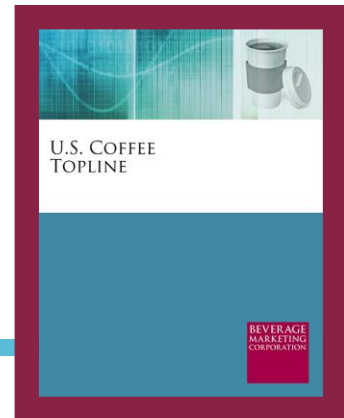


U.S. COFFEE TOPLINE

2019 EDITION (Published December 2019. Data through 2018. Market projections through 2023.) More than 20 pages, with text analysis, graphs and charts.



U.S. Coffee Topline from Beverage Marketing Corporation provides a data overview of the coffee category with key statistics 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 birds-eye view 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 2023?

THIS REPORT FEATURES

U.S. Coffee Topline 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

**BEVERAGE
MARKETING
CORPORATION**

U.S. Coffee Topline December 2019

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

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Numerous trends are occurring in the modern day coffee market with perhaps the most significant being the “Starbucks phenomenon.”

- The entry of Starbucks as a premium coffee maker raised the bar for all the others in the market. This gave consumers a taste for premium coffee and also made the market move from price-based to quality-based competition.
- In addition, this development has accelerated the movement to away-from-home coffee consumption.
- The Starbucks phenomenon has helped to recruit younger drinkers to the coffee category. According to the NCA, this trend is interrupted temporarily from time to time but points to increasing young adult consumption in the long run. According to the NCA’s 2017 National Coffee Drinking Trends study, 37% of 13- to 18-year-olds drank coffee daily — up from 31% the year before.
- Turning to a different survey, a Gallup poll conducted in a four-day period in July 2015 showed that women (66%) were more likely to drink coffee than men (62%) on a daily basis. Whites (67%) easily out-drank nonwhites (59%), with the average number of cups per day (among drinkers) at 3.1 for whites and only 1.9 for nonwhites.

Another development has been the changing image of coffee in some corners as a health beverage. It’s being touted by some as the “health food of the new age.”

- Recent studies conducted have indicated that people who drink coffee on a regular basis are less likely to develop Parkinson’s and Alzheimer’s, as well as have a reduced risk of stroke, liver cancer and cirrhosis.
- Studies have also suggested that coffee may help manage asthma and even control attacks when medication is unavailable, stop a headache, boost mood, and even prevent cavities. It has also been in the news for possibly cutting the risk of the latest disease epidemic, type 2 diabetes.

Yet another trend has been the emergence of the “cause coffee” market.

- Fair Trade certified, Rainforest Alliance certified and Organic certified are the primary categories, which fall under this basket.
- Fair Trade coffee grew by about 50% between 2013 and 2018.

Exhibit 2

U.S. COFFEE MARKET
COMPOUND ANNUAL VOLUME GROWTH
1995 – 2023(P)

Period	Compound Annual Growth Rate
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	■ %
2012 – 2017	■ %
2013 – 2018	■ %
2018 – 2023(P)	■ %

(P) Projected

Source: Beverage Marketing Corporation