



Prepared by the Specialty Coffee Association

US Coffee Market Overview 2019

Retail Value of Coffee Across 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, the SCA has published a US Coffee Market Overview, focusing on the retail value of coffee in the United States and the places where it is consumed. 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, when considered together, provide a more 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.

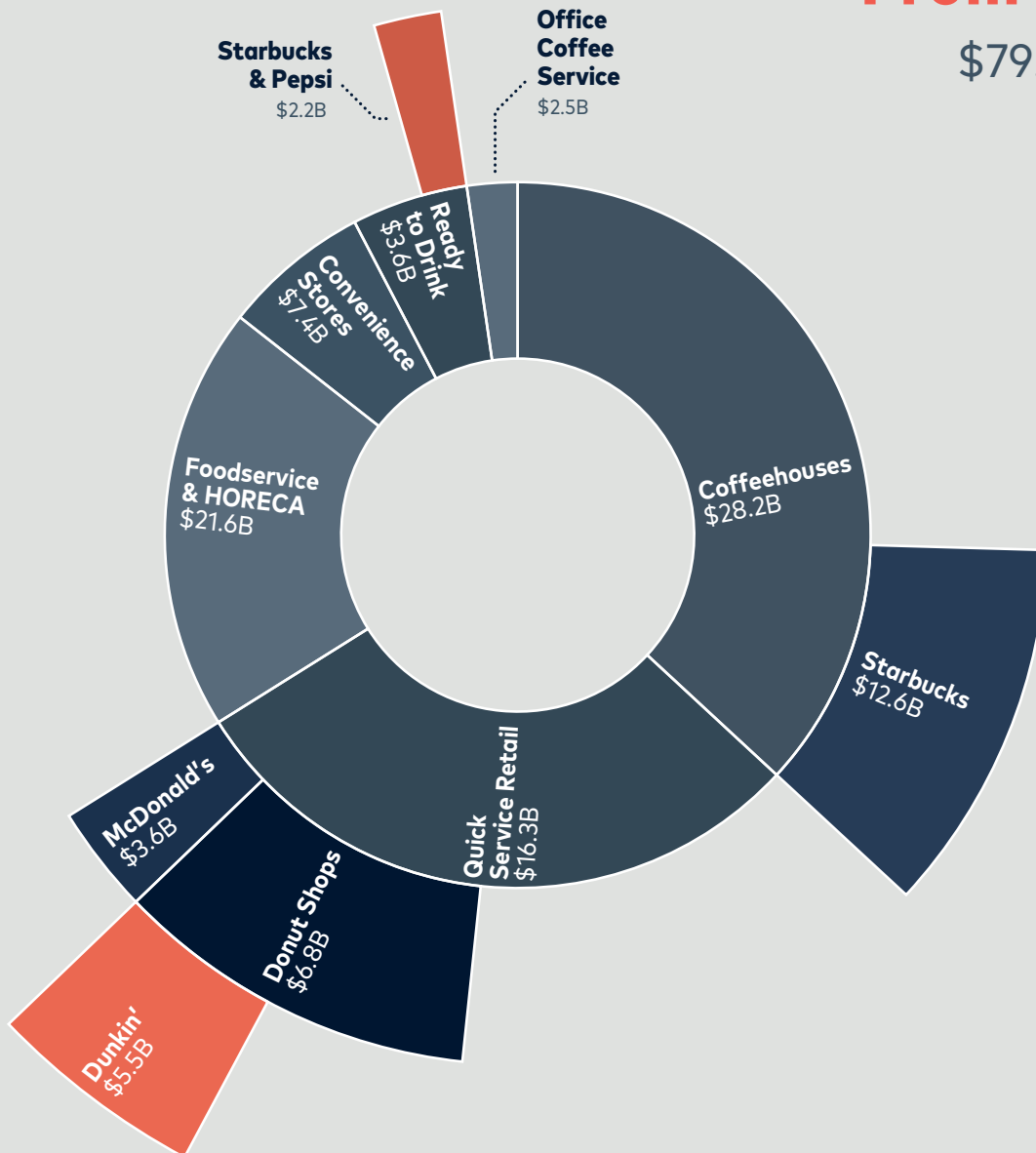


Peter Giuliano
Chief Research Officer
Specialty Coffee Association

US Retail Coffee Market

Away From Home

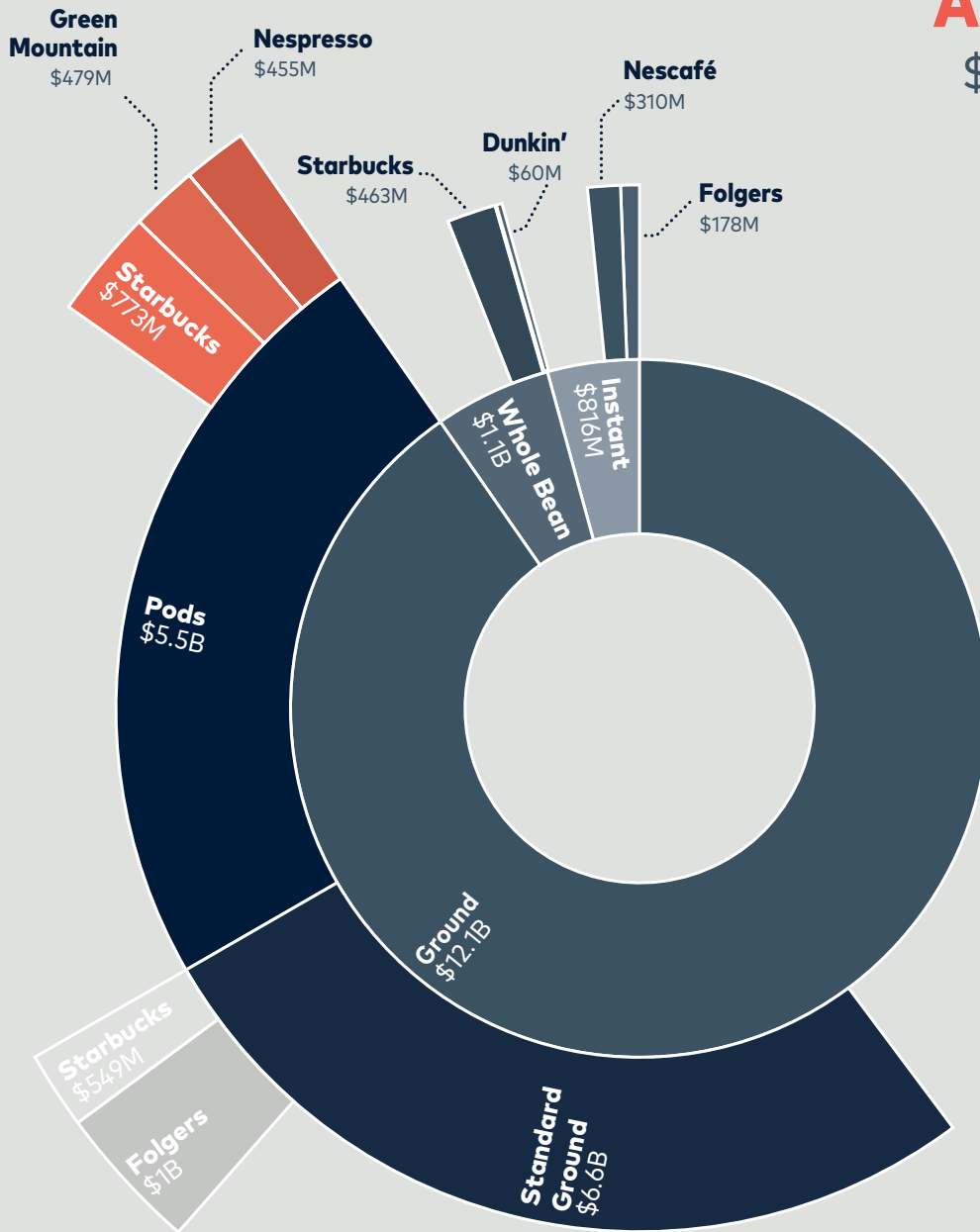
\$79.8 Billion



Estimates based on data from the below sources in combination with a review of selected filings and other publicly available information: Euromonitor, NACS, CSP Magazine, Automatic Vending Merchandiser, Statista.

At Home

\$14.1 Billion



Estimates based on data from the below sources in combination with a review of selected filings and other publicly available information: Euromonitor, NACS, CSP Magazine, Automatic Vending Merchandiser, Statista.



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