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Report Highlights:

Mexico's coffee production is forecast to reach 3.9 million green bean equivalent in the 2025/26 marketing year. This slight increase from the previous year is attributed to planting incentives driven by favorable coffee prices and ongoing efforts to improve coffee varieties. Domestic roasted coffee consumption is also projected to rise moderately to 1.35 million green bean equivalent in 2025/26, supported by private and government initiatives promoting quality and consumption. The United States remains the primary market for Mexican coffee and the top soluble coffee exporter to Mexico.

Production

Mexico’s coffee production for the 2025/2026 marketing year (MY October 2025–September 2026) is forecast at 3.9 million green bean equivalent (GBE), with a total harvested area of 663,070 hectares and an average national yield of 5.89 GBE/Ha (Table 1). This forecast reflects ongoing regional efforts to improve plant health and rejuvenate old plantations in Chiapas, Veracruz, and Puebla.

High international coffee prices are expected to benefit producers in all regions. With higher revenue, producers can invest in better agricultural practices, such as removing excess berries from the trees and surrounding soil to reduce the risk of pests and diseases and removing weeds to reduce competition for resources.

The forecast for MY 2024/25 is 3.8 million GBE. Projected production for Arabica coffee has been revised upward to 3.5 million GBE, driven by favorable prices. Conversely, Robusta production is expected to decline by approximately 2,000 GBE due to heatwaves between June and October 2024 in the lowland areas of Veracruz, which negatively affected flowering and cherry development.

The estimate for MY 2023/24 is 3.35 million GBE, based on updated official data from the Secretariat of Agriculture and Rural Development (SADER).

Crop Area and Yield

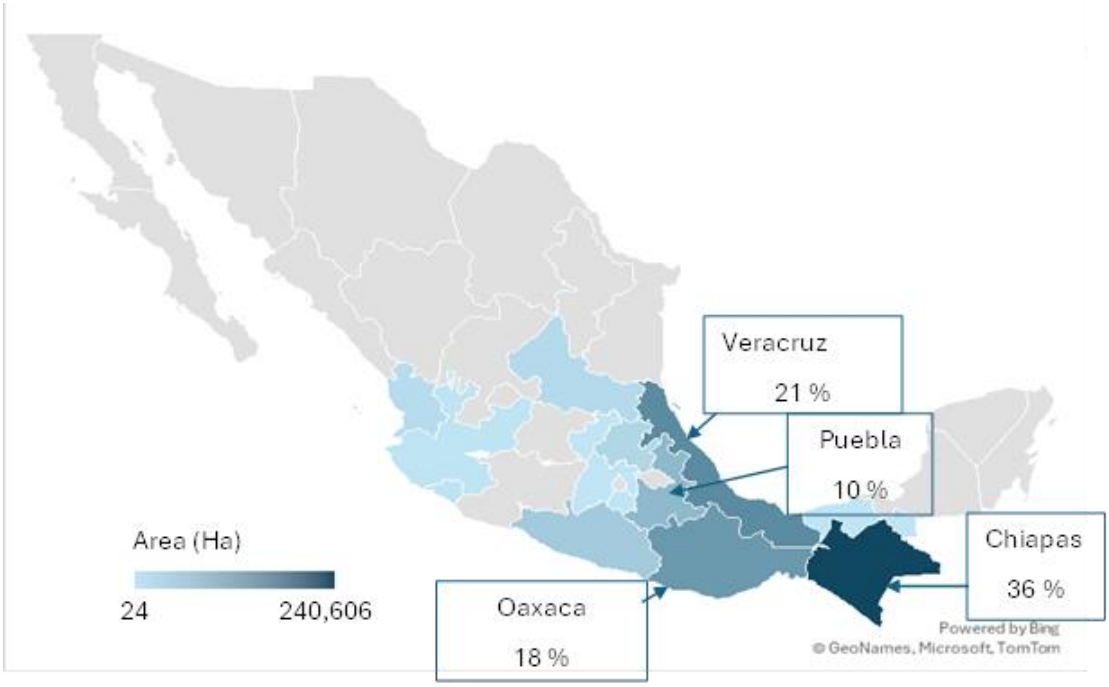
Coffee cultivation in Mexico spans 14 states. High-quality Arabica varieties, representing about 35 percent of national production, thrive at elevations above 900 meters. Another 44 percent is grown between 600 and 900 meters. Robusta coffee, primarily cultivated at lower altitudes, is expanding into former livestock grazing lands.

Just four states—Chiapas, Veracruz, Puebla, and Oaxaca—account for 91.4 percent of Mexico's total coffee output. Chiapas (37 percent) and Veracruz (24 percent) have production shares proportional to their harvested areas. Puebla stands out with 22 percent of production despite only occupying 10 percent of the harvested area, reflecting higher productivity. Oaxaca, while comprising 18 percent of the national harvested area, has the third-lowest yield among coffee-producing states (Figures 1 and 2).

According to the Agri-Food and Fisheries Information Service (SIAP), most states have exhibited relatively stable or declining planted areas over the past seven years, indicating limited expansion in coffee cultivation. Only Puebla, Colima, and more recently Jalisco have reported increases, potentially as a result of government support programs.

The harvested area generally mirrors the planted area, although typically at slightly lower levels. This difference may be due to the abandonment of older plantations, as happened in Chiapas in 2022, or the time lag between planting and first harvest, as seen in Puebla, Veracruz, and Nayarit. Despite the relative stability in planted and harvested areas, coffee production has fluctuated significantly from year to year. This variability indicates that external factors such as weather conditions, plant diseases, input costs, and labor availability, continue to substantially impact yields.

Figure 1. 2024 Harvested Area



Data Sorce: Agri-Food and Fisheries Information Service (SIAP)

Figure 2. 2024 Production

Data Sorce: Agri-Food and Fisheries Information Service (SIAP)

The four principal coffee-producing states (Chiapas, Veracruz, Puebla, and Oaxaca), along with Tabasco and Nayarit, have either reached or are close to reaching production stability. In contrast, five states, Guerrero, Hidalgo, Jalisco, Mexico State, and San Luis Potosí, have experienced a decline in production. Only Colima, Morelos, and Querétaro reported increases in output; however, their combined contribution to national production remains marginal, totaling just 0.35 percent.

Chiapas is forecasted to remain the cornerstone of national production by volume, with a yield near the national average, but its scale makes it dominant. Puebla stands out for its productivity, boasting the highest yield, double the national average, due to favorable climate and soil conditions, investments in pest-resistant plants, a concentration of medium to large-scale producers, and favorable infrastructure near major cities. Veracruz, the second state with a better yield well above the average, reaches 7.04 GBE/ha. An increase in the harvested area is expected, recovering from the heatwave that reduced Robusta production in the state during MY 2024/25.

Table 1. Post Forecast by State MY 2025/26

	Area Harvested (Ha)	Yield (GBE/Ha)	Production (GBE)
Chiapas	240,615	5.98	1,439,853
Veracruz	138,000	7.04	971,110
Puebla	69,000	12.22	843,332
Oaxaca	117,600	2.79	328,571
Guerrero	40,350	3.08	124,127
Hidalgo	21,500	4.25	91,270
Nayarit	13,550	2.99	40,524
San Luis Potosí	16,142	2.23	35,960
Colima	3,200	4.28	13,690
Jalisco	2,000	5.48	10,952
México	531	3.30	1,752
Tabasco	357	4.40	1,570
Querétaro	199	2.02	402
Morelos	26	5.30	135
Total	663,070	5.89	3,903,249

Challenges Facing Mexican Coffee Producers

Despite the slight growth in production, Mexican coffee producers continue to face several challenges:

- **Limited Coffee Farm Renovation:** Renovation efforts have slowed due to limited government support. Producers largely depend on their own resources or assistance from cooperatives and the private sector. While companies such as Nestlé, coffee traders, and various small and medium-sized coffee enterprises offer support through extension services and financing, these programs

only reach a small portion of producers (See the "Non-Governmental Support for Producers and Roasters" section).

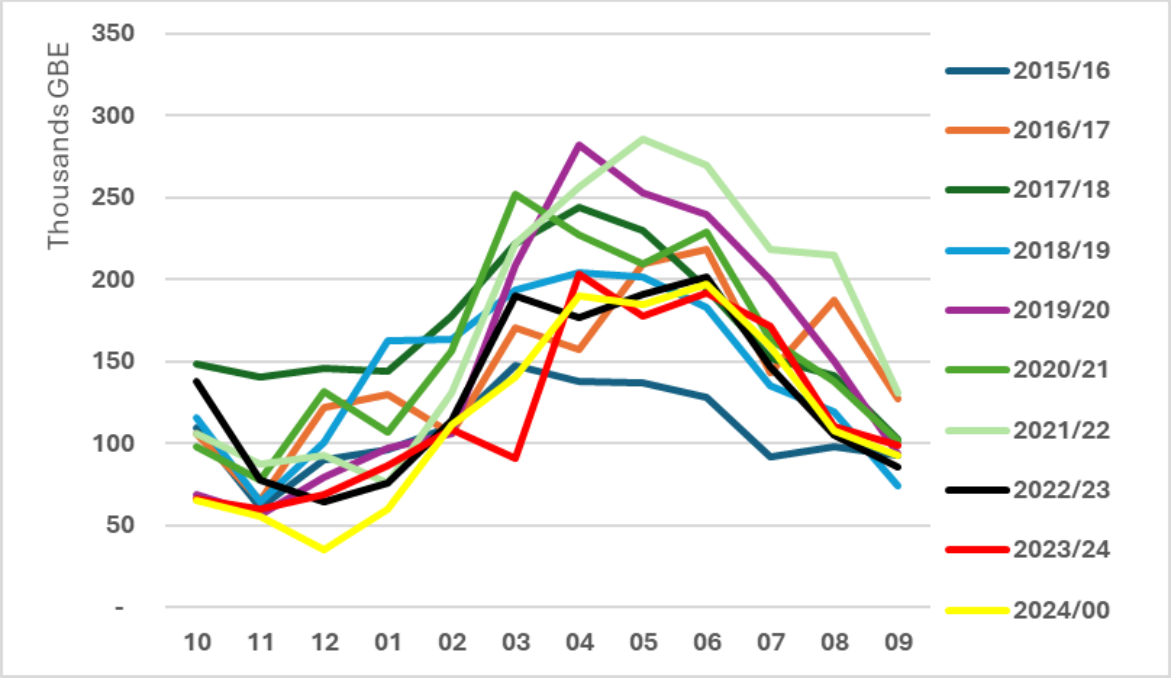
- **Labor Shortages and Rising Costs:** Many producers, especially in Chiapas, the main producing state, struggle to find field workers. Government policies have significantly reduced the availability of migrant labor (primarily from Guatemala). Moreover, alternative crops or sectors like tourism are offering more competitive wages, further increasing labor costs for coffee producers.
- **Pest Management:** According to the National Service of Health, Food Safety, and Food Quality (SENASICA), the presence of the coffee berry borer (CBB) has been reduced, with infestation rates currently below 2 percent. Coffee rust, caused by the fungus *Hemileia vastatrix*, attacks leaves and can lead to defoliation, stunted fruit development, and even the death of the plants. Field management can reduce the impact, but continued renovation with resistant varieties is necessary.

Trade

Exports

Exports of green coffee occur from January to September, with the highest volumes typically shipped in April and May. This pattern has remained consistent over the past decade, as illustrated in Figure 3.

Figure 3. Mexico Exports of Green Coffee from 2015 to 2024.



Source: Trade Data Monitor, LLC. Post estimations from February to September MY 2024/25

Figure 4. Mexico Exports of Coffee

Source: Trade Data Monitor, LLC. Post estimations from February to September MY 2024/25

Post forecasts Mexico's coffee exports for MY 2025/26 at 3.05 million GBE, partly driven by the continued growth in soluble coffee exports (See Figure 4), which are projected to reach 1.6 million GBE. The United States remains the primary destination for Mexican coffee exports, encompassing green, roasted, and soluble formats.

Exports for MY 2024/25 have been revised upward to 2.9 million GBE, reflecting higher-than-expected soluble coffee shipments. In contrast, exports for MY 2023/24 have been revised downward based on updated data from Trade Data Monitor.

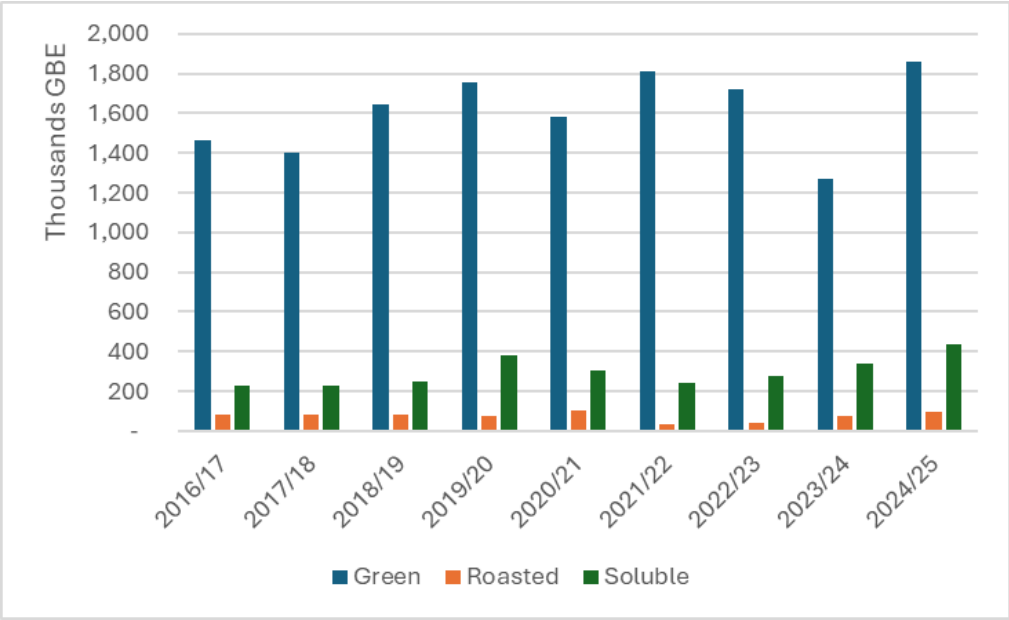
Imports

Coffee imports for MY 2025/26 are forecast at 2.39 million GBE, with an expected increase in Robusta imports and a decrease in soluble coffee imports, driven by the growth of the domestic coffee industry.

Imports for MY 2024/25 are estimated at 2.3 million GBE, an upward revision from previous estimates attributed to stronger-than-expected growth in the local industry. Imports for MY 2023/24 have been revised downward by 1.2 percent to 1.8 million GBE, according to data from Trade Data Monitor.

As illustrated in Figure 5, Mexico mainly imports green coffee, primarily from Brazil. The United States is the main source of roasted coffee imports, while soluble coffee imports mainly originate from Brazil, the United States, and Colombia.

Figure 5. Mexico Imports of Coffee



Source: Trade Data Monitor, LLC. Post estimations from February to September MY 2024/25

The Secretariat of Economy administers the Sectorial Production Program (PROSEC), which allows duty-free import of certain products for further processing in country. Coffee products under specific Harmonized System (HS) codes qualify for this program, including: All coffee imported under PROSEC, whether whole bean, roasted, or soluble, is classified under HS code 9802.0022 ("Import of goods via special operations of the Industry of Coffee"), obscuring the type of coffee being imported. PROSEC primarily serves to meet demand for robusta coffee from Brazil.

Consumption

Mexico's coffee consumption for MY 2025/26 is forecast to grow modestly by 1.6 percent compared to the previous MY, reaching 3.15 million GBE. This increase is primarily driven by roasted coffee. This steady growth is supported by factors such as rising urbanization, the expansion of restaurants and coffee shops, and a growing interest in specialty and premium coffee.

For MY 2024/25, consumption remains steady at 3.1 million GBE, consistent with levels recorded in the previous year. Soluble coffee continues to dominate the Mexican market, accounting for 57 percent of total domestic consumption, while ground coffee represents the remaining 43 percent.

Industry contacts in the roasting sector report that even with the increase in prices, there is a rising interest in high-quality, single-origin coffee, particularly in urban areas with higher-income consumers. This trend presents an opportunity to expand the consumption of specialty coffee and roasted coffee in general nationwide. Nonetheless, some challenges remain, including regulatory constraints that classify coffee as an unhealthy product.

Impact of the Healthy Life in Schools Law

The Healthy Life in Schools Law came into effect on March 29, 2025. This law is expected to have mixed effects on coffee consumption in Mexico, with varying impacts depending on age group, setting, and the type of coffee product.

The law prohibits the sale and consumption of beverages containing caffeine in basic and middle school institutions. As a result, students in primary and secondary education will have reduced access to coffee or caffeine-containing products. This restriction may alter long-term consumer behavior by discouraging the development of regular coffee-drinking habits during youth.

However, the law permits coffee and tea consumption for adults (18+) in higher education institutions, such as universities and technical schools. This exception could normalize or even strengthen the culture of unsweetened coffee consumption among young adults, particularly in academic environments. Universities may begin offering unsweetened coffee options as healthier alternatives to sugary beverages.

Manufacturers of sweetened or prepackaged coffee products—such as bottled frappés or flavored lattes—may see a decline in sales in school-related markets. In response, cafés and brands might innovate by creating low-sugar, caffeine-free, or age-appropriate alternatives to maintain engagement with younger consumers.

Promotion of Coffee Quality and Domestic Consumption

The Mexican government and the private sector are actively promoting the quality and domestic consumption of coffee through national campaigns, regional initiatives, and international collaborations. These efforts aim to elevate the profile of Mexican coffee and encourage consumers to appreciate high-quality brews.

The "Ask for a Mexican Coffee" campaign was launched by the Secretariat of Tourism, SADER, and the private sector. This initiative encourages food service establishments to use "Mexican coffee." It also invites consumers to explore Mexico's diverse coffee-producing regions through agrotourism routes such as the Chiapas Coffee Route, the Coatepec Coffee Route in Veracruz, and the Puebla Coffee Agrotourism Route. These tours offer visitors the opportunity to explore coffee farms, learn about cultivation and processing, and enjoy guided tastings.

Café Bienestar

On December 4, 2024, President Claudia Sheinbaum announced the launch of Café Bienestar, a new brand of instant coffee. This initiative aims to distribute affordable coffee through the country's network of Bienestar stores, which also offer staple goods such as maize and beans. With more than 24,516 outlets covering over 90 percent of Mexico's municipalities and serving more than 62 million people, this network has significant reach.

The Café Bienestar program will particularly focus on supporting producers in northern Veracruz. Under the guidance of Julio Berdegué Sacristán, Secretary of Agriculture and Rural Development (SADER), the program is coordinated with federal development initiatives for coffee growers. The coffee will be processed into a soluble format. Although this segment is estimated to represent just 3 to 4 percent of the total soluble coffee market, making it relatively unattractive to the private sector, it serves an important social and economic function by improving access to coffee in underserved regions.

Expositions and Competitions

Coffee expositions and competitions are valuable tools for promoting domestic coffee consumption. They showcase the richness, diversity, and cultural significance of Mexican coffee while creating educational and networking opportunities for stakeholders across the value chain.

- Expo Café Mexico is the country's premier coffee trade show, attracting over 30,000 visitors and 270 exhibitors annually. The event features workshops, tastings, and conferences focused on cultivation, roasting, and brewing techniques. It brings together producers, roasters, baristas, and consumers to foster a deeper appreciation of high-quality Mexican coffee.
- *Expo Café Orgullo de Puebla* emphasizes the contributions of regional producers and promotes specialty coffee. The event features barista competitions (national and international) requiring the use of Puebla coffee, tasting sessions, and workshops, facilitating knowledge exchange and community engagement.
- The Cup of Excellence identifies and rewards the country's highest quality coffees. Winning lots receive international recognition and are auctioned globally at premium prices. This competition not only incentivizes quality improvement among producers but also raises awareness of the excellence of Mexican coffee both domestically and abroad.
- The private sector is also investing in the expansion of specialty coffee consumption across Mexico. According to the Coffee Quality Institute, Mexico has certified more Q-grade coffees than any other country, reflecting a strong commitment to quality enhancement through collaboration among private companies and non-governmental organizations.

Policy

The *Cosechando Soberanía en Café* program consolidates all existing initiatives from the previous administration under a single framework. According to the government, this integrated approach aims to enhance coordination and resource allocation across various support schemes targeting coffee producers.

1. Production for Well-being This component provides direct financial support of US $365 per producer per year. In 2024, a total of 205,443 producers participated, covering an area of 250,830 hectares, with total disbursements amounting to US $74.98 million.

The support is granted based on the area sown, not the area harvested, which may fail to incentivize proper agricultural practices or crop management.

In certain states, the reported area covered exceeds the actual area sown, suggesting insufficient oversight and control over the list of beneficiaries.

2. Fertilizers for Well-being In 2024, this component delivered 53,542 tons of fertilizer to 161,802 producers, benefiting an area of 199,566 ha. This initiative seeks to enhance soil fertility and boost productivity among coffee growers.

3. Strategic Initiatives (2026–2030) The government has outlined several strategic actions for the medium term:

- Acquisition of certified seed for coffee production from 2026 to 2030.
- Continuation of plant health programs managed by the National Service of Agrifood Health, Safety and Quality (SENASICA).
- Promotion of domestic coffee consumption and expansion into emerging markets, particularly in Eastern Europe and Asia, through public communication campaigns and diplomatic channels, including embassies.

Non-Governmental Support for Producers and Roasters

Several private and non-governmental initiatives are helping to support and revitalize the coffee sector:

Sabormex and AMSA: Sabormex—managing brands such as Café Mexicano, Legal, Garat, and Oro—collaborates with Agroindustrias Unidas de México (AMSA) to implement the Jóvenes por la Caficultura Sostenible program. This initiative aims to transform the industry and drive future growth. Through a diploma program, young participants from Chiapas, Oaxaca, Puebla, and Veracruz receive training in business model innovation, accounting, finance, crop management, regenerative agriculture, productivity, and sustainable quality.

KAJVE Sustainable Coffee Initiative: In Chiapas, BASF, UNESCO, and the NGO Solidaridad have worked together for over five years with more than 2,300 coffee farmers. Their work focuses on technology transfer, training, and promoting sustainable and regenerative agricultural practices.

Starbucks Programs:

Since 2014, under its Todos Sembramos Café program, Starbucks has donated over 4.8 million rust-resistant coffee plants to more than 14,000 producers in Chiapas, Oaxaca, Puebla, Veracruz, and Nayarit. The company, which has sourced Mexican coffee for over 30 years, strengthens its relationship with growers through its C.A.F.E. Practices program, launched in Chiapas in 2004. In 2017, Starbucks opened a Farmer Support Center in San Cristóbal de las Casas, where agronomists provide direct support to growers. In 2022, Starbucks and the Universidad Autónoma Chapingo inaugurated a soil analysis laboratory in Huatusco, Veracruz, to enhance crop optimization through detailed soil nutrient studies.

Development of rust-resistance plants in Puebla (AMSA-Starbucks)
Source: FAS Mexico, August 2024

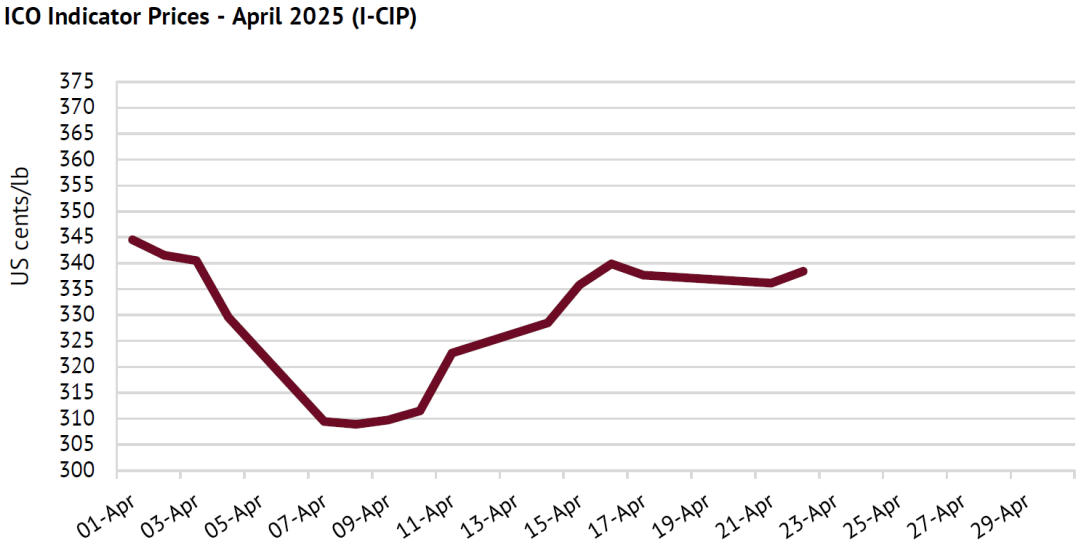
Bayer, AMSA, and Yara – Harvesting Better Lives: This program offers local kiosks that provide agricultural services and inputs (e.g., corn seed, fertilizers, plants), as well as ecosystems that foster rural business development. Services include financial inclusion, training for generational renewal, and direct marketing. Specialized technicians offer year-round support in local languages, covering agriculture, marketing, and human health, free of charge. Post observed how the corn harvest is used as revenue during the years that new coffee plants reach maturity in Zongozotla, Puebla, following the guidance of the program's technicians who communicate in Totonac, the language spoken by most of the population.


Population receiving improved varieties from AMSA in Puebla

FedEx and AMECAFÉ: FedEx, in partnership with the Mexican Association of the Coffee Productive Chain (AMECAFÉ), offers discounts and credit for both national and international shipments of green, roasted, or instant coffee.

Source: https://amecafe.org.mx/

Prices



Source: International Coffee Organization

The ICO Composite Indicator Price (I-CIP) averaged 329 US cents per pound in April 2025, a 0.7 percent decrease from March 2025. Coffee prices in April 2025 exhibited significant volatility. Early in the month, prices sharply declined, reaching a low of approximately 308 US cents per pound. However, a steady recovery ensued, and by mid-April, prices stabilized around 335–340 US cents per pound. The coffee market is characterized by cycles of sharp increases followed by phases of stabilization, driven by various global and local factors.

Global Factors: Adverse weather conditions in Brazil have reduced coffee output, resulting in a limited supply. Strong international demand, coupled with tariff pressures, has led buyers to accept higher prices. Furthermore, the recently proposed tariff on Brazilian coffee—although later postponed—prompted American buyers to turn to Mexican coffee, further driving up prices.

Local Factors: Labor shortages, rising costs across the supply chain (fuel, agricultural inputs, and transportation), and security concerns have impacted the harvesting and processing of coffee. These conditions have contributed to higher prices in the domestic market for both green and roasted coffee.

The current price surge has encouraged coffee growers worldwide to invest in improving their processes. Many have increased labor, intensified production, and fertilized their plants to mitigate the negative impacts of adverse climate conditions. Although the extent to which these efforts will offset the shortage remains uncertain, historically, coffee supply tends to grow significantly in the medium term. Over the long term, supply increases considerably, leading to a correction in prices.

Table 2. Mexico Coffee Production, Supply and Distribution

Coffee, Green	**2023/2024**		**2024/2025**		**2025/2026**	
Market Year Begins	**Oct 2023**		**Oct 2024**		**Oct 2025**	
Mexico	**USDA Official**	**New Post**	**USDA Official**	**New Post**	**USDA Official**	**New Post**
Area Planted (1000 HA)	0	703	0	680	0	670
Area Harvested (1000 HA)	666	660	0	650	0	660
Bearing Trees (MILLION TREES)	0	0	0	0	0	0
Non-Bearing Trees (MILLION TREES)	0	0	0	0	0	0
Total Tree Population (MILLION TREES)	0	0	0	0	0	0
Beginning Stocks (1000 GBE)	79	79	213	17	0	257
Arabica Production (1000 GBE)	3325	3356	3325	3530	0	3540
Robusta Production (1000 GBE)	545	500	545	340	0	363
Other Production (1000 GBE)	0	0	0	0	0	0
Total Production (1000 GBE)	3870	3856	3870	3870	0	3903
Bean Imports (1000 GBE)	1569	1471	1650	1858	0	1933
Roast & Ground Imports (1000 GBE)	50	72	40	97	0	80
Soluble Imports (1000 GBE)	250	337	250	438	0	380
Total Imports (1000 GBE)	1869	1880	1940	2393	0	2393
Total Supply (1000 GBE)	5818	5815	6023	6280	0	6553
Bean Exports (1000 GBE)	1445	1434	1650	1397	0	1350
Rst-Grnd Exp. (1000 GBE)	70	48	100	53	0	50
Soluble Exports (1000 GBE)	900	1216	950	1473	0	1650

Total Exports (1000 GBE)	2415	2698	2700	2923	0	3050
Rst,Ground Dom. Consum (1000 GBE)	1390	1300	1350	1300	0	1350
Soluble Dom. Cons. (1000 GBE)	1800	1800	1800	1800	0	1800
Domestic Consumption (1000 60 KG BAGS)	3190	3100	3150	3100	0	3150
Ending Stocks (1000 GBE)	213	17	173	257	0	353
Total Distribution (1000 GBE)	5818	5815	6023	6280	0	6553
(1000 HA) ,(MILLION TREES) ,(1000 60 KG BAGS)						
OFFICIAL DATA CAN BE ACCESSED AT: PSD Online Advanced Query						

Attachments:

No Attachments