Foodservice Tea Market Trends in the U.S.

Description: Foodservice Tea Market Trends in the U.S. analyzes industry and consumer trends shaping the American market for tea sold in restaurants. Tea, like coffee, continues to boost restaurant industry sales. While coffee has had the wind at its back, the $20 billion foodservice tea market may have the edge in future growth momentum.

The analysis provided in this report includes: Market size and forecast for foodservice tea sales, as well as related menu pricing and import pricing trend analysis. Various opportunities and challenges related to tea foodservice sales growth, including ways to encourage beverage menu exploration, keep on trend with respect to the coffeehouse and teahouse experience, position locations as express formats, burnish sustainability credentials, and identify key demographic differences in restaurant chain patronage. Hot tea and iced tea menu trends, focusing on menu item penetration and menu item share, by restaurant segment, top flavors, varieties and preparation methods, with a focus on innovation. We also analyze tea trends within the context of broader beverage trends. In-depth demographic analysis of tea drinkers by beverage type, including hot and iced tea usage at restaurants by beverage type and variety. Consumer analysis is structured by age bracket and household income, further broken out by gender. Key influencers in tea beverage choice at restaurants, including taste, quality, flavor variety, and novelty value. Influencer analysis is structured by age bracket and household income, further broken out by gender. Leading tea restaurant and tea-centric retail concepts, including Argo Tea Café, DAVIDsTea, and Teavana. Discussion includes detailed menu trend analysis; tea innovation and growth strategies; targeted demographic analysis related to food, diet, health and environment attitudes; and related sales analysis. A parallel report, Foodservice Coffee Market Trends in the U.S. (December 2015), is also available from Packaged Facts.

Contents:
Chapter 1: Executive Summary
Report Scope
Report Summary
Market size and forecast
Opportunities & challenges
Encourage exploration of the beverage menu
Retail brand cache
Know your customer: all chains are not patronized equally
Coffee and tea on the menu
Beverage variety trends
Tea on the menu
Tea served at coffeehouse/bakery restaurants
Tea usage: at home vs. away from home
Overview
Tea: demographic analysis
Restaurant usage, by flavor/type
Restaurant tea choice influencers
Tea restaurant and retail concepts
Argo Tea Café
DAVIDsTea
JAB Holding Co.
Starbucks
Teavana
Chapter 2: Market Size and Forecast
Overview
Table 2-1: Foodservice Tea Sales, 2013-2018
Tea per capita consumption trends
Graph 2-1: U.S. Total and Per Capita Tea Consumption, 2004-2013
Analysis: tea prices on restaurant menus
Table 2-2: Hot Tea Menu Prices and Price Trends, Selected Tea Varieties, 2011-2015
Table 2-3: Iced Tea Menu Prices and Price Trends, Selected Tea Varieties, 2011-2015
Tea imports: volume and value
Table 2-4: Total Tea Imports, by Value, Volume and Price per Ton Trends, 2010-2014
Table 2-5: Tea Imports, by Tea Type: Value, Volume and Price per Ton Trends, 2010-2014
Table 2-6: Tea Imports, by Tea Type: Value & Volume Share Trends, 2010-2014
Chapter 3: Opportunities & Challenges
Encourage Exploration of the Beverage Menu
Why it matters
Cross-pollination creates interest
Retail brand cache
Table 3-1: Percent of Restaurants Featuring Top Iced Tea Brands, by Restaurant Segment, 2015
Organic gains traction
Table 3-2: Organic and Fair Trade Menu Terms: All Restaurants vs. Coffeehouse/Bakeries, 2015
Know your customer: all chains are not patronized equally
Table 3-3: Leading Chain Restaurants: Use in Past Month, by Demographic, 2015
Chapter 4: Tea on the Menu
Beverage variety trends
Table 4-1: Top Beverage Varieties: Percent of Restaurants Featuring: by Restaurant Segment, 2015
Hot tea gains traction; iced tea stagnates
Table 4-2: Top Beverage Varieties: Change in Percent of Restaurants Featuring: By Restaurant Segment, 2011-2015
Table 4-3: Top Beverage Varieties: Beverage Menu Share: By Restaurant Segment, 2015
Table 4-4: Top Beverage Varieties: Change in Beverage Menu Share: By Restaurant Segment, 2011-2015
Tea on the menu
Table 4-5: Top Hot Tea Flavors: Penetration and Incidence, 2011-2015
Depth in hot tea varieties on the menu
Table 4-6: Top Hot Tea Varieties: Penetration and Incidence, 2011-2015
Iced tea varieties remain limited
Table 4-7: Top Iced Tea Varieties: Penetration and Incidence, 2011-2015
Iced tea flavors provide platform for innovation
Table 4-8: Top Iced Tea Flavors: Penetration and Incidence, 2011-2015
Tea served at coffeehouse/bakery restaurants
Hot tea
Growth in specialty preparation methods
Table 4-9: Top Hot Tea Preparation Methods at Coffeehouse/Bakery Shops, 2011-2015
Premium hot tea varieties gain momentum
Table 4-10: Top 24 Hot Tea Varieties at Coffeehouse/Bakery Shops, 2011-2015
Layered or multi-note flavors are emerging in hot tea
Table 4-11: Top Hot Tea Flavors at Coffeehouse/Bakery Shops, 2011-2015
Iced tea
Growth across all preparations of iced tea
Table 4-12: Top 10 Iced Tea Preparation Methods at Coffeehouse/Bakery Shops, 2011-2014
Chai and oolong iced teas are in
Table 4-13: Top 18 Iced Tea Varieties at Coffeehouse/Bakery Shops, 2011-2014
Peach is the quintessential favorite in flavored iced tea
Table 4-14: Top 20 Iced Tea Flavors at Coffeehouse/Bakery Shops, 2011-2015
Chapter 5: Tea Usage: At Home vs. Away From Home
At-home versus away-from-home usage
Graph 5-1: Hot & Iced Tea: Made at Home, RTD at Home, Drunk at Restaurants, 2015
Tea: demographic analysis
Young adults skew towards RTD tea
Table 5-1: Hot & Iced Tea: Made at Home, RTD at Home, Drunk at Restaurants; Age by Gender, 2015
Table 5-2: Hot & Iced Tea: Made at Home, RTD at Home, Drunk at Restaurants; Age by Income, 2015
Hispanics favor RTD hot tea; Asians order hot tea at restaurants
Table 5-3: Hot & Iced Tea: Made at Home, RTD at Home, Drunk at Restaurants, by Race/Ethnicity, 2015
Restaurant usage, by flavor/type
Graph 5-2: Hot Tea and Iced Tea Drunk at Restaurants, by Type, 2015
Hot tea: Demographic analysis
Table 5-4: Hot Tea Drunk at Restaurants, by Type: Age by Gender, 2015
Table 5-5: Hot Tea Drunk at Restaurants, by Type: Age by Household Income, 2015
Table 5-6: Hot Tea Drunk at Restaurants, by Type: Race/Ethnicity, 2015
Iced tea: demographic analysis
Table 5-7: Iced Tea Drunk at Restaurants, by Type: Age by Gender, 2015
Table 5-8: Iced Tea Drunk at Restaurants, by Type: Age by Household Income, 2015
Table 5-9: Iced Tea Drunk at Restaurants, by Type: Race/Ethnicity, 2015
Chapter 6: Restaurant Tea Choice Influencers
Restaurant tea choice influencers
Graph 6-1: Restaurant Tea Choice Influencers, 2015
Table 6-1: Restaurant Tea Choice Influencers, Indexed, 2015
Demographic analysis
Fair trade, organic and health prove influential in choice among men age 55 and under
Table 6-2: Restaurant Tea Choice Influencers, by Age and Gender, 2015
Millennial tea drinkers influenced by health and wellness
Table 6-3: Restaurant Tea Choice Influencers, 18-34s by Household Income, 2015
Older tea drinkers influenced by low prices
Table 6-4: Restaurant Tea Choice Influencers, 35-54s by Household Income, 2015
Table 6-5: Restaurant Tea Choice Influencers, 55+s by Household Income, 2015
Asians influenced by a variety of factors
Table 6-6: Restaurant Tea Choice Influencers, by Race/Ethnicity, 2015
Chapter 7: Restaurant Brand Analysis
Argo Tea Café
Reaping awards
On the menu
David's Tea
Targeting Millennials
The stores
On the menu
The teas
Store growth
Sales performance
JAB Holding Co.
Poised for success
Peet's Coffee & Tea – and Peet's means the "& Tea"
Mighty Leaf Tea spreads its wings across Peet's Coffee & Tea locations
Starbucks
Ramping up tea
Table 7-2: Starbucks U.S. Company-Owned Store Sales and Tea Sales, 2010-2015
The benefits
Going forward
Moving Teavana onto the Starbucks menu
First hot
Then iced
Then sparkling
Marketing masterstroke: Oprah power
Marketing masterstroke: Shake Up Your Iced Tea
Where's Tazo?
Table 7-3: Starbucks: Tea Menu Introductions
Demographic trend analysis
Foodies and Variety
Table 7-4: Starbucks Use in Past 30 Days: Food Segmentation Groups, by Frequency of Use, 2015
Table 7-5: Starbucks Use in Past 30 Days: Diet and Health Attitudes, by Frequency of Use, 2015
Enviro-friendly approach sells?
Table 7-6: Attitudes about Environment, by Frequency of Starbucks Use in Past 30 Days, 2015
Make it natural
Table 7-7: Starbucks Use in Past 30 Days: Attitudes about Food, by Frequency of Use, 2015
Sales performance
Table 7-8: Starbucks Sales Performance Metrics, 2011-2015
Teavana
Upscale showcases
2015 sales estimate
Appendix
Methodology
Consumer survey methodology
Foodservice market size
Menu item trend analysis
Other sources
Report table interpretation
Color coding
Indexing
Consumer segmentation groups
Mobile Users
Terms and definitions
Supermarkets
Restaurant categories
Limited-service restaurant definitions
Full-service restaurant definitions
Other definitions

Ordering: Order Online - http://www.researchandmarkets.com/reports/3619336/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Foodservice Tea Market Trends in the U.S.
Web Address: http://www.researchandmarkets.com/reports/3619336/
Office Code: SCBR45C8

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Enterprisewide</td>
<td>USD 5000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World