

Coffee presents a series of home business opportunities that make it an interesting choice for any entrepreneur. Being one of the most sought after commodities in the world, with a current market value of **19 billion USD**, and a forecast growth of **4.5% in the next 5 years**. The coffee industry is large and showing no signs of decreasing.

Coffee makes total sense in terms of business opportunities. And it is a variegated market, with plenty of options to invest money in and having a sizable return. To make money with coffee isn't just a matter to enter the right market but also to know what are the current trends and different business models. Let's thus see what opportunities for a coffee-related business there are.

Healthy Coffee Business

It makes sense to differentiate yourself from the more generic coffee roasteries and sellers by focusing on a specific niche within the coffee market. Healthy coffee caters to the health-conscious buyers, those worrying that too much coffee can mess up their health, due to the caffeine and coffee acidity.

Certain coffee brands specialize in healthy coffee, which is coffee carefully selected at the source for lower caffeine, low acid content and high in antioxidants. Stressing out the health benefits of coffee is thus at the heart of such a business, which doesn't exclude great tasting coffee but is instead complementary. Weight loss coffee do exist too, claiming improved fat shedding results.

Coffee tasting

In pandemic times perhaps a riskier business but the request for more knowledge of the different varieties, origins and producing methods of coffee is somewhat booming. Thanks to the raised awareness brought by the third wave of the coffee culture for traceability and sustainability, it has never been easier to know where the coffee comes from and how it was produced.

Organizing coffee tasting sessions is a viable business that not only provides a good return of investment but is excellent in quickly creating a community around your business through the attendees to the tasting. As a business opportunity it is an original one, fun and one that can be done both full-time and part-time. A good marketing strategy is absolutely necessary, perhaps connected with a pre-existing coffee shop. To make money here is vital to be able to connect with other business

owners in the coffee industry and generic coffee lovers as well, as both will be interested in exploring the different coffee beans to taste and new business models.

Selling coffee beans

The most obvious and direct way to make business with coffee is selling the beans. That may not be necessarily connected with a roastery, as plenty of wholesale distributors exist. It may be sufficient to launch a website and have such a distributor to start selling coffee beans. Even just a Shopify shop can be good to start.

Alternatively, you can target a specific farm or origin of coffee. Many farmers in poorer countries have a hard time finding a reseller for their coffee and would be more than welcome to collaborate. Direct contact with farmers gives you also a much higher control on the quality of the coffee, its traceability and how it is produced. The returns of investment may greatly vary here, as the competition is high and the margins often quite low.

Starting a gourmet coffee business

As an alternative to just selling beans, specialising in gourmet coffee, those coffee beans coming from highly reputed origins or farms, can be much more profitable. The market is smaller, as the number of customers that know these origins is much lower, but the ones who do are more willing to splurge for truly excellent coffee beans.

Origins like Blue Mountain from Jamaica, Kona from Hawaii, the Yirgacheffe from Ethiopia or Monsoon Malabar from India are well known and reputed among the best in the world. Coffee experts and wannabe connoisseurs do know them all and are constantly looking for them. Authoritativeness here has its weight. Many startups launched this type of coffee business.

Writing about coffee

If you aren't much a marketer but more interested in the knowledge and craft around coffee, you can sell your skills as a blogger in coffee. Launching a blog is trivial these

days, with plenty of hosting and services to start blogging in mere minutes. With a very low starting cost, a blog can return great dividends over time by exploiting the community that visits it through advertising, affiliate marketing and sponsoring.

The main disadvantage in a blog is that the return of investment isn't guaranteed, many start and fail despite the efforts. Nor the return is guaranteed anytime soon, as depending on the content and how well optimized it is for the search engines, it may take months if not years to see a large enough number of visitors to start earning. By far this is the easiest opportunity for business owners that prefer to work from home.

Becoming a coffee farmer

If you live in a country that is capable of cultivating coffee and aren't far from the countryside, launching a farm of coffee can be an interesting idea. Coffee isn't a hard to grow plant, outside of a couple of dangerous diseases that can wreak havoc to the cultivation. The main issue will be able to sell your beans to a considerable price that would justify the initial investment.

There's also no need to process the beans yourself as many farmers will simply ship them to a processing company nearby and leave the washing and drying to them. Pure farming coffee is possible. For those who always dreamed of making their own coffee, a perfect coffee business.

Launching a coffee importation company

As a middle man between farmers and the coffee shops, an importing company can go around the world in search of the most renowned coffee beans and resell them to the local roasteries. The ability of finding quality beans is indispensable, the more you can identify good beans at not exorbitant prices, the better you will be able to resell them, retaining a good share for you.

Logistics are important here, as is evaluating the local demand for what coffee is preferred by the locals and how big the market is in total. No matter if you reside in a producing country or not, importing coffee can be done in both cases, without excluding the possibility to import coffee from another country, despite good coffee being available locally. Depending on the local coffee drinkers and coffee lovers'

desires, it may be more valuable to import coffee from abroad as it could more closely match their preferences when drinking coffee.

Conclusions

These are just the tip of the possibilities that exist within the coffee market for a business. Plenty more do exist. The ones just discussed are merely the most popular. A not-so-rapid research will surely come with more opportunities that may be better suited to your inclinations and budget. Making money in coffee has always been difficult, with a tendency of the market to fluctuate and great differences between every consuming market.