
Description: Coffee and Ready-to-Drink Coffee: U.S. Retail Market, 9th Edition examines the market for packaged coffee across the U.S. retail spectrum. Retail channels include supermarkets and grocery stores, convenience stores, supercenters/mass merchandisers, gourmet/specialty food stores, warehouse clubs, drugstores, and direct-sales channels including catalogs and Internet.

Excluded from the scope of this report are other products such as coffee creamer and other coffee-infused non-beverages.

This report also focuses on retail packaged coffee and not coffee sold at foodservice, although some foodservice trends are touched upon.

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