Office coffee service sales kept climbing in 2024

Operators saw stronger demand in 2024 as offices settle into hybrid schedules. While volumes remained below pre-pandemic highs, rising per-cup spend and premium options lifted OCS revenues 17% over the previous year's revenue.

By Linda Becker, Editor-in-Chief

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FIVE YEARS AFTER THE pandemic, workplace employment patterns have largely settled into a new normal. Approximately 4 in 10 jobs allow at least some amount of remote work, according to recent data from Robert Half.[1] Hybrid work is a dominant model, with more than a third of companies requiring employees to be in the office at least a few days each week.

What does all that mean for OCS operators? Hybrid work schedules result in a lower overall volume for most OCS locations. Locations are likely to serve fewer people onsite daily, with the potential for inconsistent demand by day of the week and daypart. At the same time, while volume has decreased, premiumization and higher-margin premium, single-serve and specialty options can drive revenue in locations serving

CHART 1: Operator sales change, 5-year review

Sales rose · Sales declined · No change

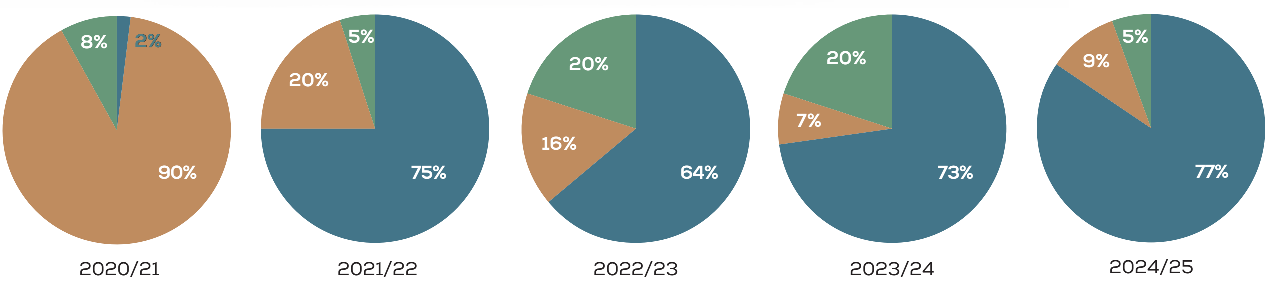


CHART 2A: Composite green coffee prices, 2019 to July 2025

Source: The International Coffee Organization, London, U.K.

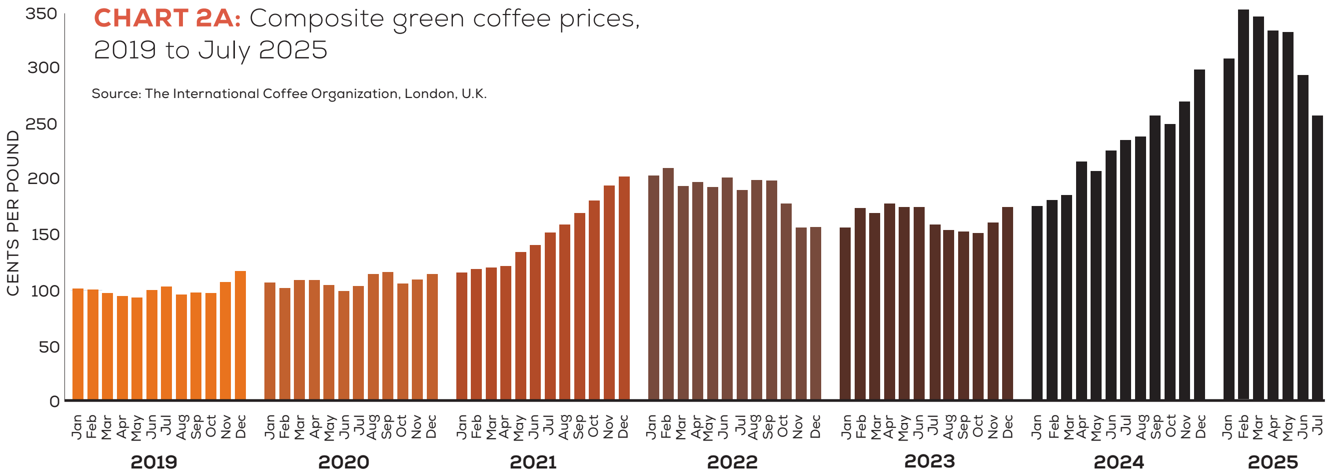
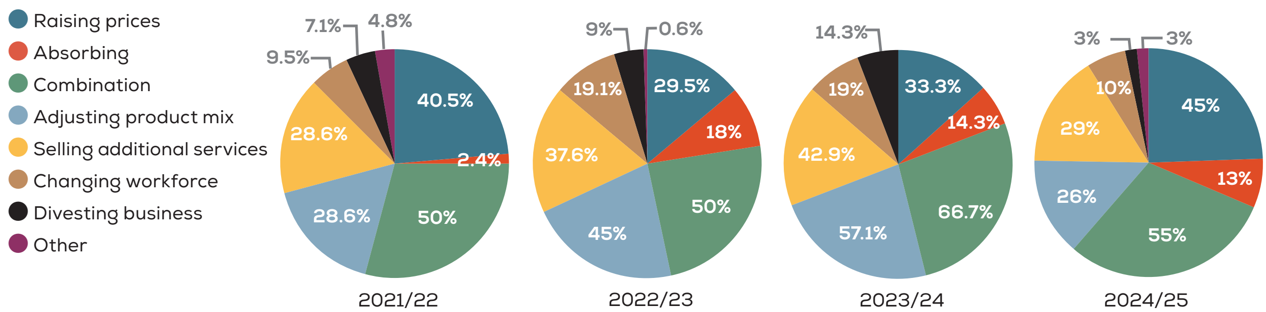


CHART 2B: How rising costs are being handled



fewer employees. Employers continue to offer premium coffee options such as espresso, cold brew taps and ready-to-drink (RTD) fridges to enhance the in-office experience with added perks.

The 2024 data support this, as national value-brand coffee OCS sales fell to 19%, from a high of 34% in 2022. At the same time, OCS sales of espresso (11%), local brands (31%) and national specialty coffees (13%) increased from their 2022 share of sales of espresso (5%), local brands (22%) and national specialty coffees (11%). These factors and others contributed to a 17% increase over the previous year's revenue.

Customers expect more diversity in product choices and want to be catered to, respondents noted. Demand for premium and specialty options such as cold brews and iced coffees has decreased coffee's share

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77% of respondents reported an **increase in sales** revenue in 2024.

14% more reported **no change** in revenue.

CHART 3A: Revenue per cup in cents per cup, Fraction pack automatic/pourover coffee, 5-year review

	2020	2021	2022	2023	2024
Revenue	11.4¢	12.97¢	11.67¢	11.5¢	12.98¢

*Previous numbers have been adjusted based on additional data

CHART 3B: Revenue per cup, single-cup coffee, 5-year review

	2020	2021	2022	2023	2024
Single-Cup Capsule	49.4¢	46.6¢	34.6¢	38.14¢	48.99¢
Bean-To-Cup per cup cost	44.8¢	40.9¢	35.1¢	36.13¢	45.27¢

CHART 4A: % OCS sales by supplier type

SUPPLIER TYPE	2024
Private label	21.42
Local coffee brands (known to customers)	27.53
National brand - value coffee	18.77
National brand - specialty coffee	18.79
Espresso coffee	13.49

CHART 4B: % OCS sales by product category

PRODUCT CATEGORY	2024
Frac pack	30.7
Whole bean coffee	39.6
Single cup (non K-cup)	25.0
K-cups	4.6

CHART 4C: Top-selling OCS products for past 12 months, by volume (%)

TOP PRODUCT	2024
Local coffee brands	33
Private label	20
Value frac packs	0
Specialty drinks	0
Whole bean	13
National brand coffees	27
K-Cups	0
Single-cup	0
Tea	0
Pantry or direct delivery service (food/snacks/beverages delivered to locations)	7
Water filtration service (point-of-use/POU)	0

CHART 4D: OCS product category, % of sales

PRODUCT CATEGORY	2024
Coffee	27.4
Non-coffee hot beverages	5.8
Soft drinks	9.4
Bottled water (5 gallon)	11.1
Creamers/sweeteners	6.5
Cups/plates/paper products	6.8
Tea	7.1
Pantry service/micro kitchen (paid by employer offered to employees)	7.4
Water filtration service (non bottled)	7.4
Ice machines	11.3

as a percentage of net sales by category. In 2024, the overall coffee category accounted for only 27% of net coffee service sales, a drop of 15% since 2022. Revenue growth is driven by bottled water (5-gallon format), which is up 4% from 2022, pantry service, which has nearly doubled, and ice machines, which grew to 11% of OCS net revenue in 2024. Cold brew formats such as on-draft kegs, single-serve packaged goods, iced coffee, bean-to-cup machines and cold brew concentrate are leading OCS formats.

Let's take a closer look at what the data tells us in our State of the Office Coffee Service Industry Report.

ADDING CLIENTS AND PRICING HIKES DRIVE REVENUE GROWTH

In this year's State of the Office Coffee Service Industry Report, 77% of respondents reported an increase in sales revenue in 2024, and 14% more reported no change in revenue. Respondents pointed to growth in clients and locations, strong business growth in their area, poor competitor service, return-to-work effects and pricing increases as key drivers of their revenue growth. At the same time, respondents cited headwinds, including broader economic effects such as inflation, as having a negative impact on growth.

For the number of locations served in 2024, more than two-thirds of respondents (70%) reported an increase in locations, an increase over 2024 (54%) as well as an improvement on the 62% who reported an increase in locations in 2022. Respondents again pointed to strong business growth in their area and poor competitor service for their success.

The rise in locations was accompanied by a reported increase in OCS staff as well, with 48% of respondents reporting that they added staff in 2024 while 39% made no changes to head count. Those OCS operators who added staff did so strategically, with respondents reporting headcount additions for dedicated sales representatives.

27% of the sales revenue in 2024 can be credited to coffee.

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CHART 5: Plumbed-in, automatic and thermal as % of total

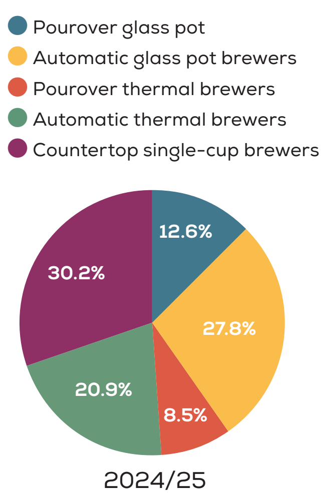


CHART 6: Estimated market share of single-cup brewer placements in the U.S., 5-year review

MARKETER	PRODUCT(S)	2020/21	2021/22	2022/23	2023/24	2024/25
Cafection	Avalon, Total Lite, Total 1, Alternative	7.40%	5.69%	8.1%	12.2	7.5
Bodecker Brewed	Bodecker	3.50	2.46	3.8	5.9	4.1
VE Global Solutions	Brio, Colibri, Koro, Korinto, Kinvivo, Trophy, Venus, Cypris, Juno, Prosyd	1.00	0.00	0.7	0.9	3.6
Crane	Coti, Café System, Genesis	2.50	0.00	1.7	1.5	1.5
Cafejo	Cafejo	1.00	2.40	2.6	5.9	2.3
Technologies Coffea	Coffea, Pro-II G2	1.00	5.73	3.6	0.9	5.6
JM Smucker's	Douwe Egberts C-300, C-600, C-60, N110, NG-300	5.10	1.88	4.9	3.5	3.1
VKI Technologies	Eccellenza Express, Eccellenza Touch, Eccellenza Cafe, Latte Lounge	1.90	3.82	3.7	2.6	5.3
Lavazza	Espresso Point, Lavazza Blue, Dual Espresso, EP 2500	0.90	1.14	1.5	1.1	3.0
Mars Drinks	Flavia Barista, Flavia Creation 500, Flavia Creation 400, Flavia Creation 200, Aroma	2.50	2.99	3.1	3.0	6.1
Filterfresh	Filterfresh	1.30	0.00	0.9	0.6	2.9
Grindmaster	Grindmaster	9.80	14.72	13.2	10.2	3.8
Kraft/Heinz	Gevalia, Tassimo T-3000, T-65	0.30	0.84	0.5	1.1	3.5
Keurig	K3000, K150, K145, B155, K155, K130	19.80	14.24	13.9	10.8	5.5
Rheavendors	Rhea, Cino	0.40	0.00	0.2	1.0	5.4
Saeco USA	Saeco, Estro	1.00	1.27	1.1	1.1	1.7
Newco	Smartcup, Freshcup, Freshcup Touch	7.80	13.89	13.3	13.6	6.2
Starbucks	Starbucks	4.50	2.83	4.1	4.7	11.4
Bunn	My Cafe Pod, AutPOD, Trifecta MB	8.30	11.37	11.2	11.9	4.2
Nespresso	Nespresso	7.20	2.34	4.7	2.2	3.6
Wilbur Curtis	Gold Cup, Expressions	0.50	1.39	1.1	1.2	0.5
Comobar	Comobar	1.80	0.00	0.2	0.3	1.4
MZB	La San Marco OC System	6.10	0.96	2.8	1.0	2.2
Cafe Primo	Cappuccino	2.20	3.13	2.9	7.9	3.3
Other		2.20	6.92	3.2	8.3	2.5

*Represents OCS provider placements only

CHART 7: Account populations by size

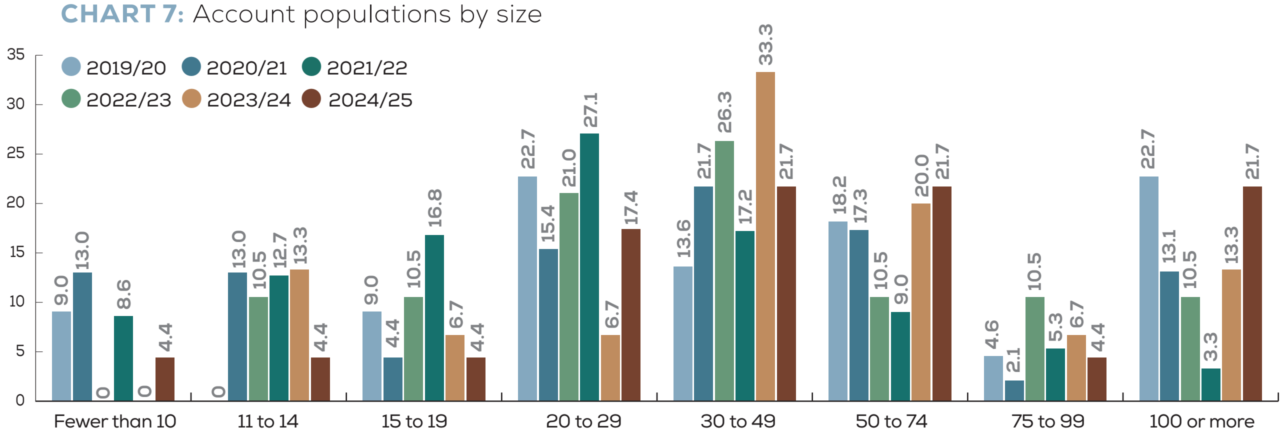


CHART 8: Accounts by type, 5-year review

	2020/21	2021/22	2022/23	2023/24	2024/25
Offices	51.2%	36.5%	40.2%	37.0%	27.3%
Industrial plants	16.8	17.3	19.3	16.0	13.1
Schools/colleges	6.3	8.3	12.1	7.8	11.3
Convenience stores	8.6	8.0	4.1	11.0	10.5
Restaurants, delis, bakeries	4.1	8.0	3.6	3.3	9.0
Other (healthcare, hotels, auto dealerships)	3.8	9.5	12.8	12.3	18.3
Government/ military	4.1	6.1	4.2	5.5	5.4
Retail outlets	5.1	6.3	3.7	7.3	5.1

CHART 9: New services added in 2025

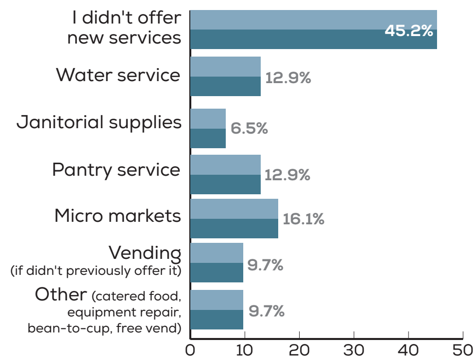
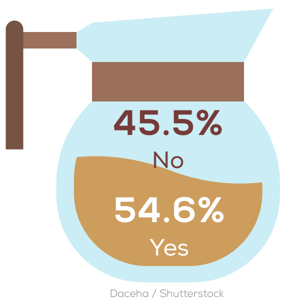
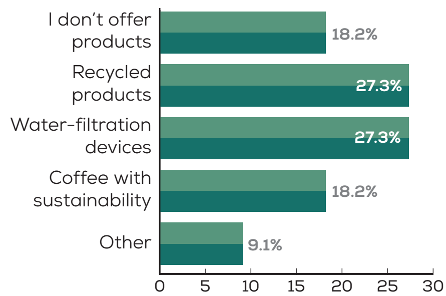


CHART 10: Company currently offers online ordering on its website



Respondent revenue profile	
Less than $500K	31.8%
$500K to $1M	4.6
$1M to $2.5M	27.3
$2.5M to $5M	13.6
$5M to $10M	4.6
Over $10M	18.2

CHART 11: Most popular environmental product offerings



Operators also invested in their existing teams with additional training to better explain product and equipment features and benefits to prospects and clients.

RISING COSTS REFLECTED IN NET REVENUE

The costs of goods and labor were top of mind for many again in 2024. Green coffee prices climbed steadily, although recent data from the International Coffee Organization suggests that relief is in sight.[2]

Inflation drove up the cost of both coffee and supplies, but price adjustments allowed operators to regain the revenue per cup they had lost in 2024. For frac pack automatic and pour over coffee, revenue per cup, in cents per cup, rose to nearly $0.13 in 2024, from $0.11 in 2023. Single-cup revenues fared even better, with the average revenue per single-cup capsule of $0.49 in 2024, up from $0.38 in 2023. Average revenue per single-cup bean-to-cup products likewise increased, from $0.36 in 2023 to $0.45 in 2024.

Among the new services offered by some to add to the bottom line, micro markets (16%) were added most often. Other respondents added pantry service (13%), water services (16%), vending (10%) and even janitorial services (6%). Still, 45% did not offer any new services and looked to other strategies.

More than 54% of respondents reported raising some prices while absorbing some costs. Other techniques to deal with rising business costs included adjusting the product mix (26%) and selling additional services (29%).

Right-sizing accounts was another cost-saving technique: No respondents indicated they serviced accounts with fewer than 10 employees. The majority (61%) had typical account populations of 30 to 75 employees, with another 21% serving accounts with more than 100 employees. ■

Sources

1. **Remote Work Statistics and Trends for 2025, https://www.roberthalf.com/us/en/insights/research/remote-work-statistics-and-trends.**
2. **International Coffee Organization, Coffee Market Report, July 2025. https://ico.org/specialized-reports/**