
Description:
The market for packaged coffee in the U.S. continues its upward momentum, with a strong pace of innovation, an influx of creative new players and a steady flow of new products that engage consumers.

The market is dominated by both long-established brands in consumer packaged goods, as well as foodservice brands looking to expand their reach.

Several recent developments are impacting the coffee landscape. These include increased competition in the K-Cup segment, including Dunkin' Donuts successful foray into the segment; the new partnership between Dunkin' Donuts and Coca-Cola on the introduction of a new line of RTD coffee beverages; the cold brew trend, which is experiencing a big wave of new products; Starbucks' core strategies, one of which includes expanding at-home consumption; and JAB Holdings activity and interest in gobbling up coffee brands.

The report "Coffee and Ready-to-Drink Coffee: U.S. Retail Market, 9th Edition" focuses on the dynamic market for packaged coffee, particularly with respect to the impact of current product, marketing, and consumer trends. The report offers market size and growth projections for coffee and features the results of an exclusive national online consumer survey of coffee drinkers' tendencies, preferences, and purchase influences.

Scope and Methodology

Market trends and market size estimates within "Coffee and Ready-to-Drink Coffee: U.S. Retail Market, 9th Edition" are based on both public and syndicated data sources. Sales, market size, and consumer data sources drawn upon include:

- IRI sales tracking through U.S. supermarkets and grocery stores, drugstores, and mass merchandisers with annual sales of $2 million or more;
- Published company reports and news releases.

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