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Coffee Prices Surge Due to Shipping, Not Crop Shortage.

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Global coffee prices are climbing fast but the cause isn't poor harvests or crop disease. Instead, disrupted shipping routes and rising freight costs are fueling the spike, surprising even seasoned market watchers

Coffee lovers around the world are feeling the pinch as prices for their daily brew continue to rise. But unlike past surges caused by poor harvests or extreme weather in coffee-growing regions, this time the cause lies far from the farms. Instead, global logistics problems especially in shipping routes are to blame for the recent jump in coffee prices.

Shipping disruptions in key global trade routes like the Red Sea have created delays and added significant costs to transporting goods, including coffee beans. As vessels avoid these high-risk zones, often rerouting around longer paths, delivery times have stretched and shipping fees have skyrocketed. This added pressure is now being passed on to coffee importers, roasters, and eventually, consumers.

In recent months, the cost of transporting a container from Asia to Europe has more than doubled. For an industry like coffee, which relies on timely delivery to maintain freshness and supply levels, the ripple effects are substantial. While coffee crops in major producing countries such as Brazil and Vietnam remain relatively stable, it is the bottlenecks at ports and on the seas that are inflating the end cost.

Even large coffee companies that normally secure prices through long-term contracts are feeling the impact. Some are now facing higher warehousing fees and extended lead times, forcing them to reassess their pricing models. Meanwhile, smaller roasters and independent cafés, which operate on thinner margins, are struggling to absorb the additional costs.

Adding to the complexity is the broader issue of global inflation and the continued strain on supply chains post-pandemic. Coffee, a product consumed daily by millions, becomes an easy marker for how deeply these hidden costs can affect everyday life.

Experts say that while the situation may ease if shipping routes stabilize, the underlying vulnerabilities in global trade systems remain a concern. Until then, consumers may need to brace for higher coffee prices not because of scarcity in supply, but because getting the beans from farm to cup has become more expensive than ever.

This shift highlights a growing truth in today's global economy: even when goods are plentiful, the journey they take matters just as much. And in the case of coffee, it's that journey not the harvest that's driving up prices.