

# **US Ready-to-Drink Coffee Beverage Market Size study, by Product Type (Cold Brew, Others) by Cream Content (Dairy- Based, Plant- Based) by Packaging (Bottles, Cans, Tetra Packs) by Distribution Channel (Supermarkets -Hypermarkets, Departmental Stores, Convenience Stores, Online Sales Channel, Others) Forecasts 2022-2032**

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## **Abstracts**

US Ready-to-Drink Coffee Beverage Market is valued approximately USD 7.18 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 5.18% over the forecast period 2024-2032. Recent years have seen a strong increase in revenue for the US market for ready-to-drink coffee beverages, driven by shifting customer tastes and lifestyle trends. The market has attracted a lot of interest because more and more customers are looking for choices that are portable and convenient. One of the main factors propelling this market is a move towards healthier beverage options, which is fueling an increase in demand for RTD coffee beverages that are low in calories and useful. Furthermore, younger demographics and millennials are driving the increasing demand for speciality and premium coffee products. Tailoring flavours, packaging, and brewing techniques to a wide range of consumer tastes helps to expand the market. With consumer behaviours changing and the market evolving, the US Ready-to-Drink Coffee Beverages market is expected to rise steadily.

The US Ready to Drink Coffee Beverages market is propelled by several drivers, including the increasing demand for convenience, the rise of caf? culture, and growing health consciousness among consumers. A significant driver is the trend towards premiumization, where consumers are willing to pay more for high-quality, artisanal coffee products. This trend is fueled by a desire for unique flavors and experiences.

However, the market faces restraints that could impact its growth. High production costs and fluctuating raw material prices are significant challenges. Additionally, environmental concerns regarding packaging waste and sustainability issues pose barriers. Despite these restraints, the US Ready to Drink Coffee Beverages market continues to grow, driven by innovation and changing consumer preferences.

Major market player included in this report are:

Hugh Brew Coffee

Blue Bottle Coffee Inc.

Company 3

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

By Product Type

Cold Brew

Others

By Cream Content

Dairy- Based

Plant- Based

By Packaging

Bottles

Cans

Tetra Packs

By Distribution Channel

Supermarkets- Hypermarkets

Departmental Stores

Convenience Stores

Online Sales Channel

## Others

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

### Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and Country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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