

Statistical Bulletin

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Coffee service industry sales exceed NT\$40 billion in 2023, expected to reach NT\$40 billion again in 2024.

1. The presence of small independent coffee shops and large chain coffee shops around street corners and alleys reflects the preference for coffee and the pursuit of a higher quality of life. As of the end of November 2024, the number of coffee shops reached 4,824, and marked a 42.5% increase (or 1,438 units increase) compared to 2018, with the growth rate of each year ranging from 4.7% to 6.3%. In addition to chain convenience stores that offer freshly brewed coffee at any time, some gas stations and supermarkets also join in; the resulting "black gold business opportunity" is remarkable. This trend has also driven the establishment of upstream coffee wholesalers and retailers, which numbered 693 and 1,261, respectively, by the end of November 2024, a six-year growth of 23.1% and 38.7%. Sales revenue has also repeatedly hit new highs. The combined coffee service industry¹, saw revenue rise from NT\$31.6 billion in 2018 to over NT\$40 billion in 2023, marking a 35.8% increase. From January to November 2024, revenue reached NT\$37.7 billion, with full-year revenue expected to surpass NT\$40 billion. Among them, the sales of coffee shops ranged from NT\$17.5 billion to NT\$24.6 billion between 2018 and 2023, with only a 2.5% decline in 2021 due to the COVID-19 pandemic, while all other years showed growth. For the first 11 months of 2024, its sales reached NT\$21.8 billion, consistently accounting for over 50% of the coffee service industry revenue.

Coffee Service Industry Business Units and Sales

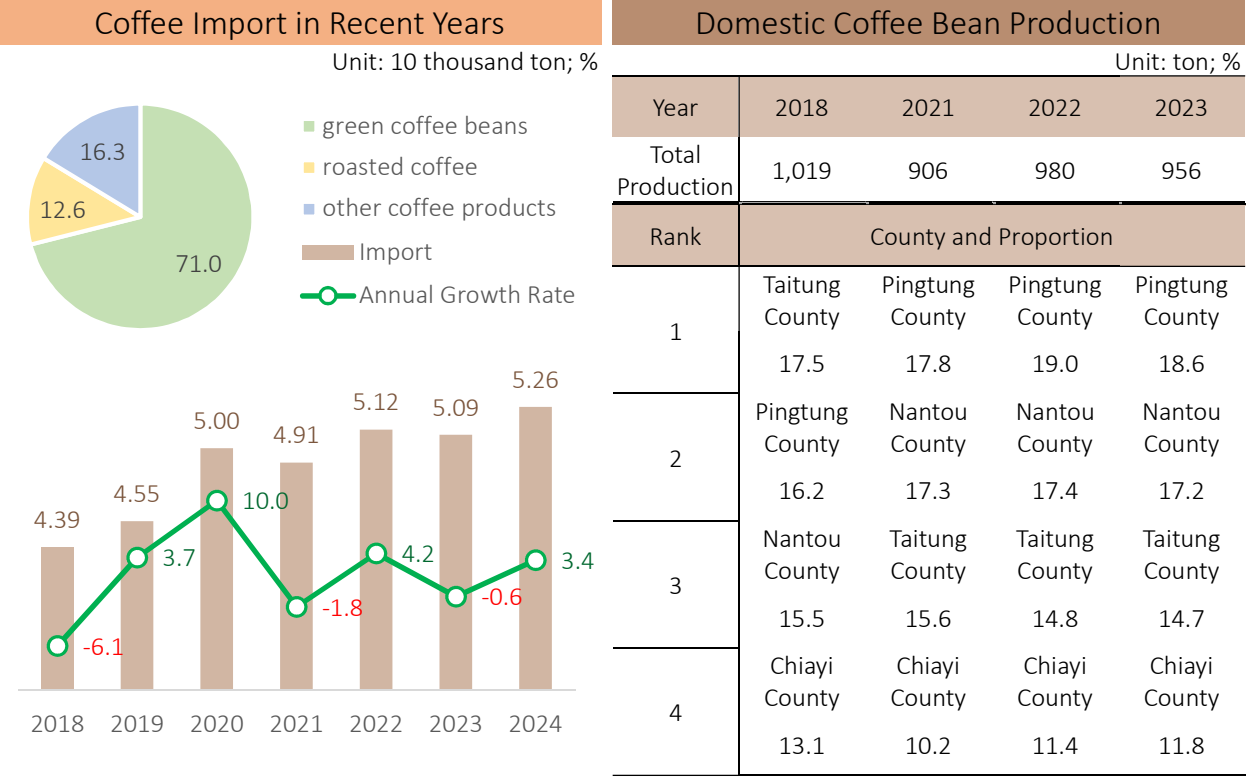
Unit: unit; NT\$ million, %

Item		2018	2020	2021	2022	2023	2024 Jan.-Nov. (1)	Annual Growth Rate
Units	Total	4,858	5,406	5,776	6,044	6,500	6,778	4.8
	Wholesale of Coffee	563	619	657	672	671	693	2.5
	Retail Sale of Coffee	909	1,065	1,163	1,207	1,245	1,261	1.6
	Coffee Shops	3,386	3,722	3,956	4,165	4,584	4,824	6.0
Sales	Total	31,645	34,325	34,549	39,626	42,969	37,669	5.3
	Wholesale of Coffee	11,366	12,704	13,356	14,409	14,927	12,768	4.8
	Retail Sale of Coffee	2,826	3,049	3,088	3,390	3,456	3,072	5.1
	Coffee Shops	17,452	18,572	18,105	21,827	24,586	21,829	5.6

Note : (1) The unit figures are as of the end of Nov. 2024.

¹ This article corresponds to the scope defined in the Standard Industrial Classification of Taxation (9th revision): the coffee service industry including subclasses 4548-12 "Wholesale of Coffee", 4729-18 "Retail Sale of Coffee in Specialized Stores" and 5631-12 "Coffee Shops" (Excluding those mainly serves meals and coffee shops with hostess). Excluding coffee growing, manufacture of coffee powder and beverages, and wholesale of coffee beverages.

2. Taiwan’s coffee raw materials are primarily sourced from abroad, with an average annual coffee import volume of nearly 50,000 metric tons in recent years. In 2024, imports reached a record high of 52,587 metric tons. Green coffee (beans) accounted for the majority at 71%, while roasted coffee and other coffee products made up 12.6% and 16.3%, respectively. As consumer demand for coffee quality increases, the specialty coffee market has expanded rapidly, driving domestic coffee bean production. In 2018, production peaked at 1,019 metric tons. However, production has fluctuated due to pest infestations and abnormal weather conditions, but generally remained above 950 metric tons. Taiwan’s coffee beans are primarily grown in major agricultural counties such as Pingtung, Nantou, Taitung, and Chiayi, which together have accounted for over 60% of total production in recent years. Notably, Taitung’s ranking dropped to third place since 2021 due to a reduction in cultivation area.



Data Source : Ministry of Finance, Statistics Dept. “Business Units and Sales”; Ministry of Agriculture.