

# Food and Beverage Vending Trends in the U.S.

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## Abstracts

While food and beverage vending has suffered from years of significant sales declines, Packaged Packs believes the industry is turning the corner. We forecast 1.5% market growth in 2015, on the heels of vending machine innovation that promises higher food and beverage quality, increased consumer interaction, increased cashless payment acceptance, and more aggressive competition with foodservice.

Technological innovation holds the keys to future growth. Social and interactive vending, touchscreens, and wireless supply-side networking are a big part of the equation, offering tremendous upside for consumer engagement. But virtually every vending macro driver is heavily influenced by technological change, from cashless payments to health and quality vending enhancements. And while the strength of vending lies in snacking convenience, growth will come from delivering health, freshness and quality. Sales of fresh food are growing, and natural vending solutions bring the promise of higher-quality, higher-status food and drink to the market.

Food and Beverage Vending Trends in the U.S provides industry participants with the wealth of analysis and guidance they need to stay abreast of trends shaping this evolving market. Report coverage includes market sizing and forecast for U.S. food and beverage vending as well as analysis of the following market drivers:

Consumer vending expenditure trending analysis; snack-driven consumer spend share analysis; vending product segment sales trending; snack/confectionary product sales leadership trends; and vending location trends.

Macro trends shaping food and beverage vending, including converging technological applications; health, freshness and quality; cashless payments, and snacking.

Food and beverage vending competition: office coffee service; coffee pods/k-cups; micromarkets; restaurants; and convenience stores.

Food and beverage machine vending usage and selected purchases: comparing usage of vending machines for food/drink with usage of fast food restaurants, family restaurants, casual restaurants, coffeehouse/donut shop/yogurt place/smoothie places, and convenience stores; and assessing purchases of chocolate candy, cereal bars, nutrition bars and ice cream by channel and demographic assessment of vending machine users.

Vending usage motivators: assessing whether consumers would use vending machines more often if offered additional products and/or services. Variables discussed include healthy food options; convenient location; credit/debit card acceptance; coffee and coffee drink quality; and tea drink variety and quality. Demographic analysis and filtering is conducted according to vending users and non-users, convenience store prepared food users, and snack/beverage store users.

Vending and refreshment programs and strategies at ARAMARK Corp and Canteen Vending Services Inc.

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