

## Coffee - US - September 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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Total retail sales of coffee posted 8.7% gains in estimated 2015. The strong year-over-year growth seen through 2012 slowed in 2013 and 2014 as manufacturers and consumers felt coffee's increasing prices.

### This report looks at the following areas:

- Competition at foodservice
- Cold-Brew, liquid coffee enhancers lacking interest
- Single-cup's environmental troubles

Overall sales are expected to continue upward as coffee remains a popular drink in consumers' daily beverage repertoire, and segments continue to innovate with new flavors, roasts, and brew methods. Opportunities exist in the \$13 billion category for each segment, namely addressing consumers' single-cup environmental concerns, expanding RTD usage occasions, and evolving coffee's functionality.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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