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Colombian brand Juan Valdez plans to expand in United StatesÂ

07 April 2025 | News

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According to its positioning strategy in North America and with the support of key partners, Juan Valdez, the brand that represents Colombian coffee growers, continues its expansion plan across the United States. The goal is to reach more locations, attract new consumers with the flavor of 100 per cent premium Colombian coffee, and captivate them with the culture and tradition of specialty coffee.

The company aims to continue attracting local consumers as part of this strategy. To achieve this, it plans to end the year with 16 strategically located stores in key cities such as Miami and Orlando, further solidifying its position in one of the world's largest and most dynamic coffee markets.

According to the United States Department of Agriculture, the United States of America (U.S.) - the second-largest importer of coffee beans - is expected to increase its imports by 800,000 bags, reaching 22.3 million due to growing consumption. In 2023 and 2024, the main suppliers of coffee beans were Brazil (32 per cent), Colombia (20 per cent), Vietnam (8 per cent), and Honduras (7 per cent). Additionally, data from the National Coffee Association (NCA) and Grand View Research on U.S. coffee consumers reveal that 67 per cent of the population drinks coffee at least once a day, and 45 per cent of them choose specialty coffee. Moreover, generations such as Gen Z and Millennials have played a key role in the growth of this segment, as approximately 66 per cent of adults aged 25 to 39 who regularly drink coffee have tried specialty coffee at least once in the past week.