

Coffee - US - September 2016

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"Future growth is expected to remain healthy, supported by the current popularity of coffee and greater premiumization across segments. High quality ingredients and premiumized production and brewing methods transport the category into the Third Wave of coffee, which elevates the drink to more than just a commodity type beverage."

- Elizabeth Sisel, Beverage Analyst

This report looks at the following areas:

- Roasted coffees see stagnant growth
- RTD coffees challenged by low consumption frequency
- Competition with foodservice for specialty coffees

This Report includes packaged coffee and prepared coffee beverages sold for home preparation and/or consumption. The following types of coffee are included:

- Roasted coffee - ground and whole bean; regular and decaffeinated; non-flavored and flavored
- Single-cup coffee - cups and pods containing pre-measured coffee for use in automatic single-cup coffee makers
- Instant coffee - regular and decaffeinated; includes both powdered instant and liquid coffee concentrates
- Ready-to-drink (RTD) coffee - shelf-stable or refrigerated bottled/canned single-serve prepared iced coffees and coffee drinks; refrigerated RTD coffee (half-gallons and single-serving)

The Report references "brewed coffees" to classify the bundled segments of roasted (grounds/beans) and single-cup and/or pods, which require brewing at home.

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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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