



Freedonia Focus Reports
US Collection

Coffee: United States

December 2016



Highlights

Market Overview

Market Size | Market Growth Factors | Marketing and Product Trends | Retail Trends
Marketers | Consumers

Companies Cited

Resources

www.freedoniafocus.com

ABOUT THIS REPORT

Scope & Method

This report forecasts annual US retail sales of coffee in US dollars for 2016-2020. To illustrate historical trends, total coffee retail sales are also supplied for 2011-2015. Information Resources (IRI)-tracked coffee sales by product in dollars, units, and pounds are provided for 2016. IRI-tracked coffee sales are segmented by product in terms of:

- ground
- single-cup
- cappuccino/iced
- instant
- whole beans
- ground decaffeinated
- refrigerated ready-to-drink (RTD)
- instant decaffeinated
- additives/flavorings
- refrigerated concentrate
- substitutes.

Excluded from the scope of this report are other products such as coffee creamer and other coffee-infused non-beverages. This report also focuses on retail packaged coffee and not coffee sold at foodservice, although some foodservice trends are covered.

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

Coffee: United States (FF10041) is based on [Coffee and Ready-to-Drink Coffee: US Retail Market](#), a comprehensive industry report published by Packaged Facts in December 2016. The information contained in this report was obtained from primary and secondary research. Primary research entailed consultations with coffee market

sources, on-site examination of retail venues, and fielding a proprietary Packaged Facts online consumer survey focusing on coffee product shopper insights. Secondary research included extensive internet canvassing and research- and data-gathering from relevant consumer business and trade publications; company reports including annual reports, press releases, and investor conference calls; company profiles in trade and consumer publications; government reports; and other food and beverage market reports by Packaged Facts.

Sales estimates are based on data from the above sources as well as IRI data for mass-market channels (supermarkets, drugstores, mass merchandisers, military commissaries, and select club and dollar stores); market size estimates from other sources, including those appearing in the trade press; the performance of relevant retail venues; consumer usage rates for coffee products; and new product introduction activity in the market.

Our consumer analysis draws primarily on two data sources. The first is national consumer survey data from Simmons. Through an ongoing program of telephone and booklet questionnaire surveys of a large probability sample of consumers who represent a statistically accurate cross-section of the US adult population, Simmons is able to construct detailed demographic profiles across various consumer product and service markets, including the candy market. The discussion of consumer patterns also draws on proprietary Packaged Facts online consumer surveys, including an August 2016 survey based on 2,000 US adults who in aggregate are census representative on the primary demographic measures of age, gender, geographic region, race/ethnicity, and presence of children in the household.

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 Mfg	2086	Bottled and Canned Soft Drinks and Carbonated Waters
312111	Soft Drink Mfg	2095	Roasted Coffee

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
Chart 1 US Coffee Sales, 2011-2020 (US\$ bil)	2
Channel Sales.	3
Chart 2 US Coffee Sales by Channel, 2016.....	3
Product Sales.	3
Table 1 US IRI-Tracked Coffee Sales by Product, 2016.....	4
Market Growth Factors	5
Culture of Innovation.....	5
Cold Brew Emerges from Craft Segment.	5
Diffusion of Innovation.	6
Cold Brew Lifts Off.....	6
Starbucks Announces New Product Strategy.	6
Strategic Consolidation & Investment.....	7
Peet's Expands Through Strategic Acquisitions.....	7
Blue Bottle Coffee Attracts Investors.....	7
Dr Pepper Snapple Group Invests In New Cold Brew.....	8
JAB Holding Building Coffee Powerhouse.	8
Marketing & Product Trends	9
Retail Trends.....	12
Engaged Consumer.....	12
Turbulent Market Landscape.....	12
New Generation of Coffee Shoppers.....	13
Optimizing K-Cup Sales.....	13
Marketers	14
Chart 3 US IRI-Tracked Coffee Mass-Market Sales by Marketer, 2016	14
JM Smucker Leads Way in Ground Coffee.	15
Folgers & Private Label Top Ground Decaffeinated.....	15
Three Companies Control Majority of Instant Coffee Category.	16
Starbucks Dominates in RTD Coffee.....	16
Refrigerated RTD Coffee Category Led by Four Companies.....	16
Single-Cup Coffee Records Intense Competition.....	17
Whole Coffee Beans Led by Starbucks.....	17
Other Small Categories.	17
Private-Label Coffee Led by Single Cups.....	18
Consumers.....	19
Hot & Cold Coffee Use by Gender.	19
Short-Term Behavioral Shifts.	20
Coffee Channel Habits by Gender.....	20
Type Preferences by Age.	20
Brand Preference Trends.	21
Companies Cited.....	22
Resources	23

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

Coffee and Ready-to-Drink Coffee: US Retail Market, December 2016 [see report contents](#)

The Freedonia Group

www.freedoniagroup.com

Related Industry Studies

3397 World Flavors & Fragrances, March 2016 [see study contents](#)

3297 Beverage Containers, June 2015 [see study contents](#)

Related Focus Reports

Beverages: United States [see report contents](#)

Bottled Water: United States [see report contents](#)

Dairy Products: United States [see report contents](#)

Healthy-Ingredient Snacks: United States [see report contents](#)

Natural & Organic Foods & Beverages: United States [see report contents](#)

Natural Flavors & Fragrances: United States [see report contents](#)

Refrigerated Coffee Creamers: United States [see report contents](#)

Single-Cup Beverage Brewing Pods: United States [see report contents](#)

Freedonia Custom Research [see capabilities](#)

Trade Publications

AdWeek

www.adweek.com

Beverage Daily

www.beveragedaily.com

FoodBev Media

www.foodbev.com

Food Business News

www.foodbusinessnews.net

Food Business Review

www.food-business-review.com

Grocery Headquarters

www.groceryheadquarters.com

MediaPost

www.mediapost.com

Progressive Grocer

www.progressivegrocer.com

Agencies & Associations

Bureau of Economic Analysis

www.bea.gov

Information Resources

www.iriworldwide.com

National Coffee Association

www.ncausa.org

Simmons National Consumer Survey

www.simmonssurvey.com

United States Census Bureau

www.census.gov

United States Department of Agriculture

www.usda.gov

United States Food and Drug Administration

www.fda.gov

United States International Trade Commission

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.