

Freedonia Focus Reports  
US Collection



# Refrigerated

# Coffee Creamers: United States

May 2016



## Highlights

### Market Overview

Market Size | Market Trends | The Marketers | Marketing and New Product Trends  
The Consumer

### Companies Cited

### Resources

**BROCHURE**  
CLICK TO ORDER  
FULL REPORT

## ABOUT THIS REPORT

### Scope & Method

This report forecasts annual US retail sales of refrigerated coffee creamers in US dollars for 2016-2020. To illustrate historical trends, total sales are provided in an annual series from 2011-2015.

The commercial/packaged coffee creamers market is composed of two segments: refrigerated liquid creamers and shelf-stable creamers. The focus of this report is the larger and more dynamic refrigerated segment. Shelf-stable coffee creamers are analyzed primarily in the context of overall market and competitive trends. Also addressed are trends in consumer usage of ready-to-drink refrigerated dairy and dairy alternative beverages in coffee.

This report quantifies trends in various measures of growth. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the [Table of Contents](#).

### Sources

*Refrigerated Coffee Creamers: United States* (FF10033) is based on [Refrigerated Coffee Creamers: US Market Trends](#), a comprehensive industry report published by Packaged Facts in May 2016.

The three main sources of data for this report are Information Resources (IRI) sales-tracking data, Packaged Facts online consumer survey data, and Simmons Market Research national consumer survey data.

Estimates of market size and marketer and brand rankings are primarily based on multi-outlet (MULO) data from IRI's InfoScan Review sales tracking service. Packaged Facts analyzed data in the Refrigerated Coffee Creamers category for the 52-week period ending February 21, 2015/2016 and the Coffee Creamers – Shelf Stable category for the 52-week period ending April 17, 2015/2016.

One source of consumer data is Packaged Facts National Online Consumer Survey conducted in April 2016. This survey reflects a panel of 2,000 US adults (age 18+) that

is balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household, and household income.

The other source of consumer data is the Simmons Market Research National Consumer Survey Adult Study, Fall 2011-2015. On an ongoing basis, Simmons conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the US population.

Packaged Facts' research also incorporates a variety of other sources, including:

- consumer business and trade publications and company reports;
- US government sources, including the Bureau of Economic Analysis and the US Census Bureau, for retail sales and consumer food expenditures;
- company websites, Facebook and Twitter pages, for advertising and marketing images and messaging;
- Packaged Facts' own extensive food and beverage research database and report collection.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

## Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311511	Fluid Milk Mfg	2023	Dry, Condensed and Evaporated Dairy Products
311514	Dry, Condensed, and Evaporated Dairy Product Mfg	2026	Fluid Milk

## Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

## Table of Contents

Section	Page
About This Report .....	i
Highlights .....	1
Market Overview .....	2
Market Size .....	2
Overall Market for Refrigerated Coffee Creamer Products Approaches \$2.5 Billion. ....	2
Chart 1   US Refrigerated Coffee Creamer Product Retail Sales, 2011-2020 (US\$ mil) .....	2
Market Projected to Reach \$2.9 Billion by 2020. ....	2
Product Innovation Will Drive the Market. ....	3
Table 1   US IRI-Tracked Coffee Creamer Product Value, Unit & Volume Sales by Type, 2014-2015 .....	4
Overall Consumption Trends.....	5
Market Trends.....	6
Clean Label Gains Traction.....	6
The Marketers.....	9
Three Companies Control 90% of Refrigerated Creamer Market. ....	9
Chart 2   US Refrigerated Coffee Creamer Product Retail Sales by Marketer Share, 2015 .....	9
Nestlé USA's COFFEE-MATE Dominates the Market. ....	10
Table 2   US IRI-Tracked Refrigerated Coffee Creamer Retail Sales by Brand, 2014-2015 (US\$ '000) .	11
WhiteWave Foods' Creamers Range from Plain to Premium to Plant.....	11
BAILEYS' Style.....	13
Marketing & New Product Trends.....	14
Five-Year Trends in Non-Dairy Cream Substitute Preferences. ....	14
Table 3   US Forms of Non-Dairy Cream Substitutes Used, 2011-2015 (% of hshlds).....	14
Table 4   US Types of Non-Dairy Cream Substitutes Used, 2011-2015 (% of hshlds) .....	14
Table 5   US Flavors of Non-Dairy Cream Substitutes Used, 2011-2015 (% of hshlds) .....	15
Product Innovation Redirects from Flavors to Formulations. ....	15
COFFEE-MATE & BAILEYS Remain Champions of Seasonal & Limited-Edition Creamers.....	15
Marketing to Millennials.....	16
The Consumer .....	19
Companies Cited.....	20
Resources .....	21

To return here, click on any Freedonia logo or the Table of Contents link in report footers.  
PDF bookmarks are also available for navigation.

## RESOURCES

### Packaged Facts

[www.packagedfacts.com](http://www.packagedfacts.com)

*Refrigerated Coffee Creamers: US Market Trends*, May 2016

[see report contents](#)

### The Freedonia Group

[www.freedoniagroup.com](http://www.freedoniagroup.com)

#### Related Industry Studies

*3445 Cups & Lids*, August 2016

[see study contents](#)

*3397 World Flavors & Fragrances*, March 2016

[see study contents](#)

*3297 Beverage Containers*, June 2015

[see study contents](#)

*3275 World Food Processing Machinery*, June 2015

[see study contents](#)

#### Related Focus Reports

*Beverages: United States*

[see report contents](#)

*Cheese: United States*

[see report contents](#)

*Healthy-Ingredient Snacks: United States*

[see report contents](#)

*Processed Food: United States*

[see report contents](#)

*Single-Cup Beverage Brewing Pods: United States*

[see report contents](#)

*Snack Foods: United States*

[see report contents](#)

*Soft Drinks: United States*

[see report contents](#)

*Soybean Products: United States*

[see report contents](#)

*Sweet Baked Goods: United States*

[see report contents](#)

#### Freedonia Custom Research

[see capabilities](#)

### Trade Publications

*AdWeek*

[www.adweek.com](http://www.adweek.com)

*FoodBev Media*

[www.foodbev.com](http://www.foodbev.com)

*Food Business News*

[www.foodbusinessnews.net](http://www.foodbusinessnews.net)

*Food Business Review*

[www.food-business-review.com](http://www.food-business-review.com)

*MediaPost*

[www.mediapost.com](http://www.mediapost.com)

*Progressive Grocer*

[www.progressivegrocer.com](http://www.progressivegrocer.com)

### Agencies & Associations

Bureau of Economic Analysis

[www.bea.gov](http://www.bea.gov)

Information Resources

[www.iriworldwide.com](http://www.iriworldwide.com)

Simmons National Consumer Study

[www.simmonssurvey.com](http://www.simmonssurvey.com)

United States Census Bureau

[www.census.gov](http://www.census.gov)

United States Department of Agriculture

[www.usda.gov](http://www.usda.gov)

United States Food and Drug Administration

[www.fda.gov](http://www.fda.gov)

United States International Trade Commission

[www.usitc.gov](http://www.usitc.gov)

**Environmental Impact.** Please consider the environment before printing this report. Freedonia Focus Report collections feature environmentally friendly products distributed entirely via electronic channels.