

Coffee and RTD Coffee - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the coffee and creamer markets
- How Gen Z's coffee preferences will reshape the coffee market
- Opportunities for functional coffees
- How the rise of remote work will strengthen the home barista trend

The pandemic not only led to an increase in general home coffee consumption but also brought about a period of experimentation and exploration among coffee consumers. 27% of coffee consumers tried a new coffee brand during the pandemic; 22% made specialty coffee drinks at home, and 13% purchased an entirely new coffee appliance.

In addition to short-term gains, the pandemic created long-term growth opportunities for the coffee market. The rise of remote work established a new class of coffee drinking consumers interested in coffee shop experiences enjoyed within the home, creating opportunities for premium coffee blends. The pandemic also caused consumers to reevaluate their health and wellness goals, paving the way for functional coffee drinks; 30% of coffee drinkers are interested in purchasing coffee with additional functional benefits.

Coffee brands will need to adapt to shifting consumer preferences and unstable market conditions. Gen Z's preference for cold over hot coffee drinks will force coffee brands (particularly roasted coffee brands) to update their product development and marketing strategies. Rising coffee prices will lead to trade-down behaviors among price-sensitive consumers, suggesting a need for mid-tier coffee brands to focus on providing budget-conscious consumers value.

The increased interest in premium coffee experiences suggests coffee and creamer brands should be bold with their product development. It's also time



“The pandemic brought strong growth for the coffee market as consumers tried new coffee products and created their own specialty coffee drinks. This increase in home coffee experimentation will benefit the coffee and creamer markets for years to come, and the rise of remote work will drive an overall increase in home coffee consumption.”

– **Caleb Bryant, Associate Director of Food and Drink Reports**

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for brands to rethink coffee marketing, create marketing messages and develop CSR programs that reinforce consumers' own sense of identity.



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