

Coffee - US - September 2013

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“Variety has fueled growth and led to a boost in sales for coffee manufacturers. However, many new products have yet to interrupt consumers’ everyday coffee rituals, namely, a cup of roasted ground coffee prepared in a standard drip coffee maker. Manufacturers must find ways to introduce new products into consumer routines through emphasis on affordability, flavor, and enjoyment.”
 – Jennifer Zegler, Beverage Analyst

This report looks at the following areas:

- Breaking out of the morning rut: when are other times to drink coffee?
- What can keep coffee drinkers aged 18-36 more active in at-home market?
- What can encourage people aged 49+ to try new coffee products?

The coffee category has welcomed a range of new products, including ongoing launches in single-cup coffee and a new generation of ready-to-drink and cold-brew coffees. Mintel research finds that these coffee innovations are finding a willing audience in consumers aged 18-48. Yet, while these Matrix through Generation X coffee drinkers explore new niches, Baby Boomers and older consumers are still clutching their mugs of ground coffee brewed in a standard drip brewer.

In addition to the challenge of introducing new coffee products, the retail coffee market continues to face off against coffee houses, donut shops, convenience stores, and restaurants. These outlets offer variety and convenience, but were deemed by many as an excess during the economic recession. In the subsequent recovery, consumers are discovering more room in the budget for out-of-home purchases, suggesting that retail manufacturers must encourage them to stay at home with new, yet affordable, coffee varieties.

This report builds on the analysis presented in Mintel's *Coffee-U.S., October 2012*, as well as the October 2011, September 2010, December 2009, and September 2008 reports on the same category.

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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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