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.

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