Tea and Coffee - Canada - September 2014

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image

"Multipacks which contain different flavours of tea and coffee could help brands to appeal to varying palates in multi-person households and drive further sales growth."
– Andrew Zmijak , Consumer Behaviour Research Analyst

This report looks at the following areas:

- Increasing popularity of coffee pods could bring down prices
- Appealing to older palates with hot beverages
- Specialized teas can increase consumption in and out of the home
- Highlighting the qualities of ethical tea and origins

Coffee is also the most innovative of the markets, with notable growth coming from single-serve coffee machines which are tapping into consumer demand for premium products while at home. This report analyses consumer trends in the tea, coffee and hot chocolate category and explores areas of the market where further growth may still be possible.

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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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