Consumer and Market Insights: Hot Drinks Market in the US

Description:

The Consumer and Market Insights: Hot Drinks Market in the US report provides in-depth information on value and volume data by category and distribution channel. Leading brands the most opportunistic foodservice channels and packaging material and container consumption are also covered.

Key Findings:

- The Hot Drinks market will register higher growth at a CAGR of 8.7% during 2014-2019 compared to a CAGR of 8.3% registered during 2009-2014.

- Hot Coffee is the leading category in off-trade as well as in on-trade sales both in value and volume terms in 2014 and is also forecast to register the fastest growth at a CAGR of 9.5% in off-trade sales and at a CAGR of 8.7% in on-trade sales during 2014-2019.

- Keurig Folgers Bigelow and Lipton are the preferred brands in the US Hot Drinks market.

- Flexible Packaging has the major share of 40.7% in the US Hot Drinks market.

- Private label Hot Drinks products registered faster growth at a CAGR of 8.7% than branded products which grew at a CAGR of 8.3% during 2011-2014.

The report on the Hot Drinks Market in the US provides insights on high growth categories to target trends in the usage of packaging materials types closures and information on category level distribution and brands market shares.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2014-2019

- Category coverage: Value and growth analysis for Hot Coffee Hot Tea and Other Hot Drinks with inputs on individual segment share within each category and the change in their market share forecast for 2014-2019

- Leading players: Market share of brands and private labels private label growth analysis during 2011-2014

- Distribution data: Value shares within each category through channels such as Hypermarkets and Supermarkets Convenience Stores Food and Drinks Specialists and more

- Packaging data: usage of different packaging materials and containers in each category in terms of percentage share of number of units sold. Packaging materials: flexible packaging rigid plastics rigid metal and others; containers: tray tub foil and others

Reasons To Buy:

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis

- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities

- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

- Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years resulting in revenue expansion
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