Coffee - US - October 2012

Scope and Themes

"Tremendous potential lies in appealing to the 18-24 year old group of consumers who are more adventurous in their coffee drinking habits. Marketers should take inspiration from the nearly insatiable curiosity about new coffee types, beverages, brands, and flavors exhibited by younger consumers and translate that energy into new marketing, innovations, and educational tastings that could appeal to all ages."

– Jennifer Zegler, Beverage Analyst

In this report we answer the key questions:

- **What types of coffee are consumers drinking and how often?**
- **What are consumers' preferences for coffee beverages and roast types?**
- **What kinds and sizes of packaging do consumers purchase?**
- **How do consumers make their coffee (ie, what type of machine is preferred)?**
- **Has single-cup coffee usage increased during the last year?**
- **What values, brand positioning, and/or occasions influence consumers' coffee purchases?**
- **Why do consumers purchase various types of coffee and coffee drinks?**

Despite retail coffee price increases instituted to offset rising commodity costs in 2011, consumers remain dedicated to their daily cup—or cups—of coffee. The majority of price-conscious consumers of all ages were not deterred by increased prices and continued to purchase their preferred name brand ground coffee. At the same time, retail coffee sales also are benefiting

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

Coffee - US - October 2012

Scope and Themes

from a growing number of consumers who are switching to at-home brewing from coffeehouse, donut shop, and restaurant coffee purchases.

This report separates the single-cup segment from the roasted coffee segment for the first time in a Mintel coffee report, a decision prompted by the explosive growth rates and positive performance predictions for the one-cup-at-a-time segment. In addition, the ready-to-drink coffee segment is primed for impactful innovations that will inspire new purchases. The following issues also will be addressed in this report:

This report builds on the analysis presented in Mintel's *Coffee—U.S., October 2011*, as well as the September 2010, December 2009, and September 2008 reports of the same title.

This report includes packaged coffee and coffee beverages sold for home consumption. The report primarily covers the following types of coffee:

- Roasted coffee, which includes ground and whole bean
- Single-cup coffee
- Instant coffee
- Ready-to-drink (RTD) coffee, including shelf-stable and refrigerated iced coffees, cappuccinos, Frappuccino, and coffee concentrates

Not included in this report are:

- Coffee substitutes, additives, and flavorings
- Coffee additives such as syrups used to make specialty drinks and concentrates used to make frozen beverages at home
- Prepared coffee sold for consumption outside the home (eg, in coffeehouses, restaurants, convenience stores, vending machines, and other outlets)
- Coffee beans sold in bulk bins (not packaged)

Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

from a growing number of consumers who are switching to at-home brewing from coffeehouse, donut shop, and restaurant coffee purchases.

This report separates the single-cup segment from the roasted coffee segment for the first time in a Mintel coffee report, a decision prompted by the explosive growth rates and positive performance predictions for the one-cup-at-a-time segment. In addition, the ready-to-drink coffee segment is primed for impactful innovations that will inspire new purchases. The following issues also will be addressed in this report:

This report builds on the analysis presented in Mintel's *Coffee—U.S., October 2011*, as well as the September 2010, December 2009, and September 2008 reports of the same title.

This report includes packaged coffee and coffee beverages sold for home consumption. The report primarily covers the following types of coffee:

- Roasted coffee, which includes ground and whole bean
- Single-cup coffee
- Instant coffee
- Ready-to-drink (RTD) coffee, including shelf-stable and refrigerated iced coffees, cappuccinos, Frappuccino, and coffee concentrates

Not included in this report are:

- Coffee substitutes, additives, and flavorings
- Coffee additives such as syrups used to make specialty drinks and concentrates used to make frozen beverages at home
- Prepared coffee sold for consumption outside the home (eg, in coffeehouses, restaurants, convenience stores, vending machines, and other outlets)
- Coffee beans sold in bulk bins (not packaged)

Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

Coffee - US - October 2012

Contents

