

# **United States Hot Drinks Market Segmented By Product Type (Coffee, Tea, and Others (Malt-Based Drinks, Hot Chocolate, and Apple Cider)), By Sales Channel (Supermarkets/Hypermarkets, Coffee Shops, Departmental Stores, Online, and Others), By Region, Competition, Forecast and Opportunities, 2019-2029F**

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## **Abstracts**

United States Hot Drinks Market was valued at USD 35.22 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 6.70% through 2029. The United States hot drinks market is a thriving and diverse industry that caters to the warm beverage preferences of a broad and ever-evolving consumer base. Comprising a wide range of products, from coffee and tea to hot chocolate and specialty beverages, the market is shaped by cultural traditions, consumer habits, and a growing demand for innovative and quality offerings.

Coffee holds a prominent position in the United States hot drinks market, with an enduring coffee culture deeply embedded in the daily lives of many Americans. The country is home to a vast number of coffee shops, both independent and chains, offering a wide array of coffee options. Espresso, cappuccino, latte, and drip coffee are just a few examples of the diverse coffee choices available. In recent years, there has been a surge in artisanal and specialty coffee, driven by the desire for high-quality, ethically sourced beans and unique brewing methods.

Tea consumption has also been on the rise in the United States. While it has traditionally been overshadowed by coffee, the market for tea, particularly herbal and specialty varieties, has witnessed significant growth. This trend is fueled by health-conscious consumers seeking the wellness benefits of tea, as well as a growing interest

in unique and exotic flavors. Traditional black tea, green tea, and herbal infusions are all popular options.

Beyond coffee and tea, the hot drinks market includes hot chocolate, a beloved classic that appeals to people of all ages. There is also a growing demand for specialty hot beverages like chai lattes, matcha lattes, and spiced apple ciders. These unique and indulgent options provide a comforting alternative to traditional hot drinks.

Consumer preferences play a crucial role in shaping the hot drinks market. Many consumers look for convenience and seek out ready-to-drink options, whether from coffee shops or packaged products for at-home consumption. There is also a growing demand for organic, fair trade, and sustainably sourced hot drinks. Health-conscious consumers appreciate the availability of low-calorie and sugar-free options, as well as herbal teas with various wellness benefits.

The United States hot drinks market is substantial and continues to grow. It encompasses a wide range of players, from global coffee shop chains like Starbucks and Dunkin' to smaller, independent cafes, as well as established tea brands and newer entrants in the specialty beverage sector. Competition in this market is fierce, with brands constantly innovating to meet consumer demands, such as offering unique flavors, seasonal promotions, and loyalty programs.

As consumers become more environmentally conscious, they are looking for hot drinks that are sustainably sourced and come in eco-friendly packaging. The market is witnessing the rise of functional hot drinks with added ingredients like adaptogens, collagen, and CBD, which cater to consumers looking for both flavor and health benefits. The convenience of ordering hot drinks online and having them delivered has become increasingly popular, especially in response to changing consumer habits and the impact of the COVID-19 pandemic.

## Key Market Drivers

### Technological Advancements and Innovation

One of the most influential drivers in the United States Hot Drinks Market is the continuous influx of technological advancements and innovation. As technology becomes more integrated into daily life, it also permeates the toy industry, leading to the creation of a wide range of tech-infused Hot Drinks. These innovations have a profound impact on the market in several ways.

**Educational Tech Hot Drinks:** Parents and educators increasingly seek Hot Drinks that offer educational value. Consequently, there's a surge in the development of educational tech Hot Drinks that combine fun with learning. These Hot Drinks often leverage augmented reality (AR), virtual reality (VR), artificial intelligence (AI), and interactive apps to teach children subjects such as mathematics, science, and language skills.

**Connected Hot Drinks:** The concept of interconnected playthings, often referred to as the "Internet of Hot Drinks," has gained significant momentum. These Hot Drinks can interact with other Hot Drinks, devices, or platforms, offering immersive and collaborative play experiences. They can be controlled via smartphones, tablets, or voice commands.

**STEM and Coding Hot Drinks:** The emphasis on STEM (Science, Technology, Engineering, and Mathematics) education has driven the development of Hot Drinks that teach coding, programming, and robotics. These Hot Drinks nurture problem-solving skills, creativity, and a deep understanding of technology from an early age.

**Sensory and Haptic Feedback Hot Drinks:** Technological advancements have also led to the creation of Hot Drinks that provide sensory and haptic feedback, enhancing the tactile and immersive aspects of play. Vibrations, lights, and sound effects are integrated into Hot Drinks to create a more engaging and sensory-rich experience.

**Personalization and Customization:** Technology allows for personalized and customizable experiences in Hot Drinks. Children can often tailor their Hot Drinks to their preferences through apps or online interfaces, fostering a sense of ownership and attachment to the toy.

These technological advancements not only attract children but also appeal to tech-savvy parents who recognize the potential benefits of introducing their children to technology in a controlled and educational manner. The integration of technology in Hot Drinks has significantly expanded the United States Hot Drinks Market, providing a broad spectrum of options for consumers.

## Changing Consumer Demographics

Another driving force in the United States Hot Drinks Market is the shifting demographics of the country. Demographic changes have led to new demands,

preferences, and purchasing behaviors among consumers.

**Millennial Parents:** The rise of millennial parents is reshaping the market. This generation prioritizes educational and environmentally friendly Hot Drinks, driving the demand for Hot Drinks with a strong educational component and a focus on sustainability. Millennial parents are also more likely to seek out tech-savvy Hot Drinks.

**Gender-Neutral Hot Drinks:** There's a growing awareness and acceptance of gender neutrality in toy choices. Consumers are increasingly seeking Hot Drinks that do not conform to traditional gender stereotypes, promoting inclusivity and diversity in the market.

**Aging Population:** As the U.S. population ages, there is a growing segment of senior citizens who have become active consumers in the toy market. These consumers often buy Hot Drinks for their grandchildren, leading to the demand for nostalgic Hot Drinks, puzzles, and intergenerational play products.

**Diverse Cultural Influences:** The United States is becoming more culturally diverse, and this diversity is reflected in toy preferences. Hot Drinks that represent a wide range of cultural backgrounds and traditions are increasingly popular, catering to the tastes of a diverse consumer base.

Demographic changes have not only broadened the spectrum of available Hot Drinks but also influenced how these products are marketed, leading to a more inclusive and diverse toy market.

### E-commerce and Omni-channel Retailing

The rapid expansion of e-commerce has significantly impacted the United States Hot Drinks Market, transforming how consumers browse, purchase, and receive Hot Drinks. E-commerce has given rise to various trends that are driving the market's growth.

**Omni-channel Retailing:** Many toy retailers have embraced omni-channel retailing, seamlessly integrating their physical stores with their online presence. This allows consumers to have a unified shopping experience across various channels, including brick-and-mortar stores, websites, and mobile apps.

**Personalization and Recommendations:** E-commerce platforms utilize data analytics to personalize recommendations and promotions based on a consumer's browsing and

purchasing history. This enhances the shopping experience and encourages consumers to explore a broader range of Hot Drinks.

**Direct-to-Consumer (DTC) Brands:** The rise of DTC toy brands has disrupted the market by allowing manufacturers to sell directly to consumers online. These brands often focus on unique, high-quality, and niche products, catering to specific consumer preferences.

**Convenience and Accessibility:** E-commerce provides a convenient and accessible way for consumers to shop for Hot Drinks, especially in light of the COVID-19 pandemic, which accelerated the shift towards online shopping. Consumers can access a vast array of products and have them delivered to their doorstep, which has further expanded the market.

**Online Marketplaces:** Popular online marketplaces like Amazon and eBay serve as key platforms for toy sales. They provide a vast marketplace for both established toy manufacturers and independent toy sellers.

The growth of e-commerce has not only expanded the reach of the United States Hot Drinks Market but also fostered an environment of competition, encouraging innovation in product offerings and shopping experiences.

## Key Market Challenges

### Health and Wellness Trends

One of the most prominent challenges facing the United States hot drinks market is the growing emphasis on health and wellness among consumers. As more individuals prioritize their well-being and seek healthier beverage options, traditional hot drinks like coffee and certain types of tea have encountered challenges.

Many coffee and tea beverages, particularly those offered by popular coffee shop chains, are laden with high amounts of added sugars and syrups. This sugar content is a concern for health-conscious consumers as it contributes to excessive caloric intake, and long-term consumption may lead to health issues like obesity, type 2 diabetes, and heart disease. As a result, the industry faces pressure to reduce sugar content in their hot drinks or offer alternative sweeteners that are perceived as healthier.

The market has witnessed a surge in specialty hot drinks such as caramel macchiatos,

pumpkin spice lattes, and chai tea lattes. These offerings, while popular, often contain higher calorie counts due to syrups, whipped cream, and flavored sauces. As consumers become more health-conscious, the challenge lies in finding a balance between offering indulgent, flavorful beverages and healthier options to cater to a wide range of preferences.

The hot drinks market faces competition from functional beverages that offer health benefits beyond mere refreshment. Drinks like herbal teas and wellness coffees infused with ingredients like adaptogens, antioxidants, and probiotics are growing in popularity. These products cater to consumers looking for both a hot beverage experience and specific health advantages. Hot drinks brands must innovate to meet this demand for functional benefits while maintaining flavor and taste.

### Sustainability and Ethical Concerns

Sustainability and ethical considerations are increasingly shaping consumer choices, posing another major challenge for the U.S. hot drinks market. Both the production and distribution of hot drinks can have significant environmental and ethical implications.

The coffee and tea industries are inherently global, with supply chains that can be complex and lengthy. Concerns regarding ethical sourcing, fair trade practices, and environmental sustainability have come to the forefront. Consumers are becoming more aware of issues like deforestation, unfair wages for workers, and the carbon footprint associated with transportation. Hot drinks companies are under pressure to ensure that their sourcing practices are transparent, environmentally responsible, and respectful of labor rights.

Another challenge pertains to the environmental impact of packaging materials. Single-use coffee cups and tea bags can contribute to significant waste. Many consumers are calling for more eco-friendly alternatives, such as compostable cups and biodegradable tea bags. Balancing sustainability with convenience and cost-effectiveness is a considerable challenge for industry players.

Climate change poses a threat to coffee and tea cultivation. Rising temperatures, unpredictable weather patterns, and pests are affecting crop yields and quality. The hot drinks market must adapt to these challenges by exploring resilient varieties, sustainable farming practices, and supporting affected communities.

### Changing Retail Landscape



The retail landscape for hot drinks is undergoing a transformation, influenced by shifts in consumer behavior and preferences, technology, and the COVID-19 pandemic.

The rise of e-commerce and direct-to-consumer (DTC) sales has disrupted traditional retail channels. Consumers can now purchase hot drinks online, bypassing physical stores. This shift presents both opportunities and challenges for market players. While DTC sales allow brands to establish a direct connection with customers, they also require a strong online presence, effective marketing strategies, and efficient logistics to compete in the digital space.

Specialty coffee shops and craft tea retailers have gained popularity by offering unique and high-quality hot drinks experiences. These establishments provide consumers with artisanal, ethically sourced, and expertly brewed beverages. While this trend encourages innovation and premium offerings, it poses a challenge for more conventional coffee and tea companies to distinguish themselves and compete in this evolving landscape.

The COVID-19 pandemic disrupted consumer habits. Lockdowns and social distancing measures led to a shift from on-premises consumption (e.g., coffee shops and cafes) to at-home consumption. The challenge for the hot drinks market is to adapt to these changes and find ways to engage consumers who have become accustomed to making their favorite hot drinks at home.

## Key Market Trends

### Premiumization and Specialty Coffee

One of the most prominent trends in the United States hot drinks market is the increasing consumer demand for premium and specialty coffee. Over the past decade, coffee culture has experienced a transformation, with consumers showing a growing appreciation for high-quality, artisanal coffee products. This trend is driven by several factors:

**Consumer Discernment:** American consumers have become more discerning when it comes to coffee. They are willing to pay a premium for specialty coffee beans sourced from specific regions, with unique flavor profiles, and produced using sustainable and ethical practices.

**Third-Wave Coffee Movement:** The third-wave coffee movement, characterized by an emphasis on coffee as an artisanal craft, has gained significant momentum. This movement prioritizes quality, transparency, and a direct connection between consumers and coffee producers.

**Craft Coffee Shops:** The proliferation of independent, specialty coffee shops has further fueled the premiumization of coffee. These shops not only serve exceptional coffee but also create a distinct experience for consumers.

**Single-Origin and Microlot Coffee:** Single-origin and microlot coffee, which highlight the unique flavors of coffee from specific regions or farms, have become highly sought after. Consumers are eager to explore the diverse flavor profiles offered by different coffee sources.

**Innovation in Coffee Preparation:** Innovations in brewing methods, such as pour-over, AeroPress, and siphon brewing, have provided consumers with a more interactive and customized coffee experience.

This trend is transforming the hot drinks market by driving up demand for high-quality coffee beans, encouraging local and specialty coffee roasters, and fostering a culture of coffee appreciation. It has also given rise to a wave of coffee subscriptions, where consumers receive fresh, specialty beans directly at their doorstep, allowing them to explore a wide range of flavors and origins.

## Functional and Health-Driven Hot Drinks

Health and wellness have become central concerns for consumers, and this trend is significantly impacting the hot drinks market. In addition to enjoying their favorite hot beverages, consumers are seeking functional and health-enhancing qualities in their drinks. This trend encompasses several aspects:

**Tea Varieties:** There is growing interest in herbal teas, green teas, and other functional varieties. These teas are known for their potential health benefits, such as antioxidants, relaxation, and immune support.

**Adaptogenic Ingredients:** Adaptogens, such as ashwagandha and reishi, are being incorporated into hot drinks like lattes and herbal infusions for their potential stress-reducing and energy-boosting properties.



**Mushroom Coffees:** Blends of coffee and medicinal mushrooms like chaga and lion's mane are gaining popularity for their potential cognitive and immune system benefits.

**CBD-Infused Hot Drinks:** Some consumers are turning to hot drinks infused with CBD (cannabidiol) for relaxation and stress relief. Although this market is still evolving due to regulatory considerations, it shows promise.

**Sustainability and Ethical Sourcing:** Consumers are increasingly seeking hot drinks made with ingredients sourced sustainably and ethically. They appreciate brands that prioritize fair trade and environmentally friendly practices.

**Low-Sugar and Functional Additives:** Consumers are looking for low-sugar or sugar-free options, as well as the inclusion of functional additives like collagen and probiotics for added health benefits.

This trend reflects the growing awareness of the connection between nutrition and well-being. It has led to the development of a wide range of hot drinks designed to support various aspects of physical and mental health, catering to a wellness-focused consumer base.

## Digitalization and Convenience

The digital age has significantly impacted the way consumers access and enjoy hot drinks. Technological advancements and digitalization have created new opportunities and conveniences in the hot drinks market:

**Online Ordering and Delivery:** The rise of mobile apps and online platforms allows consumers to order their favorite hot drinks from cafes and restaurants for delivery or pickup, reducing wait times and enhancing convenience.

**Subscription Services:** Many companies now offer hot drink subscription services, providing consumers with a steady supply of premium coffee, tea, or hot chocolate directly to their homes on a regular basis.

**Smart Appliances:** The development of smart coffee makers and tea kettles allows consumers to customize their hot drinks through smartphone apps, adjusting factors like brew time, temperature, and coffee strength.

**Sustainability Initiatives:** Digitalization has also facilitated efforts to reduce waste. Some

cafes and brands offer reusable cup programs and loyalty apps that incentivize eco-friendly behavior.

**Virtual Coffee Tastings and Classes:** Virtual coffee tastings and educational events have become popular, allowing consumers to explore the world of hot drinks from the comfort of their homes.

**Social Media Influence:** Social media platforms have played a significant role in popularizing hot drinks, with influencers and coffee enthusiasts sharing their experiences and discoveries, driving interest in new products and flavors.

This trend is changing how consumers interact with hot drinks, offering greater accessibility, personalization, and convenience. It also provides opportunities for businesses to expand their reach and engage with customers in innovative ways, even in the digital realm.

## Segmental Insights

### Product Type Insights

Coffee holds a substantial and enduring presence in the United States hot drinks market. As one of the most widely consumed beverages in the country, coffee has carved out a significant share due to its cultural, social, and economic significance. This 400-word analysis delves into the reasons behind coffee's prominence in the U.S. hot drinks market.

Coffee is deeply ingrained in American culture and daily life. It's more than just a beverage; it's a ritual and a social tradition. Morning routines often revolve around that essential cup of coffee, and it serves as a means of connecting with others, whether over a business meeting, catching up with friends, or simply enjoying a quiet moment. The coffee shop culture, epitomized by major chains like Starbucks, has further reinforced the social aspect of coffee consumption. This cultural and social importance ensures a consistent demand for coffee in the U.S.

The United States offers a wide array of coffee types and preparations, catering to a diverse range of tastes and preferences. From black coffee and espresso to specialty drinks like lattes, cappuccinos, and cold brew, there is a coffee option for everyone. The availability of such a variety keeps consumers engaged and loyal to coffee, and it drives consumption throughout the day, as coffee can be enjoyed in different forms, from

morning pick-me-ups to afternoon iced coffees.

The coffee industry in the U.S. is a significant economic driver. It encompasses not only coffee shops but also coffee production, retail, and equipment manufacturing. The growth of the coffee industry has created jobs and economic opportunities, making it a crucial sector within the larger food and beverage industry. As coffee consumption has increased, so has the demand for coffee-related products and services, further solidifying its share in the hot drinks market.

Coffee's association with potential health benefits, such as improved cognitive function and antioxidants, has contributed to its continued popularity. Many consumers view coffee as a source of energy and a means to boost productivity. This aligns with wellness trends that emphasize the importance of staying alert and focused. As a result, coffee remains a staple in the daily routines of a large portion of the population.

Coffee appeals to a diverse consumer base, transcending age, gender, and demographic boundaries. It is enjoyed by young professionals, students, seniors, and people from various cultural backgrounds. This broad appeal ensures a consistent and broad market for coffee. Additionally, specialty coffee shops and chains have also contributed to the diversification of coffee options, attracting different segments of the population with unique offerings.

In conclusion, coffee's significant share in the United States hot drinks market can be attributed to its cultural and social importance, the wide variety of coffee types available, its economic and industry growth, the perception of health benefits, and its broad appeal to a diverse consumer base.

### Sales Channel Insights

The online sector has gained a substantial share in the United States hot drinks market, reshaping how consumers purchase their favorite beverages such as coffee, tea, and other hot drinks. This transformation is propelled by evolving consumer preferences, the convenience of e-commerce, and the efforts of traditional retailers to establish a digital presence. As a result, the online channel has become an influential force in the U.S. hot drinks industry.

Consumers are increasingly looking for convenience, variety, and high-quality products in the hot drinks market. Online platforms offer a vast selection of coffee beans, teas, and hot chocolate, often sourced from various regions and featuring unique flavor

profiles. This variety caters to the diverse tastes of consumers who seek artisanal and specialty hot beverages.

The online market provides an unparalleled level of convenience. Shoppers can browse, compare, and purchase their favorite hot drinks from the comfort of their homes. This convenience is particularly attractive to busy individuals who may not have the time to visit physical stores. Moreover, online retailers often provide subscription services, ensuring a regular supply of hot drinks, which has become popular among coffee and tea enthusiasts.

Many hot drinks brands have adopted direct-to-consumer (DTC) models, allowing them to sell their products directly to customers via e-commerce. By bypassing traditional retailers, these brands can offer their products at competitive prices, making specialty hot drinks more accessible to a wider audience. This approach has fueled the growth of online sales in the hot drinks market.

Subscription services, such as coffee and tea subscriptions, have become a significant driver of online hot drinks sales. These services offer consumers the convenience of receiving their preferred hot drinks regularly, often with the flexibility to customize their orders. Subscription models not only establish brand loyalty but also contribute to the steady growth of the online segment.

Recognizing the importance of the online market, many traditional brick-and-mortar retailers have expanded their digital presence. They have developed user-friendly websites and mobile apps, enabling consumers to shop for hot drinks online and even benefit from in-store pickup or home delivery. This omni-channel approach bridges the gap between online and offline shopping experiences, allowing consumers to choose the most convenient way to access hot drinks.

Online platforms provide consumers with educational resources and reviews that help them make informed decisions about hot drinks. From detailed product descriptions to user-generated reviews, online retailers empower consumers to explore new brands and flavors while making well-informed choices.

## Regional Insights

The south region of the United States commands a substantial share in the country's hot drinks market, playing a pivotal role in the nation's coffee, tea, and other hot beverage consumption. Several factors contribute to the South's prominence in this

market, making it a critical player in the broader hot drinks industry.

The South has a strong and deeply ingrained coffee culture. It is home to numerous local coffee shops and chains that have not only withstood the test of time but have also flourished. Coffee is a staple in the South, with a preference for rich, bold flavors. This regional coffee culture has driven the demand for coffee and related hot beverages, boosting the South's share in the hot drinks market.

While the South is renowned for its coffee culture, it also has a deep-rooted tradition of sweet tea. Iced tea, a beloved beverage in the region, often served with generous amounts of sugar, reflects the South's unique tea-drinking habits. This fondness for tea extends to hot tea as well, making the region a significant consumer of both iced and hot tea.

The South is known for its warm hospitality and a tradition of social gatherings. Hot drinks, such as coffee and tea, play a central role in Southern hospitality. Whether it's a steaming cup of coffee offered to guests or a pot of sweet tea shared on the porch during a gathering, hot drinks are a symbol of welcome and togetherness in the South.

The South's cultural influences, including its strong ties to European, African, and Indigenous heritage, have contributed to the diverse range of hot drinks consumed in the region. This diversity is reflected in the wide array of coffee and tea preparations, from espresso drinks to herbal teas, each catering to different cultural backgrounds and preferences.

The South is home to numerous local coffee roasteries and tea brands that have gained popularity for their quality and unique flavors. These businesses often take pride in their Southern roots and incorporate regional elements into their products, appealing to the local consumer base.

The South has experienced substantial economic growth and urbanization in recent years. With the growth of urban centers, there has been an increase in the number of coffee shops, tea houses, and specialty hot beverage establishments. This expansion has not only boosted the region's share in the hot drinks market but has also attracted a diverse customer base, including students, professionals, and tourists.

## Key Market Players

### Nestle USA

Starbucks Corporation

Keurig Dr Pepper Inc.

The J. M. Smucker Company

Peet's Coffee & Tea, LLC

The Kraft Heinz Company

Unilever United States, Inc.

Tata Consumer Products US Holdings Inc.

The Hain Celestial Group, Inc.

Lavazza Premium Coffees Corp.

#### Report Scope:

In this report, the United States hot drinks market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Hot Drinks Market, By Product Type:

Coffee

Tea

Others

United States Hot Drinks Market, By Sales Channel:

Supermarkets/Hypermarkets

Coffee Shops



Departmental Stores

Online

Others

United States Hot Drinks Market, By Region:

South

West

Mid-West

North-East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States hot drinks market.

Available Customizations:

United States Hot Drinks market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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- 16.2. Target Product Type
- 16.3. Target Sales Channel

## **17. ABOUT US & DISCLAIMER**



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