

# US Ready to Drink Coffee - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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## Abstracts

The US Ready to Drink Coffee Market size is estimated at 5.45 billion USD in 2024, and is expected to reach 7.23 billion USD by 2030, growing at a CAGR of 4.82% during the forecast period (2024-2030).

Growing demand for portable and convenient coffee beverages driving the US RTD coffee market

In 2023, the RTD coffee market in the United States experienced a 4.85% growth compared to 2021. This market is increasingly popular among US consumers who value convenience, as they can effortlessly enjoy RTD coffee during commutes, travel, and work. The 19-29 age demographic particularly favors this beverage. The West Coast is a notable leader in gourmet coffee consumption, with cold brew being nearly 50% more prevalent there than in the South. Southerners show a 25% higher preference for frozen blended coffee compared to Northeasterners.

Projected to expand at a CAGR of 5.92% from 2023 to 2030, the cold-brew coffee market is the fastest-growing segment within the RTD coffee market in the United States. The customization of cold brew, allowing for the addition of sweeteners, milk, and a variety of flavors, significantly contributes to its growing appeal across diverse consumer tastes.

The iced coffee segment was a major player in the US RTD coffee market in 2023, with consumers across the country choosing it for its caffeine content and the ability to

enhance alertness and focus. Iced coffee products are available at various price points, typically ranging from USD 2.54 to USD 3.55, appealing to a broad customer base. These beverages are especially popular during warmer weather as a refreshing on-the-go option. Leading brands like Dunkin' Donuts and Starbucks are at the forefront of the iced coffee market. The RTD coffee sector in the United States is expected to experience significant growth, with a projected increase of 9.51% during the 2027-2029 period.

## US Ready to Drink Coffee Market Trends

The ease of consumption is the key factor driving the increasing sales of RTD coffee in the market

RTD coffee consumption in the United States is majorly consumed by the young generation. In 2022, Gen Z coffee drinkers preferred cold coffee over hot coffee and lean to bottled or canned over brewing their own.

The flavor is one of the most significant attributes when it comes to buying RTD coffee. Some of the popular RTD coffee flavors include vanilla, mocha, caramel, hazelnut, and others.

Consumers in the country majorly prefer to buy RTD coffee in many retail stores, and cafes of coffee shops for lower prices. In 2022, 54% of consumers in the United States paid for coffee from cafes or coffee shops.

Coffee contains a variety of compounds, including antioxidants and polyphenols, which have been linked to potential protective effects against chronic diseases such as cardiovascular disease, type 2 diabetes, and certain types of cancer.

## US Ready to Drink Coffee Industry Overview

The US Ready to Drink Coffee Market is fairly consolidated, with the top five companies occupying 82.89%. The major players in this market are Califia Farms, LLC, Danone S.A., Keurig Dr Pepper, Inc., PepsiCo, Inc. and The Coca-Cola Company (sorted alphabetically).

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## Contents

### **1 EXECUTIVE SUMMARY & KEY FINDINGS**

### **2 REPORT OFFERS**

### **3 INTRODUCTION**

3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

### **4 KEY INDUSTRY TRENDS**

4.1 Consumer Buying Behaviour

4.2 Innovations

4.3 Brand Share Analysis

4.4 Regulatory Framework

### **5 MARKET SEGMENTATION (INCLUDES MARKET SIZE IN VALUE IN USD AND VOLUME, FORECASTS UP TO 2030 AND ANALYSIS OF GROWTH PROSPECTS)**

5.1 Soft Drink Type

5.1.1 Cold Brew Coffee

5.1.2 Iced coffee

5.1.3 Other RTD Coffee

5.2 Packaging Type

5.2.1 Aseptic packages

5.2.2 Glass Bottles

5.2.3 Metal Can

5.2.4 PET Bottles

5.3 Distribution Channel

5.3.1 Off-trade

5.3.1.1 Convenience Stores

5.3.1.2 Online Retail

5.3.1.3 Specialty Stores

5.3.1.4 Supermarket/Hypermarket

5.3.1.5 Others

5.3.2 On-trade

## **6 COMPETITIVE LANDSCAPE**

- 6.1 Key Strategic Moves
- 6.2 Market Share Analysis
- 6.3 Company Landscape
- 6.4 Company Profiles
  - 6.4.1 BRC Inc.
  - 6.4.2 Califia Farms, LLC
  - 6.4.3 Chamberlain Coffee Inc.
  - 6.4.4 Costco Wholesale Corporation
  - 6.4.5 Danone S.A.
  - 6.4.6 Keurig Dr Pepper, Inc.
  - 6.4.7 La Colombe Holdings, Inc.
  - 6.4.8 Luigi Lavazza S.p.A.
  - 6.4.9 Nestle S.A.
  - 6.4.10 Peak Rock Capital LLC
  - 6.4.11 PepsiCo, Inc.
  - 6.4.12 The Central America Bottling Corporation
  - 6.4.13 The Coca-Cola Company

## **7 KEY STRATEGIC QUESTIONS FOR SOFT DRINK CEOS**

## **8 APPENDIX**

- 8.1 Global Overview
  - 8.1.1 Overview
  - 8.1.2 Porter's Five Forces Framework
  - 8.1.3 Market Dynamics (DROs)
- 8.2 Sources & References
- 8.3 List of Tables & Figures
- 8.4 Primary Insights
- 8.5 Data Pack
- 8.6 Glossary of Terms

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