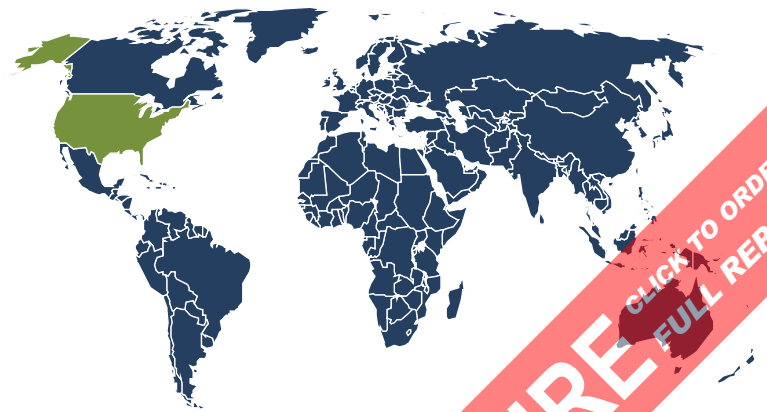




Freedonia Focus Reports
US Collection

Single-Cup Beverage Brewing Pods: United States

November 2015



Highlights

Market Overview

Market Size, Segmentation, and Forecast | Opportunities and Challenges
Flavor and Variety Trends | Single-Cup and Single-Cup Brewer Use Trends
Consumers and Single-Cup Growth Potential
Single-Cup Beverage Marketer and Brand Analysis

Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report sizes 2015 US retail sales of single-cup beverage brewing pods. To illustrate historical trends, total retail sales are provided for 2014, coffee pod retail sales are provided for 2013-2014, and tea pod retail sales are provided for 2014 and 2015. Single-cup coffee pod retail sales are forecast for 2015-2018.

Throughout the report, “single-cup beverage brewing pods” is used interchangeably with “single-cup beverage”. “Single-cup coffee”, “single-cup coffee pods”, and “single-cup tea” are also used.

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

Single-Cup Beverage Brewing Pods: United States (FF10034) is based on [Single-Cup Brew Beverage Products in the US: Coffee Pods and Beyond, 2nd Edition](#), a comprehensive industry report published by Packaged Facts in November 2015.

Data related to consumer demographics, attitudes, and behaviors is derived from Experian Marketing Services’ Simmons National Consumer Survey, a booklet-based survey of a large and random sample of consumers who in aggregate represent a statistically accurate cross-section of the US adult population (age 18+). We analyze results primarily from its 12-month Spring 2015 survey; however, to trend household brewer and single-cup usage, we also draw from 6-Month Spring 2013, Summer 2013, Fall 2013, Winter 2014, Spring 2014, Summer 2014, Fall 2014, Winter 2015, and Spring 2015 surveys.

We also include results from Packaged Facts’ proprietary August 2015 consumer survey. The survey consisted of 2,000 online respondents, who in aggregate represent a statistically accurate cross-section of the US adult population (age 18+). The surveys were analyzed in aggregate via Statistical Package for the Social Science (SPSS) statistical software. Where applicable, results have been tested with Fisher’s Least

Significant Difference contrast test at a confidence level of 95%.

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	
311920	Coffee and Tea Manufacturing	2095	Roasted Coffee
		2099	Food Preparations, NEC

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RESOURCES

Packaged Facts

www.packagedfacts.com

Single-Cup Brew Beverage Products in the US, November 2015

[see report contents](#)

The Freedonia Group

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

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Snack Foods: United States

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Soft Drinks: United States

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Trade Publications

Beverage-Digest

www.beverage-digest.com

Beverage Industry

www.bevindustry.com

Beverage World

www.beverageworld.com

Bloomberg

www.bloomberg.com

Convenience Store News

www.csnews.com

Drinks Business Review

www.drinks-business-review.com

FoodBev Media

www.foodbev.com

Progressive Grocer

www.progressivegrocer.com

Store Brands

www.storebrands.info

Agencies & Associations

American Beverage Association

www.ameribev.org

Beverage Marketing Corporation

www.beveragemarketing.com

Information Resources

www.iriworldwide.com

National Coffee Association

www.ncausa.org

Simmons National Consumer Study

www.simmonssurvey.com

United States Census Bureau

www.census.gov

United States Food and Drug Administration

www.fda.gov

United States International Trade Commission

www.usitc.gov

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