

Coffee - US - July 2019

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"The trendsetting RTD (ready-to-drink) coffee segment is on pace to outgrow the long-time coffee leader, roasted coffee. The market is also driven by the continued modest growth of single-cup coffee options. Coffee suppliers and legacy coffee brands in particular need to meet quickly changing consumer needs around health and quality to remain relevant."

- Jill Failla, Foodservice Analyst

This report looks at the following areas:

- Coffee leaders are falling behind
- Beverages are blurring, but their threat to coffee is clear
- RTD coffee outshines the rest
- Is coffee the key to relaxation?
- Espresso opportunity in US still looms large

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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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