Coffee - US - July 2018

Report Price: £3254.83 | $4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The $14.4 billion coffee market continues on a positive path in 2018, buoyed by a thriving RTD (ready-to-drink) coffee segment and sustained growth in single-serve formats."

- Mimi Bonnet, Director - Food and Drink, Foodservice

This report looks at the following areas:

- **Traditional roasted coffee offers little growth, and instant sees sales and share decline**
- **National brands struggling to keep pace with innovation**
- **Competitive drink space gets energetic**

Millennials show strong category engagement, consuming a range of coffee products and show strong interest in innovative offerings, including RTD coffees with new ingredients and added functionality. There are challenges in the evolving landscape for more traditional roasted coffee providers and well-established national brands to remain relevant. Suppliers also need to help consumers navigate the sundry of hot and cold beverage options.

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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