Foodservice Coffee Market Trends in the U.S.

Description: Foodservice Coffee Market Trends in the U.S. analyzes industry and consumer trends shaping the U.S. market for coffee sold in restaurants. Packaged Facts expects coffee sales at foodservice establishments to increase steadily during 2015-2018, driven by incremental growth in foodservice establishment visits; continued breakfast platform build outs and improvements where coffee continues to play a central role; pricing increases driven by further transition to “premium” coffee as well as increasing coffee drink variety; and incremental daypart expansion.

The analysis provided in this report includes:

Market size and forecast for foodservice coffee sales, as well as related menu pricing and import pricing trend analysis.
Various opportunities and challenges related to coffee foodservice sales growth, including ways to encourage beverage menu exploration, keep on trend with respect to the coffeehouse experience, position locations as express formats, burnish sustainability credentials, and identify key demographic differences in restaurant chain patronage.
Hot and iced coffee 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 coffee drinkers by beverage type, including hot and iced coffee 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 coffee 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 coffee house retail concepts, including JAB Holding Co. (Caribou Coffee, Einstein’s Bagels), Dunkin’ Donuts, Starbucks, and Tim Hortons. Discussion includes detailed menu trend analysis; coffee innovation and growth strategies; targeted demographic analysis related to food, diet, health and environment attitudes; and related sales analysis.
A parallel report, Foodservice Tea Market Trends in the U.S. (December 2015), is also available from Packaged Facts.

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