Office Coffee Service in the U.S.: Market Trends and Opportunities, 2nd Edition

Description:

Convincing employers that office coffee service can increase productivity and morale—and thereby justify the cost associated with office coffee service—remains a key to the industry's future success. Office coffee service can also be aligned with employer wellness program trends.

Packaged Facts' proprietary consumer research reveals that significant room for growth remains. Although many employees themselves view coffee as a productivity tool, and consider high-quality office coffee to be an important perk, employers still pick up less than half of the tab. A wildcard is the degree to which K-Cups' higher costs will demotivate employers from stepping up to the plate (or coffee pot); to date, employers have proven more likely to cover those costs for higher-paid employees. K-Cup manufacturers also need to navigate increasing concerns about plastic waste, opening the door for alternative packaging and bean-to-cup office coffee brewers.

Office Coffee Service in the U.S.: Market Trends and Opportunities, 2nd Edition provides insight on opportunities, challenges and trends shaping the U.S. office coffee service market. Market analysis focuses on office coffee service provision and full-time employed office coffee usage and attitudes. In particular, the report:

- Provides a market size and forecast for office coffee service, along with sales by product category and number of brewer placements by brewer brand.
- Identifies opportunities and challenges central to the growth of office coffee service, including the importance of coffee to workplace productivity and morale; the potential costs associated with keeping coffee-drinking employees onsite; leveraging employer wellness program trends; challenges associated with the at-home working trend and small business growth; macroeconomic forecasting; coffee commodity and retail price trends; coffeehouse chain performance trends; and challenges facing future K-Cup growth.
- Assesses coffee menu trends, focusing on menu item penetration by restaurant segment, including top flavors and types.
- Charts the coffee procurement methods and coffee types used by full-time employed daily coffee drinkers, as well as their frequency of coffee drinking all day versus at work.
- Demographic analysis by company size, population density, frequency of coffee use, and government versus private employment is included, as is analysis by gender, race/ethnicity, region and household income.
- Analyzes the degree employers contribute to the cost of coffee made/used at work; and the degree employees use other beverages as well as other products office coffee service providers can supply as a complement to coffee.
- Explores employee attitudes related to beverage selection at work; single-cup selection at work; and the importance of high-quality and environmentally friendly coffee at work.
- Profiles leading coffee service providers Aramark, Compass Group, Sodexo and Starbucks.

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