

Coffee and Ready-to-Drink Coffee in the U.S.: The Market and Opportunities in Retail and Foodservice, 6th Edition

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Abstracts

As the U.S. economy slid deeper into recession during 2009, coffee marketers and foodservice operators moved in the opposite direction, digging out of the trench of 2008 with a variety of strategies designed to capitalize on the fact that even upscale coffee is a relatively thrifty luxury that offers comfort during stressful times. Two success stories were the rebound of Starbucks on the foodservice side and the revitalization of the former P&G retail coffee portfolio by J M. Smucker. Although the era when the coffee market grew effortlessly through premiumization may have ended, such upscale trends as the shifts towards specialty coffee beverages, gourmet beans and ethical consumerism are still clearly in force. What's more, there's ample opportunity for companies to capitalize on such trends as the economy recovers—not by ignoring the tougher times or reversing strategy, but by crafting an image that's both upscale and responsive to consumers' stronger-than-ever demand for value.

Packaged Facts' ***Coffee and Ready-to-Drink Coffee in the U.S.: The Market and Opportunities in Retail and Foodservice, 6th Edition*** offers a comprehensive look at this \$47.5 billion market, examining both the retail and foodservice sides of the business as well as the growing overlap of the two. On the retail side, the report analyzes coffee sold for future brewing—beans and ground, and instant—as well as RTD coffee drinks (à la Frappuccinos), as well as coffee enthusiast's new brewing method of choice: single-serve (pod) coffee. Positive upscaling trends that slowed during the weak economy will gradually regain the upper hand, the report predicts, resulting in increasing annual percentage sales gains lifting sales by 23% by 2014 to reach \$58.3 billion. The report examines sales across the entire retail universe, using Information Resources, Inc. *InfoScan Review* data and *SPINSscan* data to extensively chart performance, market composition and marketer/brand performance for the mass-market and natural

supermarket channels.

Comprehensive coverage is also devoted to the vast foodservice market for coffee, including the expansion of specialty drinks at such mass-market venues as McDonalds, Dunkin' Donuts and, most recently, Burger King with its planned 2010 roll-out of Starbucks' Seattle's Best. Supplementing the market tracking and forecasting of previous editions, ***Coffee and Ready-to-Drink Coffee in the U.S.: The Market and Opportunities in Retail and Foodservice, 6th Edition*** pays special attention to trends in new product development, inclusive of valuable global perspective; details competitive opportunities, including via in-depth company profiles; explores winning marketing methods including Web-based activity; and provides detailed consumer profiling using Experian Simmons data for 2009.

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