

# Keurig Green Mountain Inc in Consumer Appliances (USA)

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## Abstracts

2015 was a difficult year for Keurig Green Mountain. Consumer backlash against the DRM used in its Keurig 2.0 hurt sales, whilst concerns over the environmental impact of K-Cups and maturation of the pod coffee machines market ate into sales. Keurig saw substantial sales declines on 2015, primarily led by a 10% decline in sales of pod coffee machines. Keurig's acquisition by JAB Holding Company indicates that change is likely in the air for the leading manufacturer of pod coffee machines, which...

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