

# **The US Coffee Market: Size, Trends & Forecasts (2018-2022)**

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## **Abstracts**

### **SCOPE OF THE REPORT**

The report titled “The US Coffee Market: Size, Trends & Forecasts (2018-2022)”, provides a detailed analysis of the US coffee market with market sizing and growth pattern. The analysis includes coffee market in terms of value and market share by segments. A detailed segment analysis has also been provided in the report.

Furthermore, the report also assesses the key opportunities available in the market and summarizes the dynamic forces that are and will be accountable for growth of the industry. Growth of the US coffee market has also been forecasted for the period 2018-2022, taking into consideration previous growth outlines, growth drivers and the existing and forthcoming trends.

Keurig Green Mountain, Inc., Kraft Heinz Co., Starbucks Corporation, and Dunkin’ Brands Inc. are some of the major players whose company profiling has been done in the report. This segment of the report summarizes business overview, financial overview and the business strategies adopted by respective companies.

### **COMPANY COVERAGE**

Keurig Green Mountain, Inc.

Kraft Heinz Co.

Starbucks Corporation

Dunkin' Brands Inc.

## EXECUTIVE SUMMARY

Coffee is considered as one of the most popular beverages around the globe. It is highly rich in antioxidants and provides some of the essential nutrients which is associated with a healthy profile in customers and therefore considered as one of the functional food. Coffee is popular among the US population since decades and the revolution continues to grow in the coming years as well. With the introduction of wide number of coffee variants in the US, the consumption of beverage is going to increase at a rapid pace. On the basis of types, coffee can be classified into two: Coffea Arabica and Coffea Robusta.

Different consumers have developed a different taste for coffee in the US, therefore on the basis of preferences, five types of coffee are available in the US market: standard fresh ground coffee, fresh ground coffee pods, ready-to-drink coffee, fresh coffee beans, and instant coffee.

The US coffee market has grown over the past few years and is anticipated to grow tremendously during the forecasted period also i.e. 2018-2022 on the back of rising consumption of coffee by millennial population in the region.

The growth in the market will be driven by growing out of home coffee consuming population, introduction of ready-to-drink coffee, increasing penetration of premium coffee shops, increasing demand of green coffee etc. Yet the market growth is restrained by factors such as stringent regulations, weather uncertainties and retail consolidations.

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