Coffee in the U.S. through 2023: Market Essentials


This U.S. coffee market research report puts the U.S. market into global context and delivers data on coffee production and consumption, quarterly growth, imports and exports, advertising and demographics. The industry research also covers the ready-to-drink coffee market, specialty coffee, coffee pods and single-cup coffee machines.

The report presents the data in Excel spreadsheets, which it supplements with a concise executive summary highlighting key developments as well as a detailed discussion of the leading coffee companies.

Available Format & Pricing

Direct Download
Excel sheets, PDF, PowerPoint & Word

$3,995

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**THE ANSWERS YOU NEED**

*Coffee in the U.S. through 2023* provides in-depth data, shedding light on various aspects of the market. Questions answered in this comprehensive market report include:

- How many gallons of coffee per person were consumed in 2018?
- Which segments of the coffee market grew the fastest? Which segments are losing the battle for market share in the U.S.?
- How does global green coffee growth compare with growth patterns for the U.S.? Which are the leading exporters of green, roasted, caffeinated and decaffeinated coffee to the U.S.?
- What are the principal distribution channels for coffee? Which sales channels will gain market share? Which will lose share points?
- How will the foodservice channel fare over the next few years? What are the growth expectations for coffee in the drug store and vending channels? What are the prospects for future growth in the coffee market?

**THIS U.S. COFFEE REPORT FEATURES**

This coffee report examines the total United States coffee market, with coverage of ready-to-drink (RTD), specialty, fair-trade and organic coffee. Get perspective on wholesale and retail sales, volume and per capita consumption. Beverage Marketing’s reliable, all-sales-channel-inclusive data includes:

- Data on volume, sales and growth and putting the U.S. market in a global perspective. Includes global and select country data on green coffee as well as fair trade coffee.
- Break-outs of volume, share and growth of coffee sub-segments including roast/ground, pods, whole bean, instant, mixes and ready-to-drink (RTD) coffee.
- Quarterly coffee market growth data.
- Detailed profiles and analysis of the leading companies and brands, discussions of their marketing activities and distribution strategies as well as company and brand sales volume data. Coverage includes J. M. Smucker (Folgers), Kraft Heinz (Maxwell House), Tata Coffee, Nestlé, Starbucks, JAB Holdings (Keurig Dr Pepper, Peet’s, etc.) and others.
- Volume trends for leading companies and brands for the total coffee market and by type, including whole bean, roast/ground, coffee mixes, instant coffee, coffee pods and coffee syrups.
- Advertising expenditures of the leading coffee companies and a look at category spending is broken out by 18 media types (including Internet and Spanish-language advertising).
- Consumer demographic profiles comparing consumers of specialty coffee.
- Data on green, roasted, caffeinated and decaffeinated imports.
- Five-year compound annual growth projections (CAGRs) for the coffee market and its sub-segments, including RTD coffee through 2023.

**NOTE:** The 2019 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year’s edition of this report.

The 2019 edition you receive will have updated data through 2018 and projections through 2023 where applicable.
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Coffee in the U.S. through 2022
December 2018

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.
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# Coffee in the U.S. through 2022

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Although coffee is mostly ground at roasters or grocery stores, grinding whole beans at home is one trend that has been prevalent, especially for those who are fond of preparing their own blend.

- In comparison to ground coffee, whole bean coffee accounts for a small share of consumption in U.S. Whole bean coffee requires extra effort for preparation which might be the reason for its lack of consumption growth.

- In 2006, India-based Tata Group’s coffee division, Tata Coffee Ltd., made its entry in the U.S. coffee market by acquiring Eight O’Clock Coffee, which is one of the leading retailers of whole bean coffee.

- In 2016, Eight O’Clock Coffee introduced a new roast/ground line called Infusions that combines coffee with functional ingredients in 10-ounce bags. Alert blends in caffeine and guarana and Relax is decaf coffee with chamomile and lavender. The brand conducted a 10-city sampling tour behind the line, as well as radio ads and TV spots. Tagline: “There’s a Reason Behind Every Sip.”

- In 2017, the company added three new Infusions: Super Spice, with turmeric and cinnamon; Acai Glow, with acai berry; and B6 Metabolism, containing a fruit and herbal blend. The latter two have since been discontinued.

- In 2018, Eight O’Clock Coffee ran an online game called “Great Coffee Break” that awarded eight grand prize winners a year’s worth of free groceries (valued at $8,000).

- Starbucks is another prominent whole bean brand. In 2017, whole bean accounted for % of coffee volume — down from % in 2012. Whole bean share is expected to remain at % by 2022.
# THE NATIONAL RTD COFFEE MARKET

## SHARE OF VOLUME BY DISTRIBUTION CHANNEL (r)

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(r) Revised; (P) Projected

* Includes Wal-Mart

** Includes club stores, dollar stores, "mom & pop" stores, health-food stores, military and online retailers.

*** Includes schools, airlines, stadiums, etc.

Source: Beverage Marketing Corporation

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### TOP FOUR SOURCES ACCOUNTED FOR 63% OF COFFEE IMPORTS

*(Share of volume by country of origin, 2017)*

- Brazil: %
- Colombia: %
- Vietnam: %
- Honduras: %
- Others: %

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Source: Beverage Marketing Corporation; U.S. Department of Commerce