

## Coffee - US - September 2014

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“With younger consumers embracing an increasing variety of coffee drinks, the category is as fractured along generational lines as ever. Millennials and Generation X are experimenting with a range of formats, origins, and flavor additions. At the same time, older, more traditional coffee drinkers seek roasted, brand name coffee, but a host of options will be targeting these consumers.”  
– Elizabeth Sisel, Beverage Analyst

### This report looks at the following areas:

- Pods could resonate with older consumers, though perhaps not single-cup
- Energy drinks emerge as coffee substitute – can they take over coffee's turf?
- Can RTD coffees expect the same growth as single-cup?

The coffee category continues to grow sales, but its largest segment (roast coffee) is losing market share to single-cup and RTD (ready-to-drink) options. Such innovations appear to be targeting and resonating with the 18-54 demographic, though older consumers have slowly begun to accept the single-cup pod concept, if not the RTD segment. With the economic recovery remaining somewhat lethargic, consumers may be finding room in their budget for the occasional coffeehouse treat, but manufacturers still have the opportunity to woo those consumers with at-home variety, unique flavors, and mainstay category brands.

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