



Prepared by the Specialty
Coffee Association

US Coffee Market Overview 2020

**Retail Value of Coffee Across
Place of Consumption, Channels,
Categories, and Brands.**

How to Use This Report

The purpose of this report is to give an estimate of the US coffee market and the value of selected segments. These figures are estimates, synthesized from public corporate filings, various market reports, and other publications. The report can give insight into how the US coffee environment is changing over time, and how coffee is consumed in this important market.

Glossary of terms:

Instant coffee: Coffee that has been prepared and dried, which can be reconstituted with water before serving. Also known as "soluble coffee."

Whole bean: Coffee sold roasted and unground. known as "soluble coffee."

Ground: Coffee sold roasted and ground, either in pods or another package.

Standard ground: Coffee sold ground in a package other than a pod.

Pod: A small package of ground coffee intended to be used in a machine such as Nespresso, Keurig, or Senseo. Includes both capsules and "soft" pods.

Office coffee service: Coffee provided to work environments as a catered service.

Coffeehouses: Also known as specialist coffee shops, these are shops that focus on coffee along with other products such as tea and light food.

Quick service retail (QSR): Also known as quick service restaurants and fast food restaurants, these are limited-menu restaurants focused on fast, efficient service.

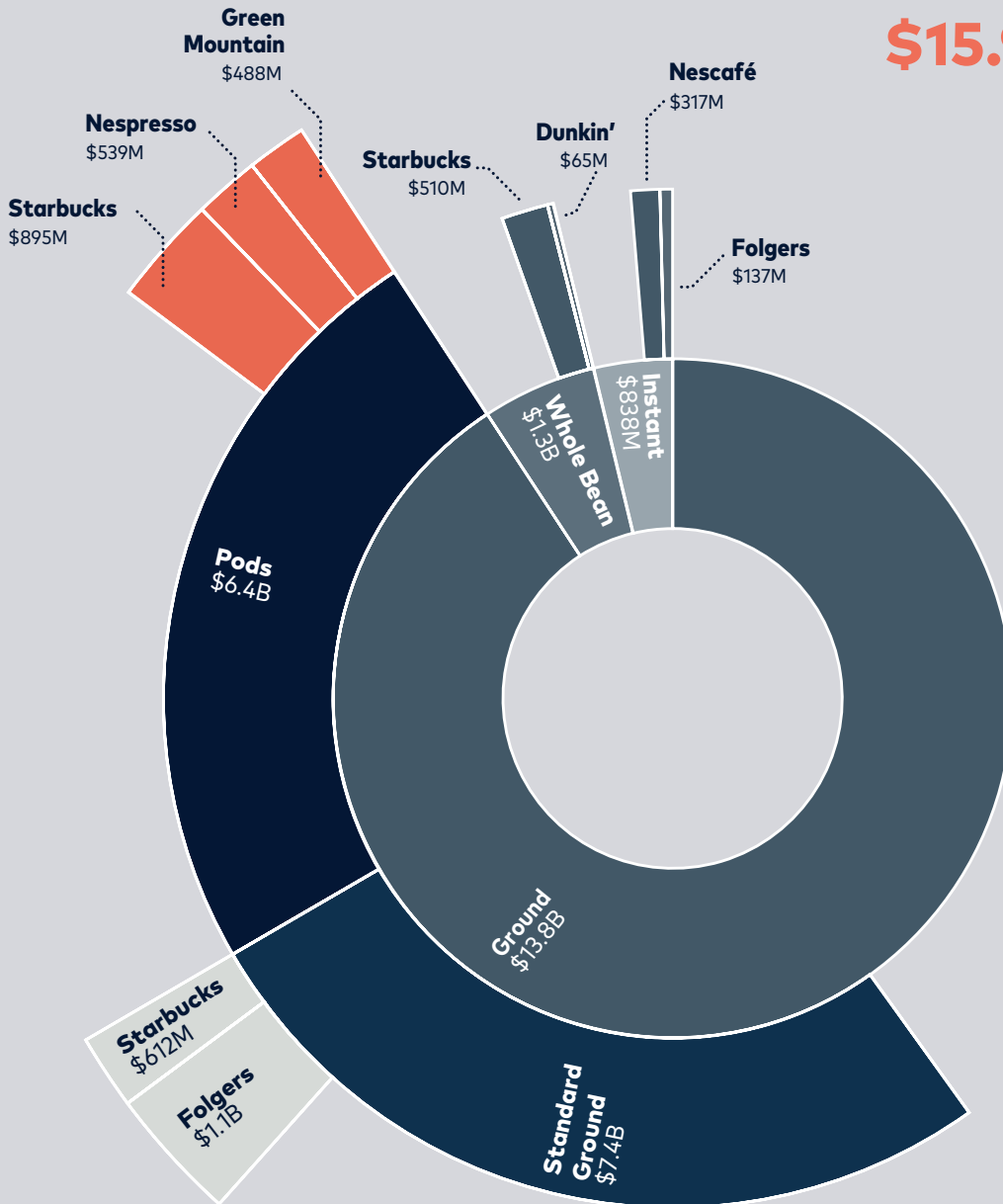
Foodservice and HoReCa: Hotels, restaurants, and other non QSR establishments which serve food.

Ready to drink (RTD): Coffee in a prepared and packaged format, such as a canned or bottled coffee beverage.

Convenience stores: A small shop, often located in a neighborhood, which sells a small selection of home goods and grocery items.

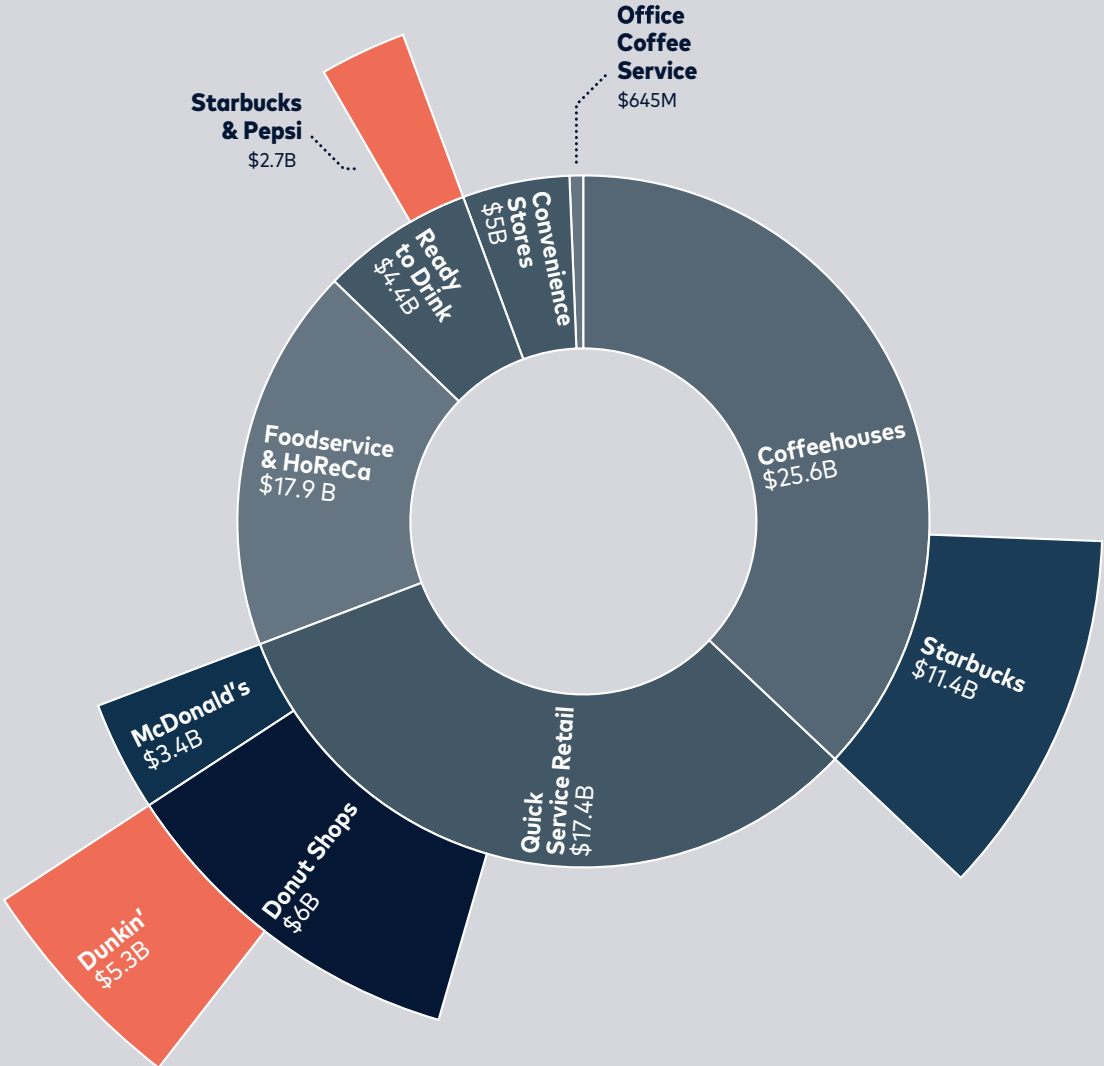
US Retail Coffee Market

At Home \$15.9 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.

US Retail Coffee Market
Away From Home
\$71 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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