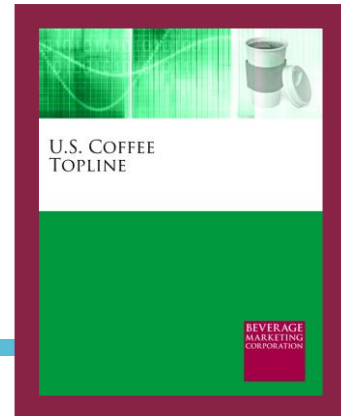


U.S. COFFEE TOPLINE

2023 EDITION (Published March 2024. Data through 2022, preliminary 2023 figures and forecasts through 2027.) More than 20 pages, with text analysis, graphs and charts.



U.S. Coffee Topline from Beverage Marketing Corporation provides a data overview of the coffee category with key historical and current statistics and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch, companies marketing products in other categories that compete for consumers or usage occasions or anyone else who needs a quick view of the coffee sector. Includes a brief overview of key trends including discussion of the impact of the coronavirus pandemic.

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**HAVE
QUESTIONS?**

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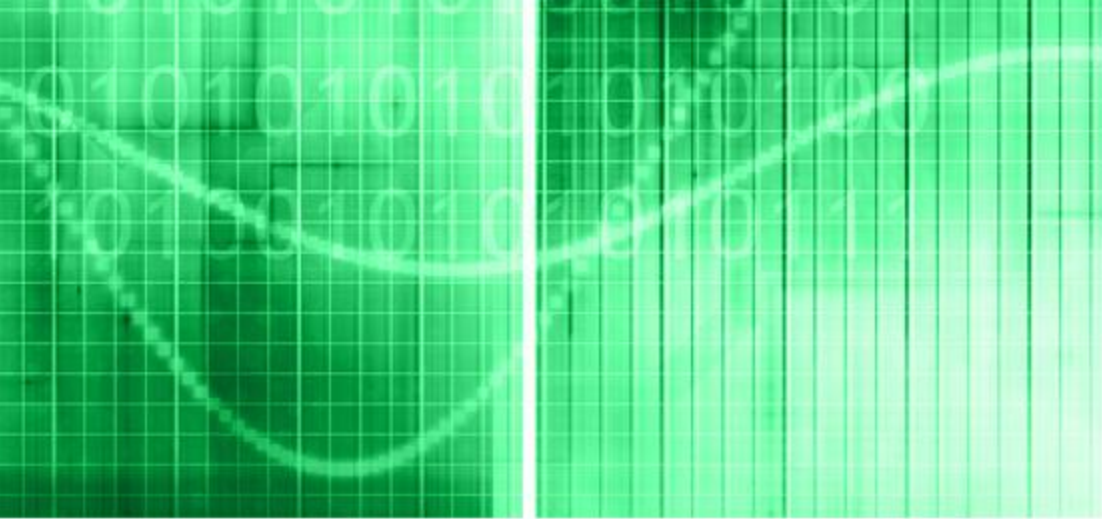
THE ANSWERS YOU NEED

U.S. Coffee Topline offers a birds-eye view of the overall market. Questions answered include:

- What has been the long-term trend in coffee volume? How has ready-to-drink (RTD) coffee fared in the past couple of decades?
- What is the share breakdown of the coffee market in terms of segments? How has this changed in the last five years?
- How big is the global green coffee market and how large are the U.S. coffee export and import markets?
- Which coffee segments are likely to gain share at the expense of others to 2027?

THIS U.S. COFFEE REPORT FEATURES

U.S. Coffee Topline report features category volume and per capita consumption data, volume by coffee segment, import and export data, ready-to-drink coffee volume and wholesale dollars, global organic coffee volume, coffee advertising expenditures, global green coffee volume and five-year projections.



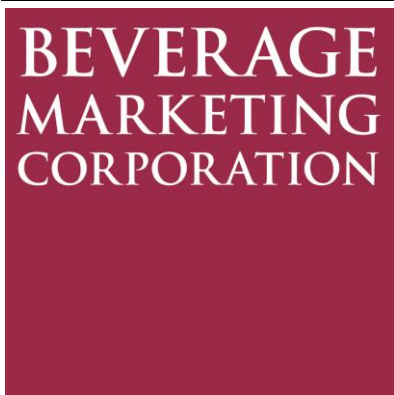
U.S. COFFEE TOPLINE



U.S. Coffee

Topline

March 2024



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Instant or soluble coffee is powdered coffee prepared by the spraying and drying of brewed coffee in a vacuum. The process removes the water content and delivers an end product of frozen coffee granules.

- In terms of consumption, instant coffee has fewer loyalists among Americans than Russians or Asians.
- The common perception of instant coffee is that it does not live up to the quality standard of coffee preferred by Americans who prefer to buy the whole bean and brew their own coffee at home. Therefore, it becomes a challenge for retailers to introduce instant coffee of recognized quality in the market as the retailer has to outweigh preconceived notions about instant coffee.
- On the other hand, the features in favor of instant coffee are easy availability, easy usage and convenience. In 2019, instant coffee consumption declined for the ninth straight year, to 153.9 million gallons. However, in 2020, instant coffee volume grew by a whopping 6.3%. Declines followed in the ensuing three years.
- Interestingly, there is a small niche of superpremium instant coffee emerging in the marketplace, including names like Swift Cup Coffee, Intelligentsia and Sudden Coffee that are using upgraded techniques to produce better-tasting soluble coffee.
- Mixes combine instant coffee with non-dairy creamer. Kraft's Maxwell House International (formerly, General Foods International Coffees) is a leader in the struggling segment. In 2019, mixes registered volume of 77.5 million gallons, but with an unexpected increase taking place in 2020. As with instant, mixes saw volume reduction occur again in 2021, 2022 and 2023.
- Sustained growth in consumption could be driven by the introduction of better quality products in the market. Instant coffee will find its usage in instant cappuccino mixes, instant mocha combined with chocolate and other flavored varieties.

Exhibit 2

U.S. COFFEE MARKET
COMPOUND ANNUAL VOLUME GROWTH
1995 – 2027(P)

Period	Compound Annual Growth Rate
1990 – 1995	■ %
1991 – 1996	■ %
1992 – 1997	■ %
1993 – 1998	■ %
1994 – 1999	■ %
1995 – 2000	■ %
1996 – 2001	■ %
1997 – 2002	■ %
1998 – 2003	■ %
1999 – 2004	■ %
2000 – 2005	■ %
2001 – 2006	■ %
2002 – 2007	■ %
2003 – 2008	■ %
2004 – 2009	■ %
2005 – 2010	■ %
2006 – 2011	■ %
2007 – 2012	■ %
2008 – 2013	■ %
2009 – 2014	■ %
2010 – 2015	■ %
2011 – 2016	■ %
2012 – 2017	■ %
2013 – 2018	■ %
2014 – 2019	■ %
2015 – 2020	■ %
2016 – 2021	■ %
2017 – 2022	■ %
2022 – 2027(P)	■ %

(P) Projected

Source: Beverage Marketing Corporation