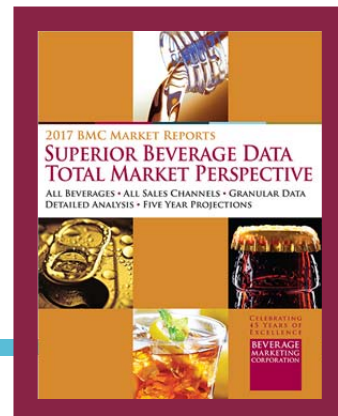


# U.S. COFFEE TOPLINE

**2017 EDITION** (Published January 2018. Data through 2016. Market projections through 2021.) More than 25 pages, with extensive text analysis, graphs, charts.



**U**.S. *Coffee Topline* from Beverage Marketing Corporation provides a brief overview of the coffee category with key data and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch or anyone who needs a quick view of the coffee sector.

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**HAVE  
QUESTIONS?**

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## THE ANSWERS YOU NEED

*U.S. Coffee Topline* offers a concise summary of the overall market. Questions answered include:

- What has been the long-term trend in coffee volume? How has RTD coffee fared under similar measures in the past couple of decades?
- What is the share breakdown of the coffee market in terms of segments? How has this changed in the last five years?
- How big is the global green coffee market and how large are the U.S. coffee export and import markets?
- Which coffee segments are likely to gain share at the expense of others to 2021?

## THIS REPORT FEATURES

*U.S. Coffee Topline* contains key information and identifies important industry trends concerning the U.S. coffee market, including premiumization, segmentation, commodity and retail price activity and single-cup appliances.

The report features category volume and per capita consumption data, volume by coffee segment, import and export data, ready-to-drink coffee volume and wholesale dollars, global organic coffee volume, coffee advertising expenditures, global green coffee volume and five-year projections.

# U.S. Coffee Topline

January 2018

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BEVERAGE  
MARKETING  
CORPORATION

RESEARCH • DATA • CONSULTING

**NOTE:** The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Instant or soluble coffee is powdered coffee prepared by the spraying and drying of brewed coffee in a vacuum. The process removes the water content and delivers an end product of frozen coffee granules.

- In terms of consumption, instant coffee has fewer loyalists among Americans than Russians or Asians.
- The common perception of instant coffee is that it does not live up to the quality standard of coffee preferred by Americans who prefer to buy the whole bean and brew their own coffee at home.
- Therefore, it becomes a challenge for retailers to introduce instant coffee of recognized quality in the market as the retailer has to outweigh preconceived notions about instant coffee.
- On the other hand, the features in favor of instant coffee are easy availability, easy usage and convenience. In 2016, instant coffee consumption declined for the sixth straight year, to [REDACTED] gallons.
- In September 2012, J.M. Smucker relaunched its Folgers Instant Coffee Crystals brand in new ergonomic, flip-top packaging and also introduced Folgers Instant Coffee Crystals in boxes of six or seven single-serve packets.
- Mixes combine instant coffee with non-dairy creamer. Kraft's Maxwell House International (formerly, General Foods International Coffees) is a leader in the declining segment. In 2016, mixes registered volume of [REDACTED] gallons, with a further decrease expected to 2021.
- Growth in consumption could again be driven by the introduction of better quality products in the market. Instant coffee will find its usage in instant cappuccino mixes, instant mocha combined with chocolate and other flavored varieties.

After a decline in 2009, RTD coffee consumption has resumed its customary growth.

- In 2016, RTD coffee consumption was [REDACTED] gallons, up from [REDACTED] gallons in 2015. By 2021, RTD coffee is expected to skyrocket to [REDACTED] gallons.
- In earlier times, American consumers were averse to drinking RTD coffee as it was not perceived as a refreshment beverage and, further, it was highly priced. Later, clever marketing strategies established RTD coffee as a snack drink.

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**Exhibit 2**

**U.S. COFFEE MARKET  
COMPOUND ANNUAL VOLUME GROWTH  
1995 – 2021(P)**

<b>Period</b>	<b>Compound Annual Growth Rate</b>
1990 – 1995	■ %
1991 – 1996	■ %
1992 – 1997	■ %
1993 – 1998	■ %
1994 – 1999	■ %
1995 – 2000	■ %
1996 – 2001	■ %
1997 – 2002	■ %
1998 – 2003	■ %
1999 – 2004	■ %
2000 – 2005	■ %
2001 – 2006	■ %
2002 – 2007	■ %
2003 – 2008	■ %
2004 – 2009	■ %
2005 – 2010	■ %
2006 – 2011	■ %
2007 – 2012	■ %
2008 – 2013	■ %
2009 – 2014	■ %
2010 – 2015	■ %
2011 – 2016	■ %
2016 – 2021(P)	■ %

*(P) Projected*

*Source: Beverage Marketing Corporation*