

Foodservice Coffee and Tea - US - 2023

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Changes in AFH frequency of coffee and tea ordering
- Consumer associations to AFH hot vs. cold coffee
- Consumer ordering motivations relating to coffee and tea
- Attitudes towards AFH coffee and tea

Foodservice coffee and tea purchases stabilized following spikes in 2022, hindered slightly by inflationary pressures and rising menu prices. While 32% of consumers are buying coffee from foodservice locations more often than last year, 22% have decreased their frequency, citing money savings as the top reason. With consumers being more cost-conscious, they are more motivated by promotional prices and loyalty rewards that can help stretch their dollar further, and may opt to order lower cost, simple drinks from restaurants.

Operators serving coffee that excel at covering the basics will fulfil consumer needs in the AFH coffee and tea category. Being able to deliver on simple coffee drinks at favorable prices will encourage patrons to explore more drink options on menus. While simple offerings have wide appeal, younger consumers will seek innovative coffee and tea beverages. Iced beverages will continue to shine through all parts of the day with this demographic.

To continue to attract consumers to the coffee and tea category, operators must also highlight elevated drinks that are not easily prepared at home. Craft and premium offerings, along with beverages with unique flavors and ingredients, will resonate with consumers seeking opportunities to branch out of their usual orders to try something new.



“Foodservice coffee and tea drinks that are not easily replicated at home will encourage patrons to justify AFH experiences. Coffee and tea operators must nail down the basics to consumers through innovative menu concepts. Consumers will seek unique flavors and ingredients within hot and cold coffee and tea offerings.”

- Pooja Lal, US Foodservice and Mintel Menu Insights

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

EXECUTIVE SUMMARY

- Top takeaways
- Consumer trends
- Competitive strategies
- Opportunities
- Promotional incentives will motivate customers partake in AFH occasions

Figure 1: Coffee/tea motivators, 2023

- Textures and flavors provide elevated experiences

Figure 2: Trended AFH coffee and tea purchase by generation, 2023

- Serve permissible indulgence through cold coffee offerings

Figure 3: AFH coffee: hot vs cold, 2023

MARKET DRIVERS

- Inflation will continue to deter AFH coffee/tea occasions
Figure 4: Consumers and the Economic Outlook – US – Summer 2023
- Coffee cultivation threatened by climate change
- Retail offerings help offset consumers shying away from AFH experiences

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- Gong cha set to blow up bubble tea in the US market
Figure 5: Gong Cha Global Tea Party, 2023
- Boba surges on US menus
Figure 6: Boba on Menus
- Starbucks pushes efforts on sustainability and innovation
- Dunkin’s charitable approach to theme days
Figure 7: Dunkin’ Iced Coffee Day
- New store formats to meet changing consumer needs
- Innovative concepts will drive curiosity and trial
Figure 8: New menu items, 2023
- Elevate interactions through immersive experiences
- Coffee chain collaborate beyond beverages
Figure 9: Coffee chains and cross-collaborative efforts

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Protein + Coffee = Proffee**

Figure 10: Protein coffee on TikTok, 2023

THE COFFEE AND TEA CONSUMER – FAST FACTS

TRENDED AFH COFFEE AND TEA PURCHASES

- In 2023 consumers are cutting back on AFH coffee/tea**

Figure 11: Trended AFH coffee and tea purchase, 2023

- Gen Z’s iced beverage preferences paves the way for bubble tea**

Figure 12: Trended AFH coffee and tea purchase by generation, 2023

- Parents are exploring beverages beyond hot brewed coffee**

Figure 13: Trended AFH coffee and tea purchase by parental status, 2023

TRENDED COFFEE AND TEA FOODSERVICE VISITATION

- Starbucks remains the leader of the coffee/tea category**

Figure 14: Trended coffee and tea foodservice visitation, 2023

- AFH coffee offers permissible indulgence to those struggling financially**

Figure 15: Trended coffee and tea foodservice visitation, 2023

- Gen Z and Millennials are loyal Starbucks fans**

Figure 16: Trended coffee and tea foodservice visitation by generation, 2023

FREQUENCY OF ORDERING COFFEE

- Consumers are finding the balance between at-home and AFH coffee**

Figure 17: Frequency in ordering coffee, 2023

- Boost coffee consumption at breakfast with loyalty rewards**

Figure 18: Reasons for increased coffee consumption

- Capture male consumers with craveability through the screen**

Figure 19: Reasons for increased coffee consumption by gender

- Younger generations take note of what’s new on menus**

Figure 20: Reasons for increased coffee consumption by generation

- Appeal to cost-conscious consumers through promotions**

Figure 21: Reasons for decreased coffee consumption

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

COFFEE/TEA CONSUMPTION BY DAYPART

- **Cold and caffeinated, meet functional and indulgent**
Figure 22: Reasons for increased coffee consumption by parental status

AFH COFFEE – HOT VS COLD

- **Cold coffee is poised to become more routine**
Figure 23: AFH coffee: hot vs cold, 2023
- **High protein beverages are an appealing meal replacement**
Figure 24: AFH coffee: hot vs cold by gender – cold coffee beverages, 2023

COFFEE/TEA MOTIVATORS

- **Special deals on new, innovative concepts will encourage trial**
Figure 25: Coffee/tea motivators, 2023
- **Lean on loyalty memberships to promote new menu items**
Figure 26: Coffee/tea motivators by gender, 2023
- **Capture Gen Zs interest through creative LTOs**
Figure 27: Coffee/tea motivators by generation, 2023
- **Appealing imagery will help parents make quick order decisions**
Figure 28: Coffee/tea motivators by parental status, 2023

COFFEE/TEA ATTITUDES

- **Simplicity may only go so far**
Figure 29: Coffee/tea attitudes, 2023
- **Unique flavor offerings will captivate females taste buds**
Figure 30: Coffee/tea attitudes by gender, 2023
- **Sustainable packaging will win over Gen Zs and Millennials**
Figure 31: Coffee/tea attitudes by generation, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.