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Refrigerated Coffee Creamers: U.S. Market Trends

Description: Refrigerated Coffee Creamers: U.S. Market Trends

The refrigerated coffee creamers market is once again rising to the top after years of stagnant growth. Among the prominent factors bolstering sales are newer-generation products that meet the “clean label” criteria for ingredients: fewer, simpler, and pronounceable. Some of these products also offer other features and claims associated with clean labels, such as organic, allergen-free, non-GMO, and vegan. Recent year-to-year sales increases for existing products are testament to the vitality of this burgeoning niche, and marketers' confidence in its continued growth is evidenced by their investment in new products.

Packaged Facts' report Refrigerated Coffee Creamers: U.S. Market Trends focuses on the dynamic market for refrigerated coffee creamers, particularly with respect to the impact of current product, marketing, and consumer trends. Also discussed in the context of this market are sales and usage trends in the shelf-stable coffee creamer segment. For further perspective, Packaged Facts examines dairy beverage trends. The report offers growth projections for refrigerated coffee creamers and features the results of an exclusive national online consumer survey of coffee drinkers' tendencies, preferences, and purchase influences when it comes to creamer products. Included are more than one dozen detailed demographic profiles of coffee and creamer consumers.

Scope and Methodology

This report covers current trends in the U.S. market for coffee creamer products sold through all types of retail outlets, including supermarkets, discount stores and supercenters, warehouse clubs, and mass merchandisers, as well as convenience stores, drugstores, health and natural food stores, grocery stores, and farms and farmers markets.

Products Covered

The commercial/packaged coffee creamers market is composed of two segments: refrigerated liquid creamers and shelf-stable creamers. The focus of this report is the larger and more dynamic refrigerated segment. Shelf-stable coffee creamers are analyzed primarily in the context of overall market and competitive trends. Also addressed are trends in consumer usage of ready-to-drink refrigerated dairy and dairy alternative beverages in coffee.

Data Sources

The three main sources of data for this report are IRI sales-tracking data, Packaged Facts online consumer survey data, and Simmons Market Research national consumer survey data.

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