

US Hot Drinks: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*US Hot Drinks Global Market 2016
Analysis and Forecast to 2021*

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Summary

The [US Hot Drinks](#) market is forecast to register high growth during 2015-2020 supported by the consumers' high disposable income in the country. Hot Coffee category is forecast to witness the fastest growth in both Off-trade and On-trade value terms during 2015-2020. Hypermarkets & Supermarkets accounts for more than three-fifth of the distribution of Hot Drinks products in the US. Keurig Green Mountain, Inc, Unilever PLC, and Nestle S.A. are among the leading players in the US Hot Drinks market.

Key Findings

- The US Hot Drinks market is forecast to grow at a CAGR of 9.5% in value terms during 2015-2020.
- The Hot Coffee category accounts for the highest Off-trade & On-trade volume consumption in the US.
- Hypermarkets & Supermarkets channel accounts for more than three-fifth share in the distribution of products in the US Hot Drinks market.
- The Other Hot Drinks category has the highest private labels penetration in the US Hot Drinks market.
- Screw Top is the most commonly used closure type in the US Hot Drinks market.

Synopsis

Consumer and Market Insights report on the Hot Drinks market in the US provides insights on high growth categories to target, trends in the usage of packaging materials, types and closures



category level distribution data and brands market shares.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2010-2020
- Category coverage: Value and growth analysis for Hot Coffee, Hot Tea and Other Hot Drinks with inputs on individual segment share within each category and the change in their market share forecast for 2015-2020
- Leading players: Market share of brands and private labels, private label growth analysis during 2012-2015
- Distribution data: Percentage of sales within each category through distribution channels such as Hypermarkets & Supermarkets, Convenience Stores, Food & Drinks Specialists and others in 2015
- Packaging data: consumption breakdown for packaging materials and containers in each category, in terms of percentage share of number of units sold. Packaging material data for Flexible Packaging, Glass, Paper & Board and others; container data for: Jar, Bag/Sachet, Can - Composite and others

Reasons to Buy

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities
- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning

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