

Coffee Houses and Donut Shops - US - December 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“With coffee houses and donut shops continually adding food items and diversifying their beverage programs, it is increasingly important for them to differentiate themselves amongst other operators. One of the prime opportunities is through technology that will streamline efficiencies and provide added convenience to on-the-go consumers.”

– Bethany Wall, Foodservice Analyst

This report looks at the following areas:

- How can operators stay relevant throughout the day?
- How can brands differentiate themselves?
- How can brands utilize technology?

Coffee houses are now expanding to become more relevant through the consumer's day. In order to become more of a lifestyle brand, concepts are extending hours, expanding menus, renovating spaces to be more upscale, and creating multiple delivery methods, often times utilizing technology to create a more efficient consumer experience. They are also capitalizing on “feel good” branding, giving their concepts a sense of corporate responsibility to appeal to consumers. This spans from local sourcing to reduced waste packaging and fair-trade practices. Coffee houses and donut shops are utilizing technology in new ways to reach consumers more easily and gain efficiencies to make it even easier for consumers to visit.

This report builds on the analysis presented in Mintel's Coffee houses and Donut Shops—US, November 2012, as well as the October 2011, June 2010, May 2009, and July 2008 reports of the same title.

The report focuses on coffee house and donut shop trends and menu analysis using Mintel's Menu Insights database as well as consumer survey analysis revealing behavior and attitudes toward the segment. The sample of coffee houses and donut shops in Menu Insights include: Arabica Coffee house, Caribou Coffee, Coffee Bean and Tea Leaf, The, Coffee Beanery, Dunkin' Donuts, Gloria Jean's Coffees, Nestle Toll House Cafe by Chip, Seattle's Best Coffee, Starbucks, and Tim Hortons.

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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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