

COFFEE AND RTD COFFEE – US – 2024

Coffee can deliver fun and function, capturing enthusiasts and providing energy. Meeting demands for both (separately or simultaneously) is an ongoing opportunity.



Kelsey Olsen, Food & Drink Analyst



Coffee And RTD Coffee – US – 2024

This report looks at the following areas:

- Trended at home coffee consumption and trended usage of cream and creamer
- Coffee preparation choice factors
- Interest in coffee innovation
- Associations with and seasonality of different coffee drinks
- Coffee behavior changes
- Associations with coffee compared to other caffeinated beverages
- Coffee attitudes



Coffee can deliver fun and function, capturing enthusiasts and providing energy. Meeting demands for both (separately or simultaneously) is an ongoing opportunity.

Overview

The coffee and RTD coffee category continues to adapt for different needs while delivering consistency for well-established ones. 1 in 3 Gen Z, Millennial and Gen X coffee consumers consider themselves a coffee enthusiast speaking to coffee's evolution in the fourth wave. Still, ease remains the top priority for consumers when preparing coffee at home, suggesting that coffee and RTD coffee must balance convenience and quality.

While cold coffee drinks have certainly been all the buzz, almost 30% of consumers reported drinking more hot coffee compared to last year, driven by Gen Z and Millennials, suggesting that coffee routines and rituals can and should evolve alongside these variety seeking consumers. As work and hybrid lifestyles have evolved post-pandemic, consumers are still adapting and relying on coffee variety to meet different needs throughout the week. As a result – the idea of the morning coffee routine is evolving, too.

BUY THIS REPORT NOW


€4400.00 | £3695.00 | \$4995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL



While the last five years have been more volatile for coffee, market growth is expected to steady as inflation continues to steady. However in the next five years, the entrance of a new coffee-drinking generation, Gen Alpha, suggests the need to continue to modernize and meet new needs and unlock new opportunities.

BUY THIS REPORT NOW

€4400.00 | £3695.00 | \$4995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content

EXECUTIVE SUMMARY

- What you need to know
- Market size & forecast
- Market predictions
- What consumers want & why

Opportunities

- Empower with options for customized experiences
 - Graph 1: attitudes toward coffee, by generation, 2024
- Modernize the morning routine
 - Graph 2: associations of select caffeinated beverages with part of morning routines, by generation, 2024
- Romanticize the at-home coffee occasion
 - Graph 3: ranking of important considerations when preparing coffee at home, 2024

MARKET DYNAMICS

- Market context

Market drivers

- Coffee drinkers get younger in the midst of redefined adulthood
 - Graph 4: age when consumers first started drinking coffee, mean age, by generation, 2023
- A forward look at Gen Alpha's implications for coffee
 - Graph 5: coffee consumption among consumers aged 12-17 as reported by their parents, 2023
- At-home coffee can double down on accessible quality without directly competing with foodservice
 - Graph 6: reported change in foodservice (eg coffee shop, fast food restaurant) coffee purchases compared to last year, 2024
- Reported change in foodservice coffee purchases by select demographics
- Climate concerns and supply chains highlight volatility of staple beverage
- Three avenues for addressing climate change in the coffee supply chain

Market size and forecast

- Cooling inflation indicates a steadier buzz to coffee market
- Retail sales and forecast of Coffee and RTD Coffee
- Volume sales indicate cooling to cream and creamer market growth
- Retail sales and forecast of cream and creamers
- Retail sales and forecast of creamers

Market segmentation

- Coffee segment sales continue to steady after an unsteady five years
 - Graph 7: total retail sales of coffee and RTD coffee, by segment, at current prices, 2019-24
 - Graph 8: total retail sales of coffee and RTD coffee, by segment, at current prices, by segment, 2024
- Retail sales of coffee and RTD coffee, by segment
- Creamers shine as market steadies
 - Graph 9: total retail sales of cream and creamer, by segment, at current prices, 2019-24
- Retail sales of cream and creamers, by segment

Market/brand share

Coffee and RTD Coffee

- Nestlé SA brings the positives to coffee and RTD company performance
- Sales of coffee and RTD coffee, by company
- Roasted coffee must adapt to meet modern needs in the midst of sales declines
- Sales of roasted coffee, by leading companies and brands
- Nespresso shines in the midst of slowed single-cup coffee sales
- Multi-outlet sales of single-cup coffee, by leading companies and brands, rolling 52 weeks 2023 and 2024
- Instant coffee brands shine
- Multi-outlet sales of instant coffee, by leading companies and brands, rolling 52 weeks 2023 and 2024
- Even RTDs see slow sales
- Multi-outlet sales of ready-to-drink coffee, by leading companies and brands, rolling 52 weeks 2023 and 2024

Cream and creamer

- Diversification benefits year-over-year growth in cream and creamers
- Multi-outlet sales of cream and creamer, by leading companies, rolling 52 weeks 2023 and 2024
- Multi-outlet sales of cream, by leading companies and brands, rolling 52 weeks 2023 and 2024
- Multi-outlet sales of creamer, by leading companies and brands, rolling 52 weeks 2023 and 2024

CONSUMER INSIGHTS

The coffee and RTD coffee consumer: fast facts

Trended at-home coffee consumption

- Demand for speed and specialty on the rise
 - Graph 10: trended coffee consumption at home, 2023-24
- Millennials rewrite the morning coffee routine
 - Graph 11: at-home coffee consumption – NET, by generation, 2024
- Hybrid lifestyles demand versatility

Coffee and RTD Coffee – US – 2024

- Graph 12: at-home coffee consumption, by work from home status, 2024

Trended types of creamers used

- The playing field for cream and creamers is relatively wide open
 - Graph 13: trended types of coffee creamers used, 2023-24
- Creamers can deliver on variety-seeking Millennial coffee consumers
 - Graph 14: coffee creamer usage, by generation, 2024
- Value perceptions of dairy spills into creamers
 - Graph 15: coffee creamer usage, by financial situation, 2024

Coffee preparation choice factors

- At-home and away-from-home coffee aren't in complete competition
 - Graph 16: ranking of important considerations when preparing coffee at home, 2024
- Coffee choices are becoming more complex
 - Graph 17: coffee preparation choice factors – NET – Any rank, by generation, 2024
- Differentiate definitions of ease
 - Graph 18: coffee preparation choice factors – NET – Any rank, by types of coffee consumed, 2024

Interest in coffee innovation

- Seasonal flavor flair can bring special elements to coffee routines
 - Graph 19: interest in coffee product innovation, 2024
- Don't rule out Gen Xers in coffee innovation
 - Graph 20: interest in coffee product innovation, by generation, 2024
- Tie innovation of any type back to a flavor experience
 - Graph 21: interest in coffee innovation, by types of coffee consumed, 2024

Coffee drink associations and seasons

- Despite iced coffee fame, hot coffee sustains versatility
 - Graph 22: associations and seasonality, by different types of coffee drinks, 2024
- Move beyond temperature when creating the coffee vibe
 - Graph 23: associations of different coffee drinks with any warm/hot weather, by generation, 2024
 - Graph 24: associations of different coffee drinks with any cool/cold weather, by generation, 2024
- Hybrid workers value variety throughout the week...
 - Graph 25: associations of different coffee drinks with weekdays, by work from home status, 2024
 - Graph 26: associations of different coffee drinks with 'made at home', by work from home status, 2024

Coffee behavior changes

- Turn routine into ritual
 - Graph 27: reported changes in coffee behaviors, 2024
- Modernize outside of the cold coffee space, too

Coffee and RTD Coffee – US – 2024

- Graph 28: reported change in coffee behaviors, by generation, 2024
- Get back to the inherent value of coffee
 - Graph 29: reported change in coffee behaviors, by financial situation, 2024

Caffeinated beverage associations

- Build coffee's multi-faceted identity back up
 - Graph 30: associations with different caffeinated beverages, 2024
- Morning routines are free for the taking with Gen Zs and Millennials
 - Graph 31: associations of select caffeinated beverages with part of morning routines, by generation, 2024
- Connect caffeine content back to value
 - Graph 32: associations with different caffeinated beverages – good source of energy, by financial situation, 2024

Coffee attitudes

- Defining the next age of 'premium' experiences
 - Graph 33: coffee attitudes, 2024
- Addressing generational needs and wants
 - Graph 34: coffee attitudes, by generation, 2024
- Breaking down generational coffee attitudes
- Coffee's function and enthusiasm aren't dependent on coffee type
 - Graph 35: coffee attitudes, by types of coffee consumed, 2024

INNOVATION AND MARKETING STRATEGIES

Launch activity and innovation

- A new age of sustainability demands creative positioning
- Nguyen Coffee Supply and Copper Cow bring more than just sustainability positioning to Robusta coffee
- Concentrates and powders deliver convenience, value and customizability
- Store brand growth lies in innovation
- From leveling up caffeine content...
- ...to toning it down
- Brands address caffeine and mental health concerns in own ways
- Steeping coffee takes note from tea and instant coffee
- Flavorscape AI: Creamers
- Flavorscape AI: RTD Coffee

Marketing and advertising

- Influencer partnerships bring inspiration and necessary modernization
- Nespresso sets a summertime vibe with 'color-boration'
- Tache doubles down on reminders of RTD convenience

APPENDIX

- Market definition
- Consumer research questions
- Consumer research methodology
- Generations
- Abbreviations and terms
- Forecast methodology
- Forecast fan chart methodology
- Total retail sales and forecast of coffee and RTD coffee, at inflation-adjusted prices, 2019-29
- Total retail sales and forecast of coffee and RTD coffee, by segment, at current prices, 2019-29
- Total retail sales and forecast of cream and creamer, at inflation-adjusted prices, 2019-29
- Total retail sales and forecast of cream and creamer, by segment, at current prices, 2019-29

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

<u>UK</u>	<u>+44 (0)20 7778 7155</u>
<u>US</u>	<u>+1 (312) 932 0600</u>
<u>Australia</u>	<u>+61 (0)2 8284 8100</u>
<u>China</u>	<u>+86 (21) 6386 6609</u>
<u>India</u>	<u>+91 22 4090 7217</u>
<u>Japan</u>	<u>+81 (3) 6228 6595</u>
<u>Singapore</u>	<u>+65 (0)6 818 9850</u>