Cocoa (cocoa powder, cocoa butter and cocoa mass)
- Coffee Machines (coffee machines, brewing systems, table tops, grinders, tea-brewing appliances, roaster)

Fast Facts

- The global tea and coffee market size is expected to grow to \$165.88 billion in 2026 at a CAGR of 10.3%¹.
- Coffee in Asia Region²
 - Revenue in the Coffee segment amounts to US\$142.00bn in 2023. The market is expected to grow annually by 5.52% (CAGR 2023-2025).
 - In global comparison, most revenue is generated in the United States (US\$95,580.00m in 2023).
 - In relation to total population figures, per-person revenues of US\$31.39 are generated in 2023.
 - By 2025, 85% of spending and 22% of volume consumption in the Coffee segment will be attributable to out-of-home consumption (e.g., in bars and restaurants).
 - In the Coffee segment, volume is expected to amount to 1,580.5mkg by 2025. The market for the Coffee segment is expected to show a volume growth of 2.6% in 2024.
 - The average volume per person in the Coffee segment is expected to amount to 0.33kg in 2023.

¹ <https://www.thebusinessresearchcompany.com/press-release/coffee-and-tea-market-2022>

² <https://www.statista.com/outlook/cmo/hot-drinks/coffee/asia>

- Tea in Asia Region³
 - Revenue in the Tea segment amounts to US\$175.40bn in 2023. The market is expected to grow annually by 3.94% (CAGR 2023-2025).
 - In global comparison, most revenue is generated in China (US\$111,800.00m in 2023).
 - In relation to total population figures, per-person revenues of US\$38.78 are generated in 2023.
 - By 2025, 54% of spending and 4% of volume consumption in the Tea segment will be attributable to out-of-home consumption (e.g., in bars and restaurants).
 - In the Tea segment, volume is expected to amount to 4,867.1mkg by 2025. The market for Tea segment is expected to show a volume growth of 2.3% in 2024.
 - The average volume per person in the Tea segment is expected to amount to 1.03kg in 2023.
- Coffee Machines
 - The coffee machine market was approximately valued at USD 5.11 billion in 2020, and it is expected to record a CAGR of more than 4.5% during the forecast period, 2022–2027⁴.
 - With technological advancements and product innovations, mid-size to smaller companies are increasing their market presence by launching innovative products and tapping into new markets. Some of the major players in the market are Keurig Dr Pepper, Inc., De'Longhi Group, Newell Brands, Nestlé SA, Philips, and Panasonic Corporation, among others.

Key Exhibitors

- **Caffe Borbone Srl (Italy)**
 - Caffe Borbone Srl is an Italian coffee company that specializes in producing premium espresso blends and coffee pods. Established over 25 years ago, they have a reputation for quality and authenticity, making them a popular choice among coffee aficionados.
- **Thai Coffee Association (Thailand)**
 - The Thai Coffee Association is a non-profit organization that promotes and supports the Thai coffee industry. Through various initiatives and programs, the association strives to improve the quality and competitiveness of Thai coffee, as well as create sustainable livelihoods for coffee farmers in the country.

³ <https://www.statista.com/outlook/cmo/hot-drinks/tea/asia>

⁴ <https://www.mordorintelligence.com/industry-reports/global-coffee-machine-market>



Full information about this year's **11 Signature Trade Shows** can be found on <https://thaiFEX-anuga.com/trade-fair/trade-shows/>

For the overall **THAIFEX - Anuga Asia Key F&B Segments**, please visit <https://thaiFEX-anuga.com/>

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