

September 2023

Tea and RTD Tea - US

"Tea is naturally among the "original" functional drinks, yet flies a bit under the radar in the broader beverage landscape that is teeming with functional offerings. Yet, younger adults seek many fundamental tea features: flavor variety, BFY benefits and versatility calling for brands to go on the offensive targeting energy ...

Carbonated Soft Drinks - US

"Enjoying CSDs isn't antithetical to consumers' wellness aspirations, and while they want to see functional benefits and low calorie products, they don't expect reformulations to be overtly healthy. Rather, brands can help consumers make CSDs an essential part of their desired lifestyles, acting as a reliable source of enjoyment and ...

August 2023

Coffee and RTD Coffee - US

"Economic uncertainty currently impacting the coffee category is expected to be short-lived, yet to remain relevant brands will need to keep up with evolving tastes, occasions and needs, especially of young coffee lovers."

– Caleb Bryant, Associate Director of Food and Drink Reports

Foodservice Coffee and Tea - US

"Elevated foodservice coffee and tea drinks that are not easily replicated at home and that deliver on quality and affordability will encourage patrons to justify AFH experiences as they remain challenged to limit discretionary spending due to inflation. Coffee and tea operators must nail down the basics to continue to ...

Juice and Juice Drinks - US

"Even as flavor and nutrition innovations elevate the familiar and reshape aisles, it is simplicity – juice's longstanding draw – that remains an undercurrent of juice purchase. However, simple formulations don't have to be limiting; juice's fluid nature poises it to shift from wellness to enjoyment and between occasions with ...

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Upcoming Reports



Drink - USA

**Milk and Non-dairy Milk - US -
2023**

**Yogurt and Yogurt Drinks - US -
2023**