

# Coffee in the US

November 2024

**Table of Contents** 

## Coffee in the US - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Instant coffee sees a renaissance

Cold coffee drives innovation and new consumer gains

Coffee shortages loom large amidst climate crisis

## PROSPECTS AND OPPORTUNITIES

Uncertain economic headwinds will grow at-home consumption

Lingering need to address supply chain issues, but solutions will slow

Cold coffee applications alone cannot provide a future for single-serve coffee

## **CATEGORY DATA**

- Table 1 Retail Sales of Coffee by Category: Volume 2019-2024
- Table 2 Retail Sales of Coffee by Category: Value 2019-2024
- Table 3 Retail Sales of Coffee by Category: % Volume Growth 2019-2024
- Table 4 Retail Sales of Coffee by Category: % Value Growth 2019-2024
- Table 5 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2019-2024
- Table 6 NBO Company Shares of Coffee: % Retail Value 2020-2024
- Table 7 LBN Brand Shares of Coffee: % Retail Value 2021-2024
- Table 8 Forecast Retail Sales of Coffee by Category: Volume 2024-2029
- Table 9 Forecast Retail Sales of Coffee by Category: Value 2024-2029
- Table 10 Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029
- Table 11 Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

## Hot Drinks in the US - Industry Overview

## **EXECUTIVE SUMMARY**

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

## MARKET DATA

- Table 12 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 13 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 14 Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 15 Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 16 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 17 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 18 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 19 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 20 Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 21 Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 22 NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 23 LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 24 Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 25 Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 26 Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 27 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029

- Table 28 Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029
- Table 29 Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029
- Table 30 Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029
- Table 31 Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 32 Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029
- Table 33 Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029
- Table 34 Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029
- Table 35 Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029
- Table 36 Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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