

Coffee - US - July 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"After experiencing strong gains from 2012-15, the coffee market slowed from 2016-17 (est) as market penetration of single-cup coffee makers is saturated and fewer new owners has resulted in slower gains. Still, cold brew sales are thriving and new innovations such as nitro cold brew and alcoholic cold brew could reinvigorate sales."

- Mimi Bonnett, Director - Food and Drink, Foodservice

This report looks at the following areas:

- Roasted, instant coffee sales struggle as consumers turn to RTD, single-cup
- Market penetration is strong as most adults drink some type of coffee
- The average consumer is not highly engaged with cold coffee, cold brew

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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