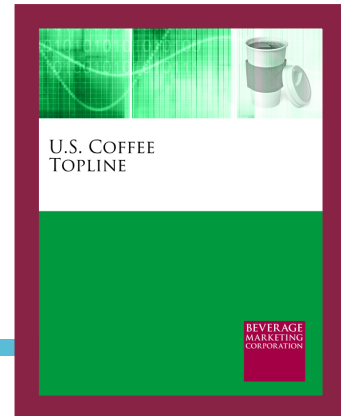


# U.S. COFFEE TOPLINE

**2023 EDITION** (To be published December 2023. Data through 2022, preliminary 2023 figures and forecasts through 2027.) 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 historical and current 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. Includes a brief overview of key trends including discussion of the impact of the coronavirus pandemic.

FOR A FULL  
CATALOG OF  
REPORTS AND  
DATABASES,  
GO TO  
[bmcreports.com](http://bmcreports.com)

## AVAILABLE FORMAT & PRICING



**Direct Download**  
Word & PDF

**\$995**

To learn more, to place an advance order or to inquire about additional user licenses **call**: Charlene Harvey +1 212.688.7640 ext. 1962 [charvey@beveragemarketing.com](mailto:charvey@beveragemarketing.com)

## INSIDE:

### REPORT OVERVIEW

A brief discussion of this report's key features. **2**

### TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **6**

### SAMPLE TEXT AND INFOGRAPHICS

Examples of report text, data content, layout and style. **7**



**HAVE  
QUESTIONS?**

Contact Charlene Harvey: 212-688-7640 x 1962  
[charvey@beveragemarketing.com](mailto:charvey@beveragemarketing.com)



BEVERAGE MARKETING CORPORATION  
P.O. Box 2399 | 143 Canton Road, 2<sup>nd</sup> Floor  
Wintersville, OH 43953  
Tel: 212-688-7640 Fax: 740-314-8639

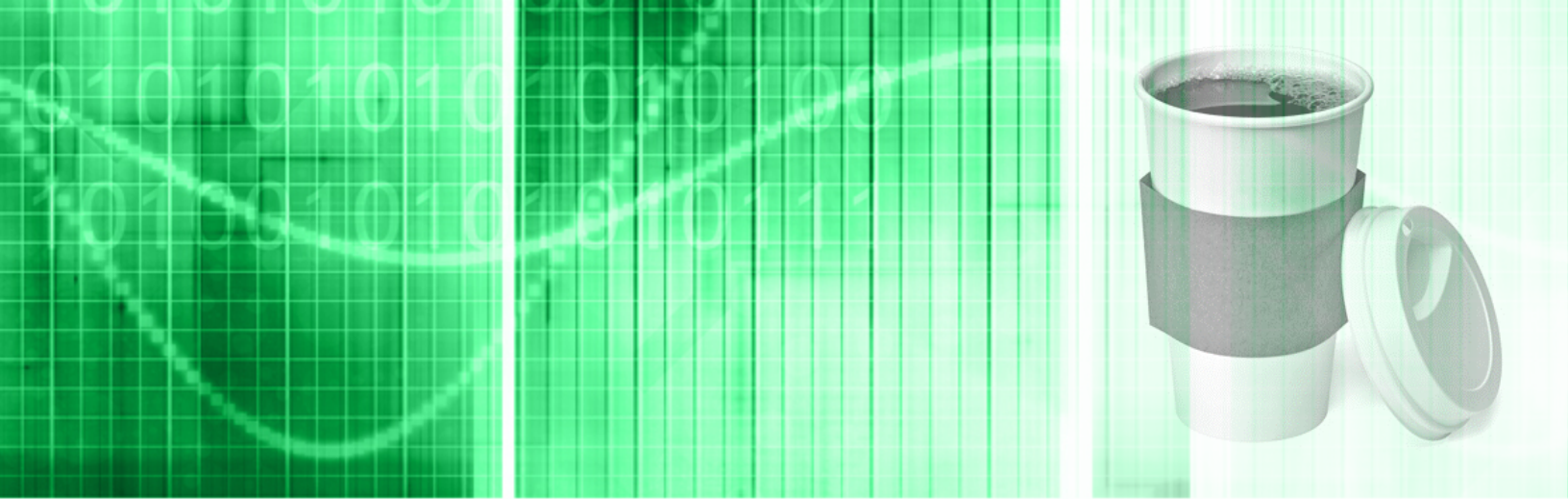
## THE ANSWERS YOU NEED

*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 ready-to-drink (RTD) coffee fared 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 2027?

## THIS U.S. COFFEE 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

**NOTE:** The 2023 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 2023 edition you receive will have updated data through 2022, preliminary 2023 figures and projections through 2027 where applicable.

# U.S. Coffee

## Topline

### December 2022

---

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.

---

Copyright © 2022 Beverage Marketing Corporation of New York, P.O. Box 2399, Wintersville, OH 43953.  
(212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

# Contents

## Table of Contents

---

**U.S. Coffee Topline**  
**TABLE OF CONTENTS**

---

TABLE OF CONTENTS ----- i

---

**Summary**

---

**U.S. COFFEE TOPLINE**

The National Coffee Market ----- 1

- Overview----- 1
- Per Capita Consumption ----- 2

Coffee Trends----- 4

- Overview----- 4
- Coffee Segments ----- 5
- Imports and Exports ----- 7
- Leading Coffee Roasters ----- 8
- The National RTD Coffee Market ----- 9
- Global Organic Coffee Market ----- 9
- Global Green Coffee Market ----- 10
- U.S. Coffee Advertising Expenditures ----- 11

**Exhibits**

1 U.S. Coffee Market Volume and Growth 1987 – 2026----- 13

2 U.S. Coffee Market Compound Annual Volume Growth 1995 – 2026----- 14

3 U.S. Coffee Market Per Capita Consumption 1987 – 2026 ----- 15

4 U.S. Coffee Market Share of Consumption by Segment 2016 – 2026----- 16

5 Imported Coffee Market All Countries and Types 1998 – 2021 ----- 17

6 Exported Coffee Market All Countries and Types 1998 – 2021 ----- 18

7 U.S. Coffee Market Share of Estimated Volume by Leading Brands 2016 – 2021 ----- 19

8 The National RTD Coffee Market Wholesale Dollars and Case Volume 1993 – 2026 -- 20

9 Global Organic Coffee Market Estimated Volume and Change 2002 – 2026 ----- 21

10 Global Green Coffee Market Production Volume and Growth 1994 – 2021----- 22

11 U.S. Coffee Market Estimated Advertising Expenditures 2000 – 2021 ----- 23

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 in 2020, “since 2015, consumption is up 40% among drinkers age 18-24, and nearly 25% for drinkers age 25-39.”

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 25% between 2015 and 2020.

---

Exhibit 2

**U.S. COFFEE MARKET  
COMPOUND ANNUAL VOLUME GROWTH  
1995 – 2026(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	■ %
2012 - 2017	■ %
2013 - 2018	■ %
2014 - 2019	■ %
2015 - 2020	■ %
2016 - 2021	■ %
2021 - 2026(P)	■ %

*(P) Projected*

*Source: Beverage Marketing Corporation*