



Prepared by Specialty Coffee Association

U.S. Coffee Market Overview 2017

Retail Value of Coffee at Place of Consumption, Channels, Categories and Brands





Foreword

If our desire is to truly understand the way that the coffee industry works, we need good information about the big picture; a large-scale understanding of the coffee marketplace. It is for this reason that periodically since 2009 SCA has published a U.S. Coffee Market Overview, focusing on the retail value of coffee in the United States and the places where it is consumed. It focuses both on the U.S. Specialty Coffee Market and the larger U.S. Coffee Market, and illustrates the interplay between these related but distinct marketplaces. Furthermore, it shows *where* people buy the coffee they consume- whether at home, in the office, or in a foodservice establishment. Some will find these results surprising- we think they paint a fascinating picture of a thriving coffee marketplace. This piece adds to a suite of coffee data that we provide which together provide a complete picture of the coffee industry.

We hope this publication is useful to those who seek a better understanding of coffee economics, leading to better analysis and decision making in the coffee sector. We know this will find its way into business plans, market analyses, and media publications, and we are proud to offer it to our members and beyond.



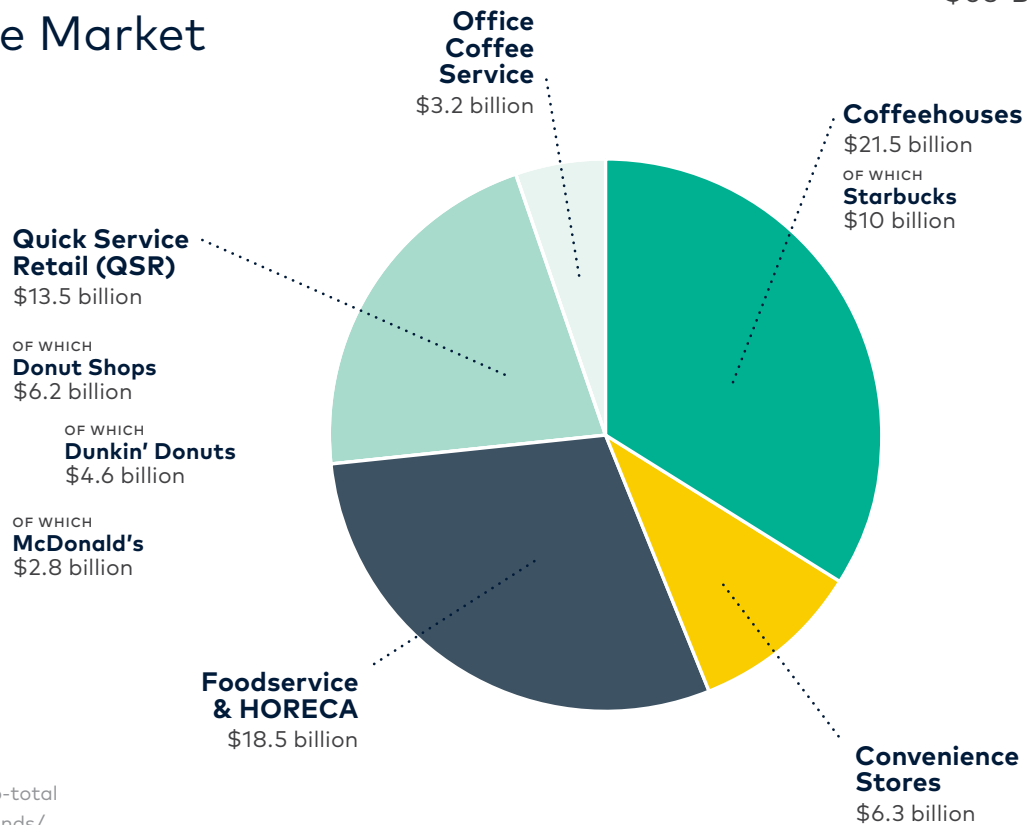
Peter Giuliano
Chief Research Officer
Specialty Coffee Association

\$79-80 Billion

U.S. Retail Value of the Coffee Market

AWAY FROM HOME

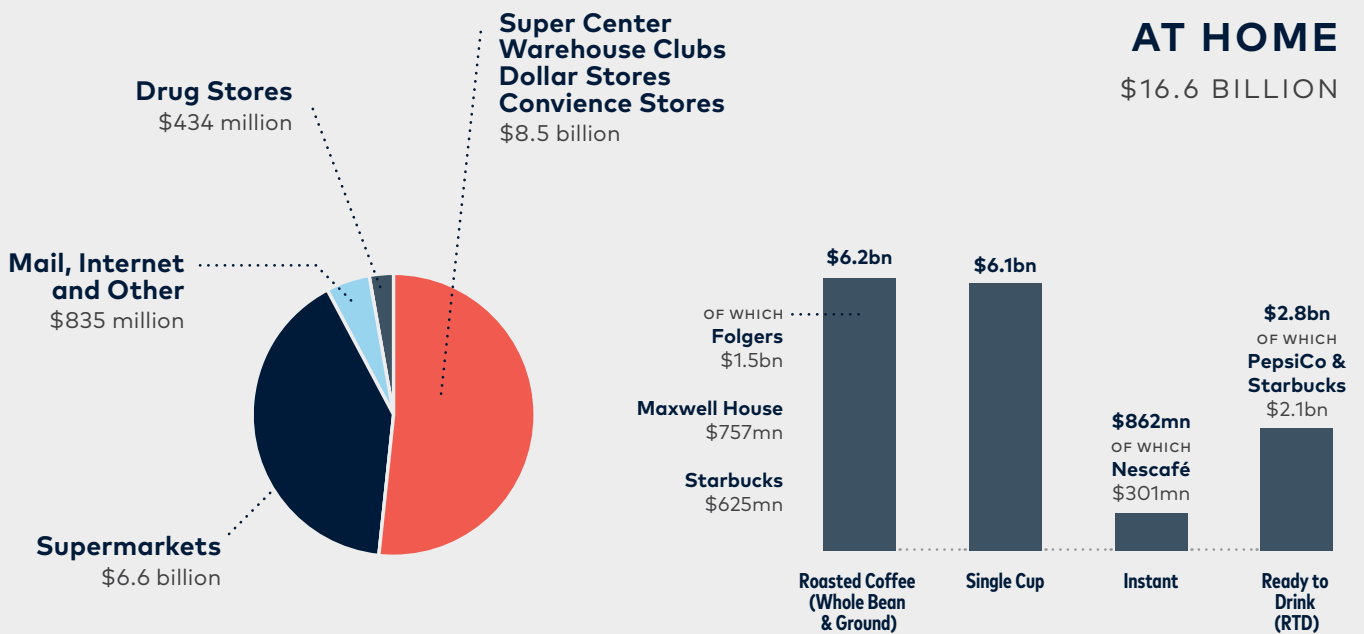
\$63 BILLION



Note:
Totals may surpass sub-total because only select brands/segments are highlighted.

AT HOME

\$16.6 BILLION

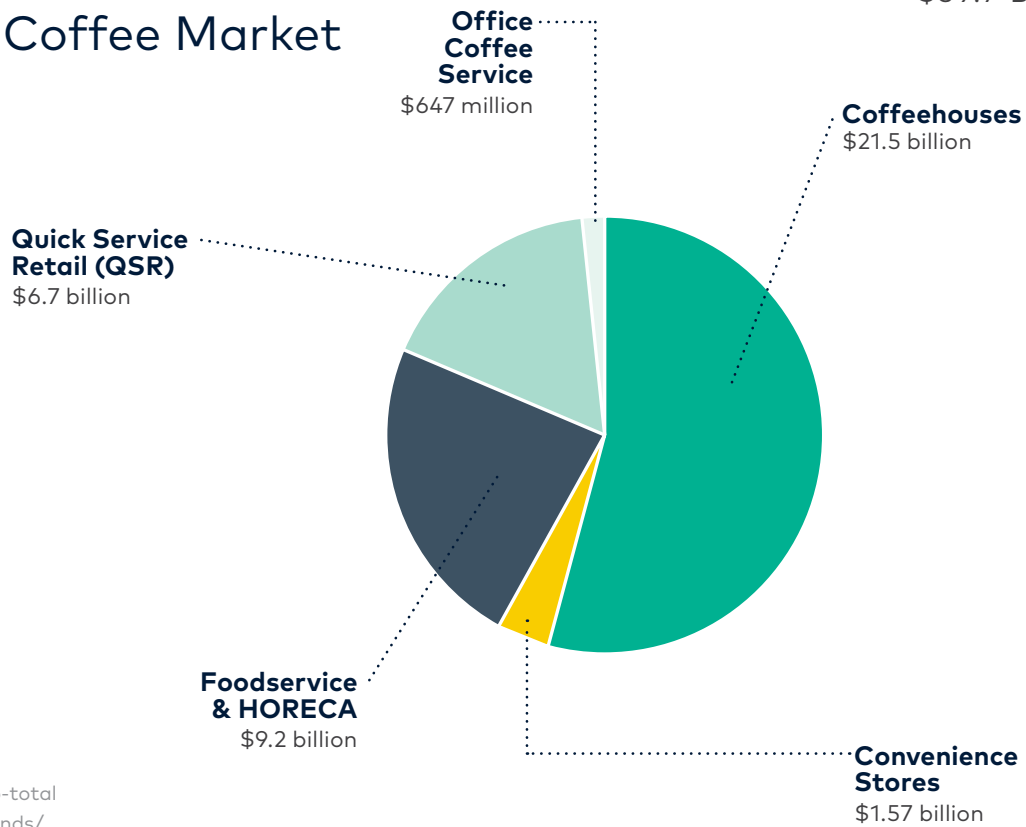


\$40-45 Billion

U.S. Retail Value of Specialty Coffee Market

AWAY FROM HOME

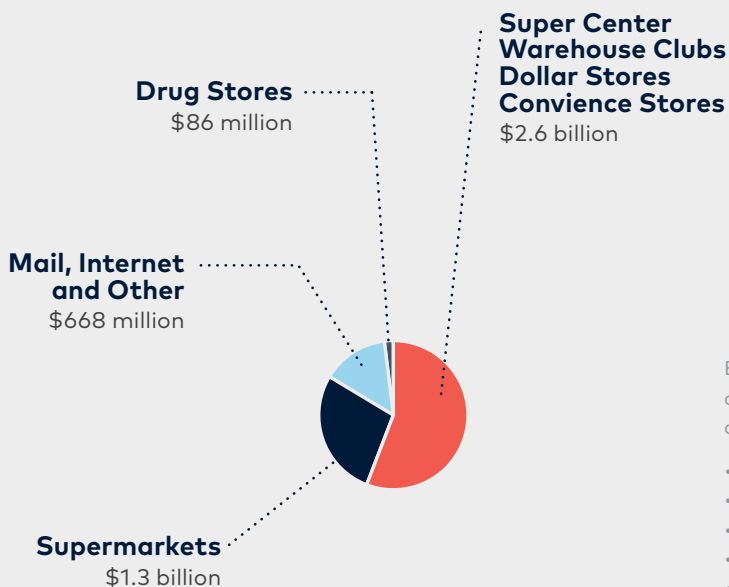
\$39.7 BILLION



Note:
Totals may surpass sub-total because only select brands/segments are highlighted.

AT HOME

\$4.6 BILLION



Estimates based on data from the below sources in combination with a review of selected filings & other public available information:

- Mintel
- Technomic, Inc.
- Euromonitor
- IBIS World
- Datamonitor
- NACS
- NAMA
- Statista, Inc.
- NCA
- Bloomberg
- CSP Magazine
- Automatic Vending Merchandiser





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