

Coffee and RTD Coffee - US - 2023

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This report looks at the following areas:

- How Gen Z is shaping coffee culture
- Impact of increased economic uncertainty on consumers' coffee purchasing behaviors
- Popularity of cold coffee beverages among teens
- Coffee marketing trends
- Whitener usage and consumer interest in flavored coffee beverages
- Coffee beverage innovation trends

The retail coffee market has slowed after years of growth as financially insecure consumers trade down to less expensive coffee products such as private label coffee; 19% of consumers report purchasing less expensive coffee to save money. The coffee market may face a short term slump yet the market's long term outlook remains bright.

Consumers are experimenting with new coffee drinks at home, often replicating the recipes discovered on social media feeds; 16% of consumers report creating specialty coffee drinks more often. This interest in home drink innovation indicates opportunities throughout the coffee market: from high end brewers, to specialty additives, to budget-friendly convenience options.

Gen Z now holds influence over the coffee industry and their preferences increasingly shape wider coffee culture. Although their interest in cold coffee beverages remains steadfast, many Gen Z consumers are branching into new coffee formats particularly flavored roasts. Coffee companies must respond to Gen Z's coffee preferences; focus on cold beverage innovation, adopt best-in-class sustainability practices, and take a lifestyle/identity approach to coffee brand marketing.



“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

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