



INDUSTRY LEADERS REPORT 2025

**TACKLING CIVET COFFEE
CONSUMPTION (E-COMMERCE)**



www.thecivetproject.com



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Foreword

Dr Jes Hooper

The Civet Project Foundation Founder & CEO



Over the past two years, I have been honored to show The Civet Project Foundations award winning film ‘Civet Coffee: From Rare to Reckless’ to audiences around the world. The film offers a sobering look behind the most expensive coffee in the world. Audiences are often astounded to learn of the suffering involved. In one screening, an audience member held up his phone and said “did you know that you can buy civet coffee on Amazon?!”, a question that received audible gasps from the audience.



In my experience talking to people in the UK, there is a common misconception about civet coffee. The UK consumers I speak to believe that the civet coffee sold on the UK highstreet and via online platforms must be wild-collected (as opposed to cage produced) and genuine (defecated by civets). It is true that the UK is often a leading voice on the global stage for animal welfare, particularly in terms of imported goods. The production of foie gras (liver produced by the caging and force feeding of ducks) is banned in the UK due to its cruelty. Foie gras is also prohibited for sale to UK consumers on the most popular eCommerce websites (Amazon and eBay). Yet, civet coffee is produced by comparable methods. Civets are captured from the wild (many suffering horrendous trap wounds including severed limbs) so that they can be caged and force fed coffee. No wonder then, that consumers are shocked to learn that civet coffee is widely sold in the UK and on trusted eCommerce platforms.

This report is the first of its kind to explicitly investigate the sale of civet coffee to eCommerce users in the UK. We wanted to know how much civet coffee is available, and how is it marketed. We asked the organisations named as civet coffee certifiers whether they were in fact associated with civet coffee; and we carefully reviewed all the current environmental, animal welfare, and consumer ethics policies in operation on eBay, Etsy and Amazon.

It is our aim that this report will provide a much needed, clear, and comprehensive account of why civet coffee should be banned for sale in the UK and elsewhere in the world. Whilst we focus on the UK market, we also offer recommendations to industry leaders, consumers and NGOs across the world. Together, can we make civet coffee history.

Dr Jes Hooper

Executive Summary

Industry Leaders 2025



Tackling civet coffee consumerism (eCommerce)

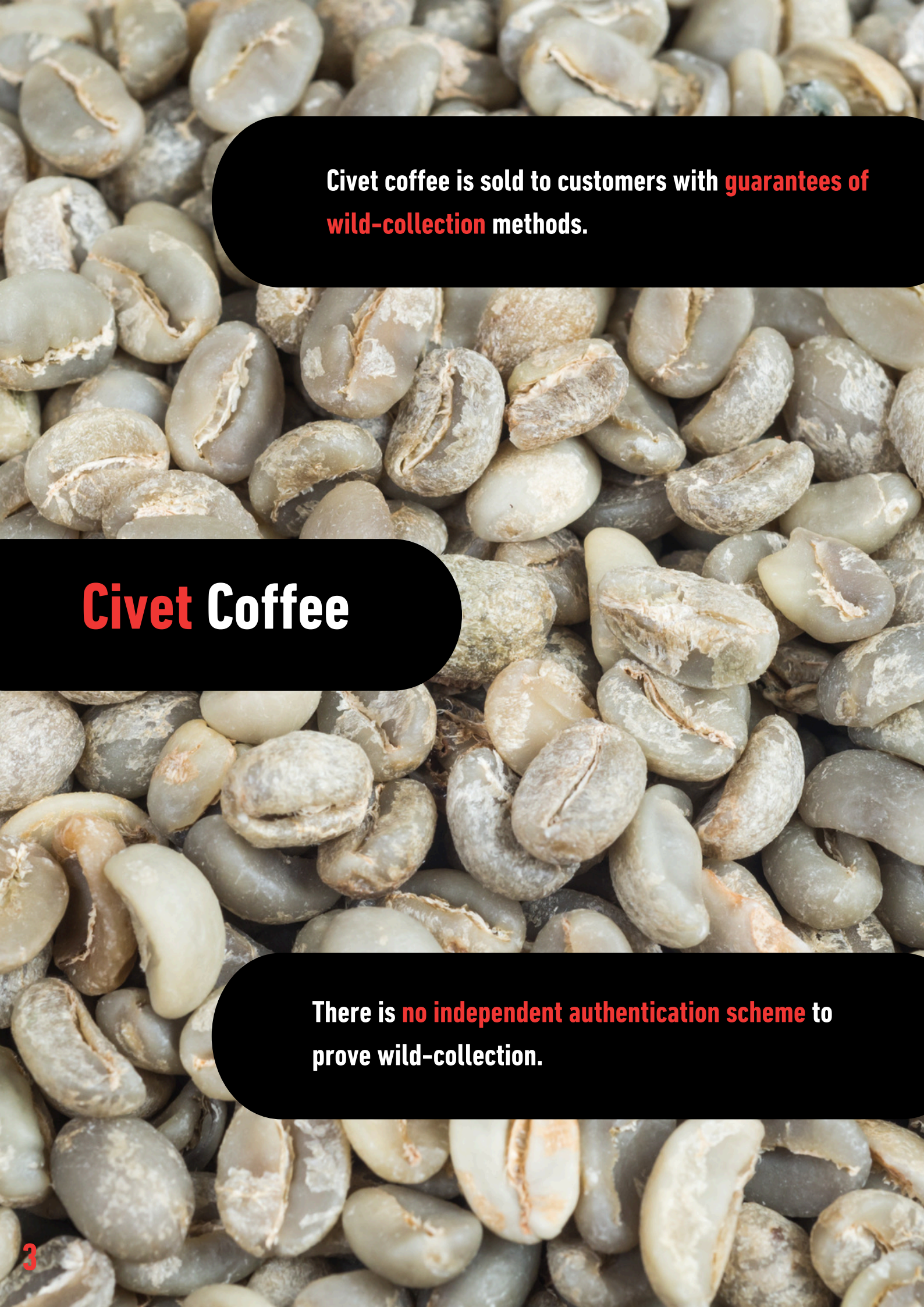


We found a total of 543 civet coffee product listings across eBay, Amazon and Etsy for sale in the UK between May and August 2025. Civet coffee was sold as whole and ground beans, instant coffee, drip bags and coffee pods. Product prices ranged from £15.67 to £177.64 across platforms, with the average price for one packet of civet coffee beans sitting at £45.00 -far lower than would be presumed owing to the product's famous reputation as being the most expensive coffee in the world.

Across platforms, 16% of civet coffee for sale was advertised with claims of authentication and/or wild collection which spoke to the widespread consumer interest in sustainability and animal welfare. We investigated all organisations that had been named as civet coffee certification bodies. Of those who responded, all confirmed they were in no way affiliated with civet coffee. Several organisations we could not reach were either no longer in operation or had no public affiliation with civet coffee. In one case, the named organisation was themselves a producer of civet coffee and was therefore unable to act as an independent certification body. We concluded that **none of the investigated civet coffee certification claims were true.**

The sale of civet coffee breached all relevant platform policies. Fraudulent (or otherwise non-traceable) product claims rendered sellers in breach of the UK's consumer protection laws and green code of conduct and inappropriate (non-authorized) use of non-profit logos on certification claims breached all three platforms Intellectual Property policies. Overall, eCommerce platform policies were weak and poorly enforced and, in the case for animal welfare specific policies, completely absent.

Our report highlights the scale of civet coffee trade occurring on eCommerce platforms and the systemic issue of misleading and/or fake certification and authenticity claims that accompany it. We argue these claims are central to the flourishing of the civet coffee's industry, despite its contribution to large scale animal welfare, conservation and public health risks across civet coffee producing countries in southeast Asia and parts of Africa. We strongly **recommend eCommerce platforms add civet coffee to their prohibited products lists**, and strengthen their current policies. We recommend a **consumer boycott of civet coffee.**

The background of the entire slide is a close-up photograph of civet coffee beans. These beans are light brown to tan in color, with a slightly glossy but textured surface. They are oval-shaped and have a distinct crease down the middle. Some beans show signs of being processed, with some of the outer husk missing or cracked. The beans are piled together, filling the entire frame.

Civet coffee is sold to customers with **guarantees of wild-collection** methods.

Civet Coffee

There is **no independent authentication scheme** to prove wild-collection.

Civet Coffee Production

Separating fact from **fiction**



What is civet coffee?

Civet coffee or 'cat-poo-chino' (also referred to as 'kopi luwak' in Indonesia and 'cà phê chồn' in Vietnam) is a luxury coffee, produced through the consumption and excretion of coffee cherries by civets, a family of small nocturnal carnivores found throughout Southeast Asia and Africa. According to folklore, civet coffee was first discovered by Indonesian farmers under Dutch colonial rule. As the story goes, coffee farmers collected coffee beans found in the scat of wild civets in the forest because they were banned from trying the coffee directly from their own plants. Since its discovery some 300 years ago, awareness of civet coffee has grown internationally.

Civet coffee first rose to prominence in the early 2000s, following the release of the blockbuster film 'The Bucket List', which featured a series of short scenes referencing 'kopi luwak: the rarest beverage in the world', in reference to the acclaimed traditional method of its wild collection. Owing to its perceived rarity and novel production method, civet coffee has become famed as the most expensive and unique coffee in the world, with a single cup reaching prices of up to £50.00 USD (Marcone, 2004).

To meet consumer demand, civet coffee is now **industrially produced** via the caging and force-feeding of wild civets, an industry that takes place across Southeast Asia. Caged civet coffee production facilities operate across Indonesia, the Philippines, Vietnam, Thailand, East Timor, China, and India. The civet coffee industry is now estimated to reach a net worth of \$10.9 billion USD by 2030, a scale made possible by industrial **caged production methods** (Straits Research, 2022).

MYTHS



Civet coffee sold in Harrods is certified wild collected.

FACTS

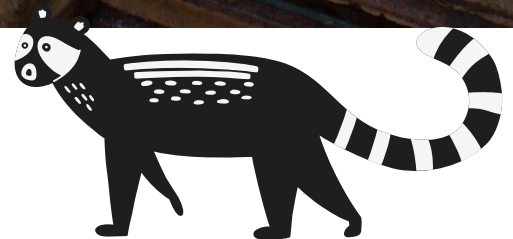
There is no current independent body that authenticates civet coffee production.

Without a certification scheme, there is no way to guarantee if the coffee you buy is from caged or wild civets.



Wild-caught civet in a civet coffee farm (Photo: The Civet Project).

Animal welfare violations



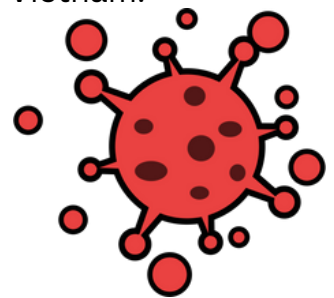
Caged civet coffee production has gained the attention of animal advocacy organisations due to the significant animal welfare issues involved in the practice. **Civets cannot experience good welfare in civet coffee facilities**, which require feeding civets large quantities of coffee cherries to ensure enough civet coffee is produced for market (Jeffrey et al., 2024). Civets are held in small cages (typically 0.5-1m²) without bedding materials, enrichment, or privacy, conditions which cause acute stress and injury (Carder et al. 2016, Lewis-Whelan, 2024). **Civets are captured from the wild with snares and traps** so that they can be housed in civet coffee facilities. Capture related injuries such as severed limbs go untreated in civet coffee facilities where veterinary care and bio-security measures are lacking or completely absent (Wootton & Hooper, 2024).



Binturong (protected species) in a civet coffee farm (Photo: The Civet Project).

Conservation impacts

Civet coffee farming has been documented to facilitate **illegal wildlife trade**. Farms often lack the correct wildlife harvesting permits required by law, and civet coffee farms are used as sites through which to traffick trade protected species (Trinh et al. 2024). Despite being internationally recognised as vulnerable to extinction and therefore protected by law, Binturong (*Arctictis binturong*) are frequently found serving as civet coffee producers. The endangered Owston's civet (*Chrotogale owstoni*) has also been found in civet coffee farms, and snaring for civet coffee is **contributing to their local extinction** in parts of Vietnam.



Human health risks

As carriers of severe acute respiratory syndrome (“SARS”) civets present significant risk to human health when exploited for commercial purposes. The handling of civet faeces and other bodily fluids in unhygienic conditions places **workers and their families at risk of disease** contraction. Lack of biosecurity provisions further risks **environmental contamination** of areas surrounding the farms. Removal of civets from the wild also removes forest border areas of natural rodent control which can **impact the livelihoods and health** of surrounding crop farmers and local residents.

Certification



Consumer ethics

By and large, **consumers want to purchase products that are ethically produced and cruelty free** (Grappe, et al. 2021). Whilst consumers enjoy greater access to animal products, animal welfare concerns have influenced sales and profits, and consumers are more likely to purchase products they believe to be animal-friendly or sustainable (Slack, et al., 2023., Javed, and Mirza, 2024). It is, therefore, in the retailers' best interest to comply with animal welfare and sustainability certification efforts.

Civet coffee certification

FALSE

There is no known independent or accurate certification method for civet coffee. This means that companies are not able to certify that civet coffee is 'wild collected' (rather than coming from caged civets) or even 'authentic' (actually from beans excreted from civets). A 2013 BBC investigation into civet coffee sold on the international coffee market found that civet coffee was regularly labeled as wild collected but was in fact produced by caged methods, and some coffee labelled as "civet coffee" was not civet coffee at all. Since then, caged civet coffee production has continued to grow in popularity across Southeast Asia in a bid to keep up with global consumer demand.

There is currently no evidence to substantiate claims that wild collected civet coffee is a viable business option for civet coffee farmers. Wild civets do not consume enough coffee as part of their natural diet to allow farmers to produce enough civet coffee for either personal or commercial use. **Caged production is the only economically viable production method for civet coffee export.** Without a current certification scheme available, there is no possible means by which retailers can substantiate claims of wild collection or animal welfare friendly production methods. We argue that there is no possible way to provide positive welfare to captive civets and produce the sum of civet coffee required for a viable business.

Previous efforts



In 2014 World Animal Protection successfully campaigned for the removal of caged produced civet coffee from the shelves of Harrods and for changes to be made by UTZ Certification. UTZ agreed to no longer certify civet coffee produced in cages. Until then, and despite being one of the world's highest regarded coffee certification schemes, UTZ certification did not feature any animal welfare clauses (Wild, 2017). Consequently, the certification scheme did not actually protect the animals involved in civet coffee production. By 2018, however, UTZ was absorbed by Rainforest Alliance which does not certify civet coffee farms. As a result, **the civet coffee industry currently operates without any accredited, independent monitoring of animal welfare or consumer standards.**

BBC investigation reveals a high level of fraud in the international civet coffee market.

Majority of wild-collected civet coffee found to be produced from caged civets.

World Animal Protection successfully campaigns for UTZ certification to stop certifying civet coffee made from caged civets.

UTZ certification is absorbed by Rainforest Alliance leaving a gap in civet coffee farm certification.

No other independent civet coffee certification scheme emerges.



2013

2014

2018



Current situation



Despite the lack of certification for civet coffee, **luxury brands have reinstated the sale of civet coffee to their customers under the false pretense of ethical production standards.** As an example, Harrods market their civet coffee as certified by a local farming cooperative. Yet, this same cooperative does not offer civet coffee authentication services. Coffee retailers also make fraudulent claims that their civet coffee is wild collected, welfare-assured, and certified.

Online shopping in particular has allowed the ease of civet coffee sale, with individuals and small to large companies utilizing influential eCommerce platforms like Amazon, eBay, and Etsy to facilitate civet coffee's global market growth.





Online Retailers



eCommerce, the buying and selling of goods online, has become a staple mode of trade in the United States, Europe, and elsewhere. Popular sites such as Amazon, eBay and Etsy hold prominent positions in the eCommerce market place. In 2024, eBay saw 134 million active users and 17 million sellers on its platform (Curry, 2025), compared with Amazon which by August 2025 had reported annual figures of 600 million product listings and 310 million active users including 9.7 million sellers (AMZ Scout, 2025).

A third contender in the competitive online market is Etsy, an eCommerce platform that focuses on small businesses and artisan products. In 2024, Etsy reported 96 million active buyers and 8.1 million sellers (Curry, 2025b). **All three platforms sell animal products including civet coffee.**



UK consumer standards

As research was conducted in the UK, and under **.co.uk** domains, an assessment of the UK policies and guidance was applicable. The UK CMA Green Claims code, published by the Competition and Markets Authority (CMA), is statutory guidance that asserts:

“11.1 The basis of environmental claims must be clear. Unqualified claims could mislead if they omit material information.”

“11.3 Absolute claims must be supported by a high level of substantiation. Comparative claims such as "greener" or "friendlier" can be justified, for example, if the advertised product provides a total environmental benefit over that of the marketer's previous product or competitor products and the basis of the comparison is clear.”

As the UK's independent regulator for competition and consumer protection, the CMA gained direct enforcement powers under the **Digital Markets, Competition and Consumers Act 2024**, enabling it to directly penalize businesses for breaking consumer laws.



In a bid to protect the interests of their customers and to meet international standards and legislation concerning the trade in animals and animal products, **eCommerce platforms host their own set of policies**, to inform sellers and buyers what products are and are not permitted for trade on their platforms. Given the wide ranging issues associated with civet coffee including lack of certification schemes, fraudulent marketing, and animal welfare, conservation and human health risk violations, **civet coffee ought to be covered by the policies implemented on eCommerce platforms.**

Through the implementation of policies and promises to customers, trust is established that a product will be as described - in the case of civet coffee for example, civet coffee sold on eCommerce platforms must be authentic, cruelty-free, and wild-collected.

Most eCommerce platforms feature policies on animal products and product marketing standards. As an example, the conservation-focused policies of eCommerce platforms often concentrate on products from rare or endangered species. Any civet coffee produced from countries with wild ranging Binturong (*Arctictis binturong*) or Owston's civet (*Chrotogale owstoni*) for example, should not be eligible for sale on eCommerce websites that have trade policies covering products from vulnerable or endangered species. As no certification scheme exists to confirm the production methods of civet coffee, **it is not possible to determine that trade regulated species have not been illegally used in the production process.**

The scale of the civet coffee online trade and how it is marketed has yet to be investigated. Greater understanding on the role eCommerce platforms play in the civet coffee trade could help build a picture of the industry's online presence and its potential impacts on wildlife and consumers.



Amazon, eBay, Etsy

Auditing the online sale of civet coffee



Civet coffee lining shelves in a service station, Vietnam. (Photo: The Civet Project).

Methods

We investigated the **marketing and sale of civet coffee** on eBay, Amazon, and Etsy between 22nd May and 4th of August 2025, focusing exclusively on publicly available listings accessible at the time of study. Our findings therefore represent a point-in-time, cross-sectional sampling of online product availability. All listings used in the study were collected under [.com](#) and [.co.uk](#), and any listings not available for shipping to the UK were not included. We searched each platform for the terms: “civet coffee”, “chaphe chon”, “kopi luwak” and “weasel coffee.”

All listings that claimed to hold certification were investigated. We documented the certification claim (e.g. **“certified wild-collected”** or **“100% kopi luwak”**) and independently researched the named certifying organisation to confirm their legitimacy as a civet coffee certification body. In cases where it was unclear if a named certification body was legitimately involved in civet coffee certification, the certification body was contacted separately.

Only when evidence of the authentication/certification was provided was a listing attributed a “true certification/claim” status. All other, non-evidenced claims were labelled as “false certification/claim”.



Results



Results

Policies



Animal welfare



eBay, Amazon and Etsy do not employ specific farmed animal welfare policies.

Therefore, any products listed from farmed captive animals, such as civets, do not have to adhere to any platform standard, and the seller does not have to disclose the conditions under which the animals are farmed. Amazon Fresh, a grocery service operating under Amazon, clearly states their animal welfare policy, yet this does not apply to the global platform.

Amazon does state, under the Animals and Animal-Related Products policy, that they **prohibit “products promoting or media containing animal abuse.”** Included in their prohibited items list is foie gras, duck liver that is produced via the forced feeding of live ducks - a product with comparable production methods to civet coffee (Amazon, 2025a).

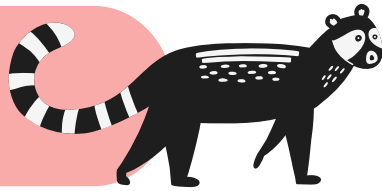


Wild-caught civet in a civet coffee farm (Photo: The Civet Project).

Consumer interest



eBay



eBay has several policies relating to consumer ethics, such as: the Item Description policy, **“Item descriptions must be accurate, Product details must match the item exactly when creating a listing using the eBay catalog”** as well as the Search Manipulation policy, “Using keywords that are not directly related to the item for sale is not allowed - all the words in the listing need to be accurate and refer only to the item for sale” (eBay, 2025a., eBay, 2025b). Lastly, the Intellectual Property: Verified Rights Owner (VeRO) program and Intellectual Property policy, where sellers cannot use the intellectual property of another company on their listing (eBay, 2025c).

Amazon

Amazon employs a Prohibited Claims Policy which states sellers **“must ensure that the environmental claims you make about your product are not misleading.”** For self evident claims, the policy states “to sell products that are marketed with test logo and award claims on Amazon, you must ensure that, among others, you only use the claims in connection with the exact tested product, that **details are verifiable and not outdated, and that you have obtained all necessary rights or licences**” (Amazon, 2025b). Such standards are reiterated in Amazon’s Intellectual Property policies such as Amazon Intellectual Property policy (UK) and Prohibited Seller Activities and Actions Policy, the latter of which states **“Amazon does not allow listings that violate the intellectual property rights of brands or other rights owners”** (Amazon, 2025d).

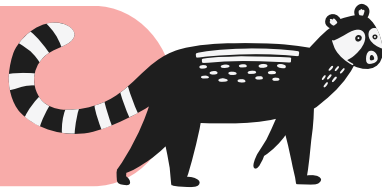
Etsy

Etsy has a Seller policy, where they state all items must have **“an accurate representation of how the item was made, by whom, and where it is being dispatched from”** (Etsy, 2025a). Etsy also has an Intellectual Property policy which facilitates the reporting of products that are believed to infringe the intellectual property rights of individuals or organisations (Etsy, 2023).

Conservation & sustainability



Ebay

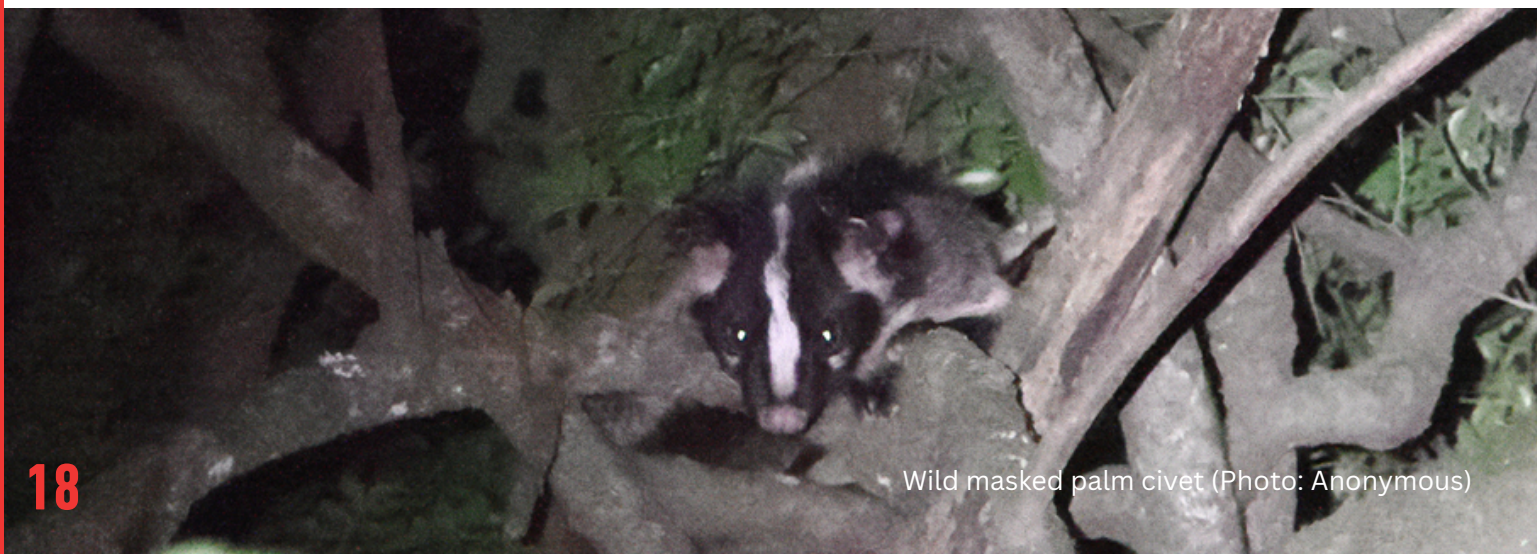


eBay's Prohibited Items policy states **“eBay is committed to animal welfare and the protection of native, endangered, and threatened species, so products from endangered or protected species can't be listed”** (eBay, 2025d).

eBay states on their sustainable commerce page via their website, “We continue to seek opportunities to **protect biodiversity** and limit our impact on local ecosystems,” and “as a global marketplace, eBay has an important role to play in **creating a more sustainable future**. We hold ourselves to a high standard for climate action, and continuously set, achieve, and evolve ambitious goals in service of a greener, decarbonized world” (eBay, 2025e).

Amazon

Amazon has a range of “Category, Product, and Content Restrictions” to protect wildlife including products that fall under the categories of “Food and Beverage” and “Animals and Animals Related Products”. Under these restrictions, Amazon states that **“products made from endangered or threatened species”** are prohibited (Amazon, 2025a, Amazon, 2025f). Under Amazon's Supply Chain Standards, suppliers are encouraged to “reduce consumption of other natural resources” and **“source commodities used in products in a way that respects local communities and protects ecosystems** (Amazon, 2023).





Masked palm civet rescued from civet coffee farm (Photo: Save Vietnamese Wildlife).

Etsy

Etsy employs a Prohibited Items Policy that includes certain “Animal Products and Human Body Parts and Fluids”. Etsy states: **“Certain human and animal products are highly regulated and prohibited on Etsy due to the risk of harm to live, companion, or at-risk animals”**. Etsy defines these as “...animal species designated as threatened or endangered by the US Endangered Species Act or listed in Appendix I of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), as well as certain additional at-risk animals” (Etsy 2025b). Additionally, Etsy has Environmental Impact Goals, one of which is to “establish our marketplace as a **destination for sustainably minded shoppers** and conscious living by **reducing the environmental impact of shopping and fulfillment of life cycles, and creating experiences that promote circularity**” (Etsy 2024).

Civet coffee sales & marketing

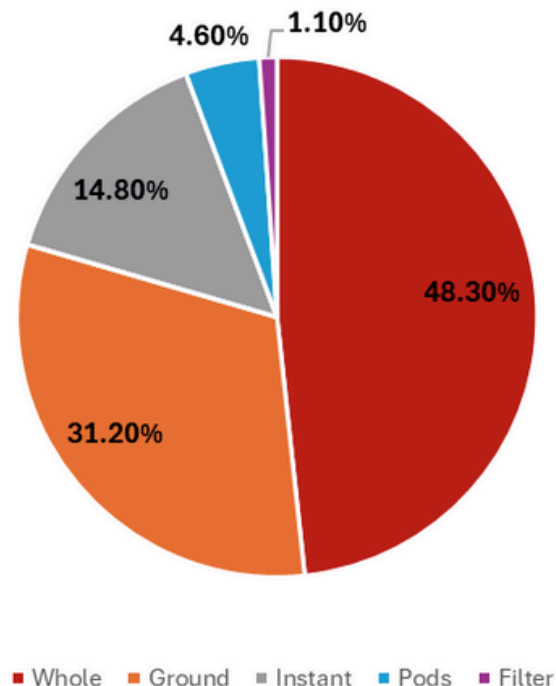
eBay, Amazon & Etsy



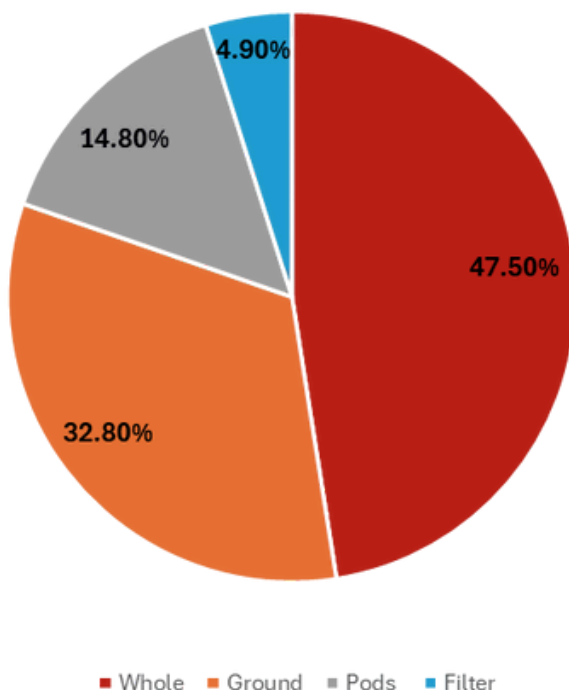
Product types

Civet coffee was available for sale in various product forms. Across platforms, whole beans were the bulk of product listings, followed by ground beans, instant civet coffee, and a small portion of civet coffee pods. eBay and Etsy included an even smaller percentage of civet coffee listed specifically as filter coffee.

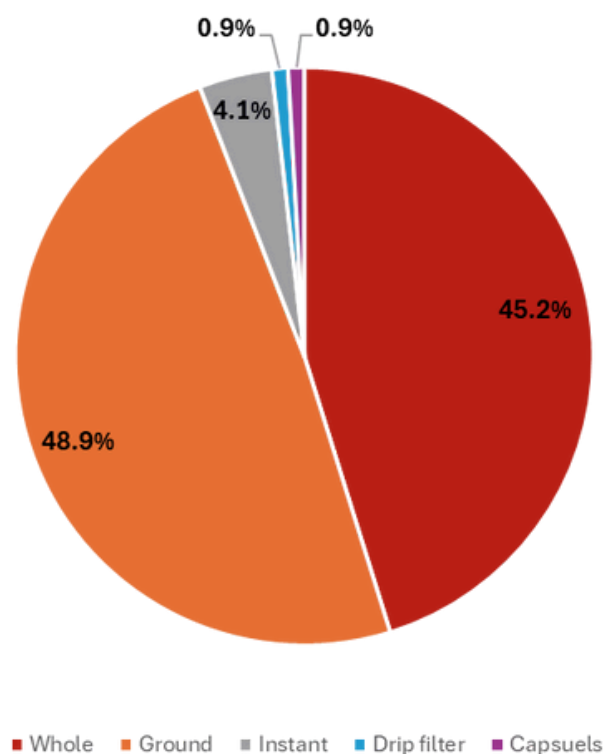
Ebay civet coffee product types

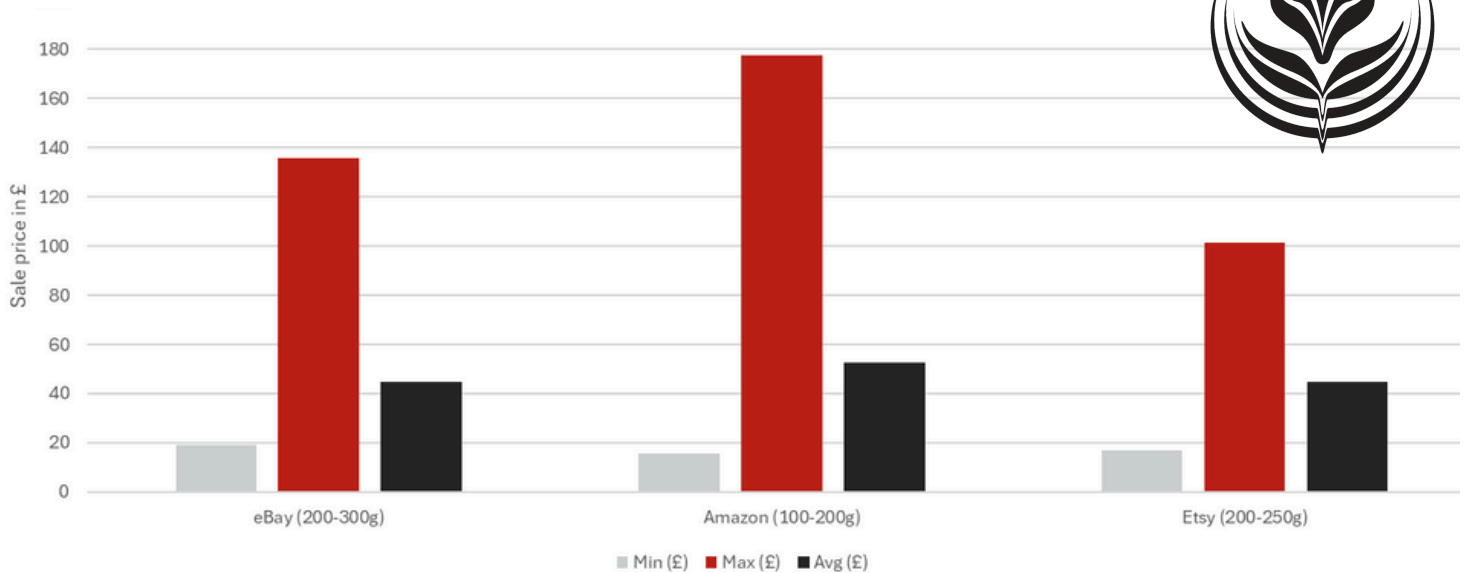


Amazon civet coffee product types



Etsy civet coffee product types





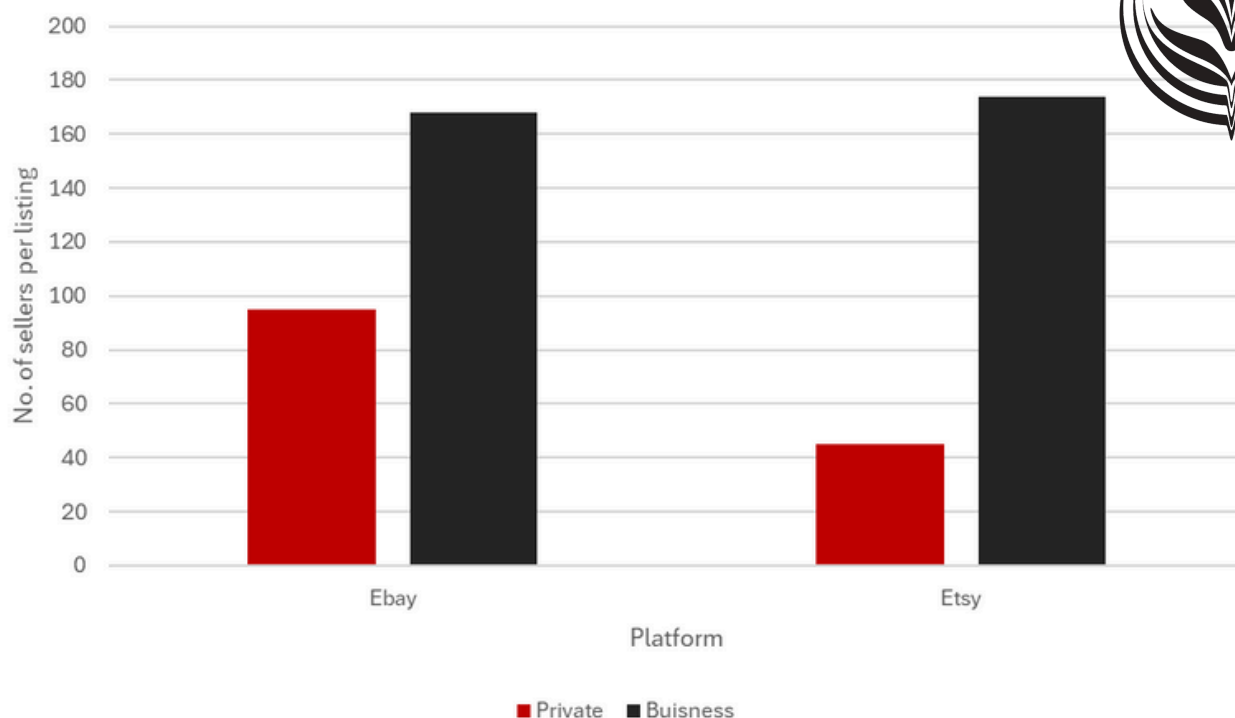
Price range

Civet coffee is widely renowned as the most expensive coffee in the world. Our results confirm, however, that 100-200g of civet coffee can be purchased on eCommerce platforms for as little as £15.67 a packet (approximately \$21 USD).

Across the platforms, civet coffee prices ranged from £15.67 to £177.64 (approximately \$240 USD). On average, civet coffee packets were sold for £45.00 on both eBay and Etsy, with a slightly higher average price observed on Amazon at £52.57 per packet.

Packet sizes ranged from 100g-300g. Again, these results highlight the general marketing image of civet coffee which is also known as the most rare coffee in the world. Some claim an annual availability of civet coffee at just 127kg per year in the entire world. In the short survey we conducted here, the civet coffee product listings we documented across eBay, Amazon and Etsy equated to 181.26kg between the months of May and August 2025. Our results confirm that **civet coffee is neither rare nor expensive**, despite marketing claims from the civet coffee industry.





Seller type

eBay and Etsy platforms both distinguish between sellers as either private individual sellers or businesses. Our findings indicate that the majority of civet coffee products on the two platforms were sold by business accounts, showing that eCommerce sites are important selling platforms for retailers. Whilst some account holders were private sellers who had acquired a small amount of civet coffee as a gift or souvenir, most documented sellers sold civet coffee as part of a product range and so multiple packets were available for sale per product listing. Our “snap shot in time” is therefore **a significant under-estimation of the quantities of civet coffee available for sale on e-commerce platforms.**





COFFEE

“Our Kopi Luwak beans are 100% ethically sourced.”

- Shangri-La Coffee (eBay)

“100% Wild Kopi Luwak / 100% Cage Free” - Lavanta Coffee Roasters (Amazon)

“This is genuine 100% pure Wild Luwak Coffee” - EasyShopIndo (Etsy)

Certification claims

Up to 30% of civet coffee product listings on eCommerce platforms had some claim of authentication. Claims varied from generic promises of authenticity to claims that their product was officially certified as wild collected or had high animal welfare standards. While some claims appeared to be stand-alone and non-affiliated, some listings claimed affiliation with and certification by named organizations, including:

- Rainforest Alliance
- WWF
- World Animal Protection
- The Association of Indonesian Coffee Exporters and Industries (AEKI)
- Institute of Marketcology
- PT Taman Delta Indonesia
- The Gayo Coffee Protection Society Foundation

There were also several listings with claims of certification from their local department of agriculture, but no evidence to confirm this was provided in the product listing. It was likely that this implied the civet coffee farm was licensed by the local authority, which does not have any bearing on the certification of production as wild collected as was implied in the product description.



amazon

29.51%
claimed certification



17.11%
claimed certification



Etsy

11.87%
claimed certification

SCAM

FRAUD ALERT

Certification proof

We attempted to contact all organisations that were listed as part of civet coffee product authentication and wild collection claims. Of those who responded were Rainforest Alliance, WWF and World Animal Protection, **all of whom confirmed that they were not in any way involved in civet coffee certification.** In all three cases, their name and logo was used without consent, a **direct breach of Amazon, eBay and Etsy Intellectual Property policies.**

Neither PT Taman Delta Indonesia or the Gayo Coffee Protection Society Foundation (GCPSPF) responded to our request for further information on their civet coffee authentication involvement or procedures. We consider GCPSPF claims as very dubious as they claim to self-certify which is a conflict of interest. The Institute of Marketcology appears to no longer exist, and so was considered invalid and outdated. Emails to the Association of Indonesian Coffee Exporters and Industries (AEKI)'s went undelivered due to technical error and contact was, therefore, not possible. We conclude that **none of the observed civet coffee for sale was officially certified by independent bodies.**



Discussion



Key Findings

Discussion of results



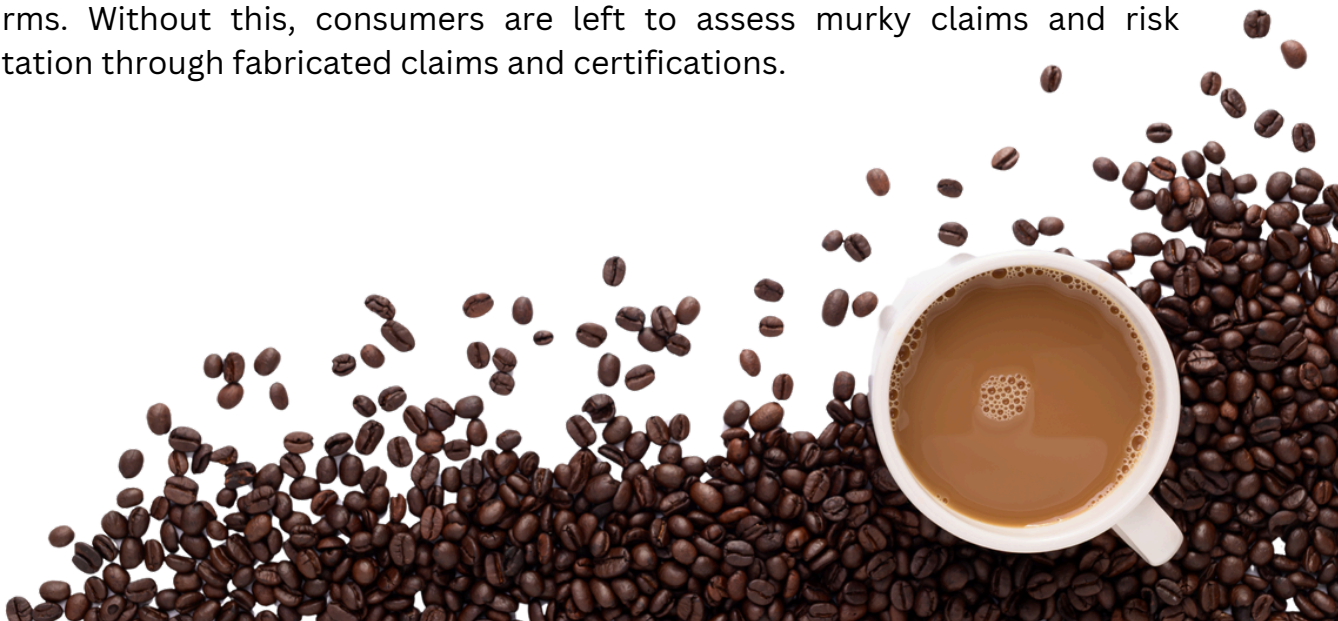
Animal welfare



Were the production of civet coffee to occur in the UK, it would be illegal as caged production would be a direct contravention of the **Animal Welfare Act (2006)** and, in England, the **Welfare of Farmed Animals (England) Regulations (2007)**. No animal can experience positive welfare when fed a diet high in caffeine and the conditions in which caged civet coffee is produced go against the five animal welfare domains (Mellor, 2017).

Previous campaigns against the sale of caged-produced civet coffee were met with much public support. So much so that leading UK retailers initially removed non-certified civet coffee from their UK shelves. However, the collapse of civet coffee certification since that time has gone without press attention and **consumers are likely unaware that there is currently no independent certification scheme for civet coffee production**. Fraudulent claims of civet coffee certification furthers the misinformation surrounding the civet coffee market and production processes as a whole.

The lack of a clear certification scheme or certifying body, means there is insufficient evidence to prove if civet coffee is wild collected, or even what species it originates from. These are all points that **UK consumers ought to be honestly informed** on by third party non-beneficiaries so that they may have confidence in the validity of the claims of retailers selling on eCommerce platforms. Without this, consumers are left to assess murky claims and risk exploitation through fabricated claims and certifications.





Wild-caught civet in a civet coffee farm (Photo: StockImage).

Policy Violations

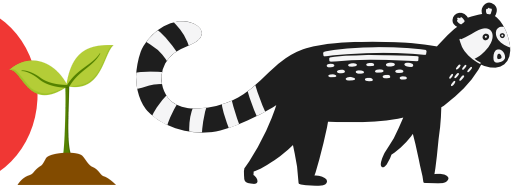


UK law and green code

All civet coffee products listed with claims of independent certification or sweeping claims (such as “100% authentic civet coffee”, “100% wild collected”, and “high welfare”) were either proven to be fraudulent or were unable to be verified.

We therefore conclude that **all documented civet coffee sales on eBay, Amazon and Etsy were in direct breach of the UK’s CMA Green Code and Digital Markets, Competition and Consumers Act 2024.**

Platform sustainability policies



Amazon's Supplier Guidance states that suppliers should limit natural resource selection and source commodities in a way which **protects ecosystems**. Civets have a significant impact on their ecosystems, and are an essential presence in degraded forests where they act as seed dispersers (Nakashima, *et al.* 2010, Dehaut, *et al.* 2022). The extraction of civets from the wild for coffee production, threatens the health of the forest and the local communities that rely on them. By allowing the unregulated sale of civet coffee on the platform, **Amazon breaches its own supplier standards**.

Civet coffee listings claiming '100% ethically sourced' or '100% wild' kopi luwak are misleading. Scientific evidence shows that civets in this industry are frequently wild-captured or kept in caged conditions (Thi et al., 2022., Gomez & Shepherd, 2024), and no seller provided evidence to substantiate these claims. Under Amazon UK's Prohibited Claims policy, sellers **must ensure that all environmental, ethical, or sourcing claims are accurate, truthful, and supported by credible evidence**. Such listings therefore violate Amazon's requirements and mislead customers. These claims are also violating Etsy's Seller policy, which **requires an accurate representation of how the item was made**.

Both Etsy and eBay set out environmental claims and goals which do not align with the sale of civet coffee. Etsy specifically states that their platform seeks to **reduce the environmental impact of shopping**, while eBay specifically states their **efforts to aid biodiversity**. The civet coffee industry fuels Southeast Asia's snaring crisis, where millions of wire traps indiscriminately kill wildlife including bears, tigers and civets. This unregulated trade accelerates defaunation and the emergence of 'empty forests', ecosystems stripped of animals. Empty forests threaten over 700 species, with many already in decline (Gray et al., 2018; WWF, 2020). The loss of biodiversity is directly linked to broader environmental decline and therefore puts both Etsy and eBay in violation of their claims.

In allowing the sale of civet coffee on their platforms, eBay, Amazon and Etsy all demonstrate numerous violations of their policies regarding product marketing standards and the protection of animals, the environment and local people. Importantly, each platform's conservation policies are too weak to be impactful. As each platform uses the Convention on International Trade in Endangered Species (CITES) agreement and the US Endangered Species Act to determine at risk species in trade, in doing so they entirely avoid species that are listed as threatened with extinction by the IUCN including several that have been found in civet coffee production facilities.



Recommendations

Recommendations

For e-commerce platforms



Wild-caught civet in a civet coffee farm (Photo: StockImage).

Animal welfare policies



Neither eBay, Amazon or Etsy employ general animal welfare policies on their eCommerce platforms. However, all mention animal welfare in relation to certain products. As an example, foie gras, a food product produced via the forced feeding of live animals, is prohibited for sale on Amazon and eBay (and falls within the scope of Etsy's policies). Given the comparable method of production employed for civet coffee, we see no reason that civet coffee should be permitted for sale on these platforms. On this basis, **civet coffee should be included in eCommerce prohibited products lists.**

We strongly recommend that eCommerce platforms **adopt animal welfare policies** to best meet the expectations of consumers, particularly those based in the UK where animal welfare assurance plays an important role in purchasing decisions. We encourage Etsy, Amazon and eBay to **work with leading animal welfare non-profits** such as The Civet Project Foundation and Wild Welfare to develop animal welfare policies that are robust, transparent and clear, and to allocate sufficient resources for compliance monitoring.

Conservation/Sustainability policies



Civet coffee is not currently regulated by CITES due to its ambiguous classification. It is currently not counted as a true “by-product”, leaving civets unprotected from the trade of civet coffee under CITES regulations.

We strongly recommend eCommerce platforms consult the IUCN Red List when assessing prohibited species on their websites. We encourage platforms to work with IUCN bodies (such as Species Survival Commission Specialist Groups) and relevant conservation organisations with the correct expertise when assessing the eligibility of animal derived products for inclusion on their platforms. This allows for an accurate and evidence based policy, wherein no species are left uncovered. In respect to civet coffee, we encourage eCommerce platforms to seek guidance from the IUCN SSC Small Carnivore Specialist Group’s Civet Working Group.

Compliance



Our findings show a lack of policy compliance monitoring is taking place across eBay, Amazon and Etsy. All eCommerce platforms should ensure that their sellers are compliant with platform policies relating to product claims and that sellers are aware of their obligations under the consumer laws operating in the countries they sell to.

We strongly recommend that sellers be required to upload evidence to support any product claims such as “certified high welfare” before their product is available to be viewed and purchased by the public.

All eCommerce platforms should take full responsibility for the products sold on their platform. Ensuring that they are thoroughly auditing all businesses and individuals selling civet coffee to confirm that all marketing is truthful and representative of their platform as a whole.

Recommendations

For retailers and private sellers



Wild-caught civet in a civet coffee farm
(Photo: The Civet Project)

Know the facts and support with evidence



Currently, it is the legal responsibility for sellers to ensure their product claims are accurate and genuine when selling via eCommerce platforms. Overall, we advise eBay, Amazon and Etsy to **prohibit the sale of civet coffee** on their platforms owing to the numerous animal welfare, conservation and intellectual property harms associated with its production and marketing.

Should retailers and private sellers choose to ignore this advice, we implore them to **review customer protection laws and platform policies**. Unless evidence can be provided, sellers must **remove the claims of authenticity and certification** from all civet coffee product listings.

There is no current independent authority responsible for the authentication of civet coffee. We urge sellers **not to confuse coffee farmer associations, farmer cooperatives, or NGOs with civet coffee authentication bodies**.

Recommendations

For consumers



Wild-caught civet in a civet coffee farm (Photo: StockImage).

Say No to 'Cat-Poo-Chino'



To protect themselves from fraudulent and unethical products, we recommend **consumers boycott civet coffee.**

We highly encourage consumers to **support local farmers from civet range countries** in Africa and southeast Asia by purchasing wildlife-friendly teas and non-digested coffees instead; and to support local farming co-operatives.

We encourage all consumers to speak to the retailer or private seller when purchasing products that feature environmental, animal welfare or sustainability claims. **Only purchase items from sellers who can evidence their claims.**

Final Summary

Condensed Findings



Civet coffee marketing is misleading

Civet coffee is not rare

- We found 543 civet coffee products (totalling 181.26kg) for sale to UK consumers on eBay, Amazon, and Etsy between May and August 2025 alone.
- This is ~50kg more than the civet coffee industry claims is available per year in the entire world.

Wild collection cannot be guaranteed

- 89 civet coffee listings claimed to be certified as wild-collected and/or welfare friendly.
- None of the civet coffee certification claims we investigated were true.

Civet coffee is not a luxury

- Civet coffee can be bought for as little as £15.67 a packet.
- This is far lower than the marketed claim that civet coffee is worth £50 per cup.





Civet coffee breaches multiple UK consumer standards and e-commerce policies:



All platform breaches

- **The UK's CMA Green Code and Digital Markets, Competition and Consumers Act 2024** ("environmental claims must be clear" and "absolute claims must be supported by a high level of substantiation").
- eBay, Amazon and Etsy's **Intellectual Property policies** (misuse of external organisation brand logos in fraudulent certification and endorsement claims).

Civet coffee breaches multiple platform specific policies:



eBay policy breaches

- eBay's **Item Description policy** ("item descriptions must be accurate").
- eBay's **Prohibited Items policy** (eBay is "committed to animal welfare and the protection of native, endangered, and threatened species, so products from endangered or protected species can't be listed").

Amazon policy breaches

- Amazon's **Prohibited Claims policy** (sellers "must ensure that the environmental claims you make about your product are not misleading").
- Amazon's **Animals and Animal-Related Products policy** ("products promoting or media containing animal abuse" and "products made from endangered or threatened species" are prohibited).
- Amazon's **Supply Chain Standards** (suppliers are encouraged to "source commodities used in products in a way that respects local communities and protects ecosystems").

Etsy policy breaches

- Etsy's **Seller policy** (sellers must ensure "accurate representation of how the item was made, by whom, and where it is being dispatched from").
- Etsy's **Prohibited Items policy** (products that include "risk of harm to live, companion, or at-risk animals" are prohibited).
- Etsy's **Environmental Impact Goals** (Etsy strives to be "a destination for sustainably minded shoppers" and for "reducing the environmental impact of shopping and fulfillment of life cycles, and creating experiences that promote circularity").

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