

CONSUMERS & BRANDS

Coffee consumption trends in the United States

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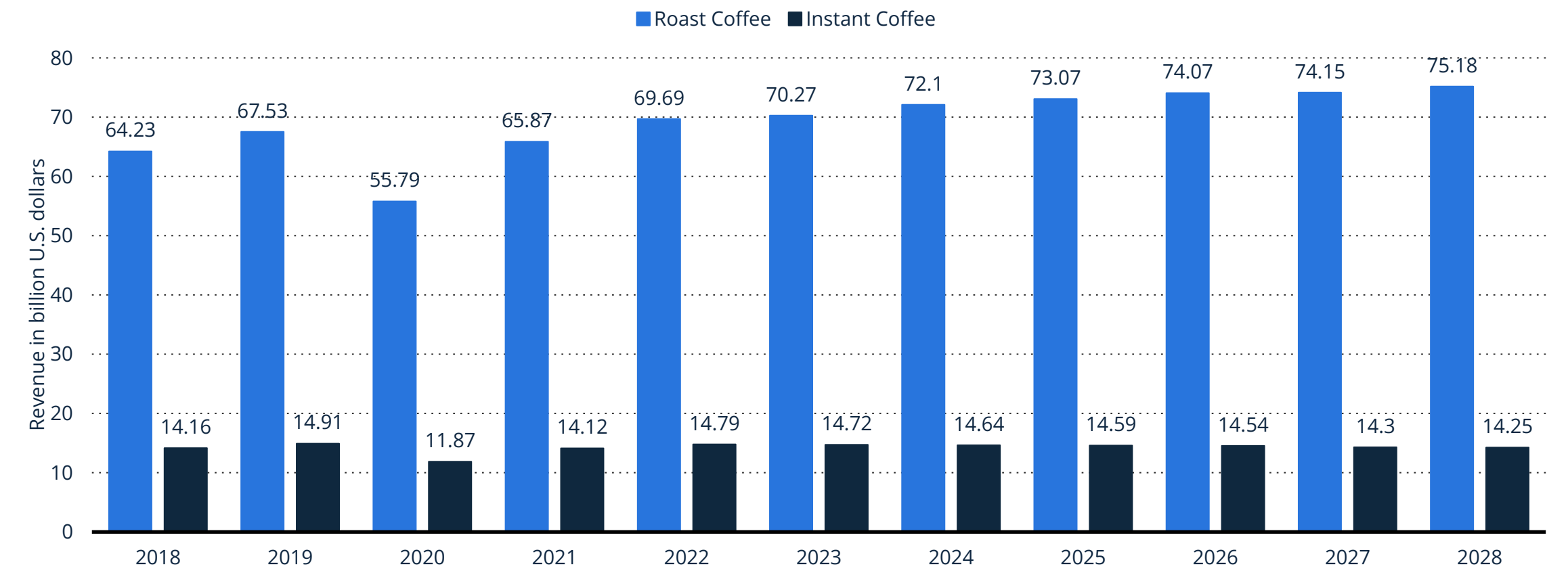
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CHAPTER 01

Overview

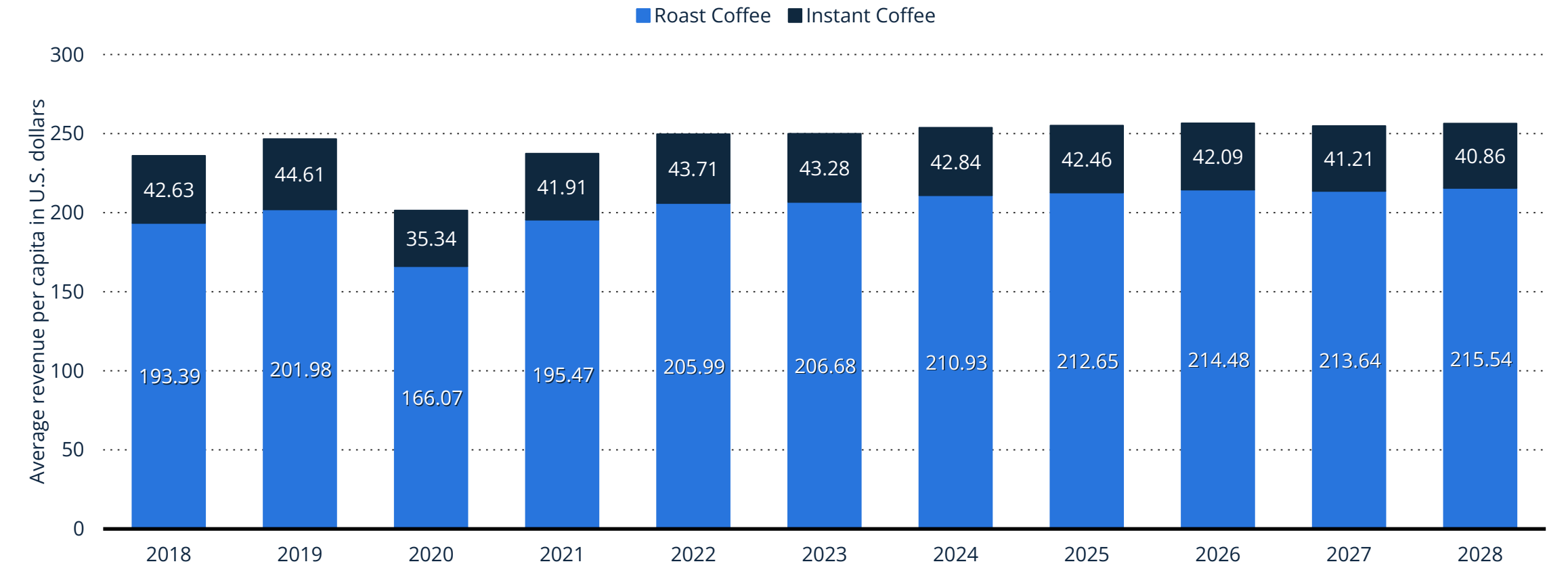
Revenue of the coffee market in the United States from 2018 to 2028, by segment (in billion U.S. dollars)

Coffee market revenue in the United States 2018-2028, by segment



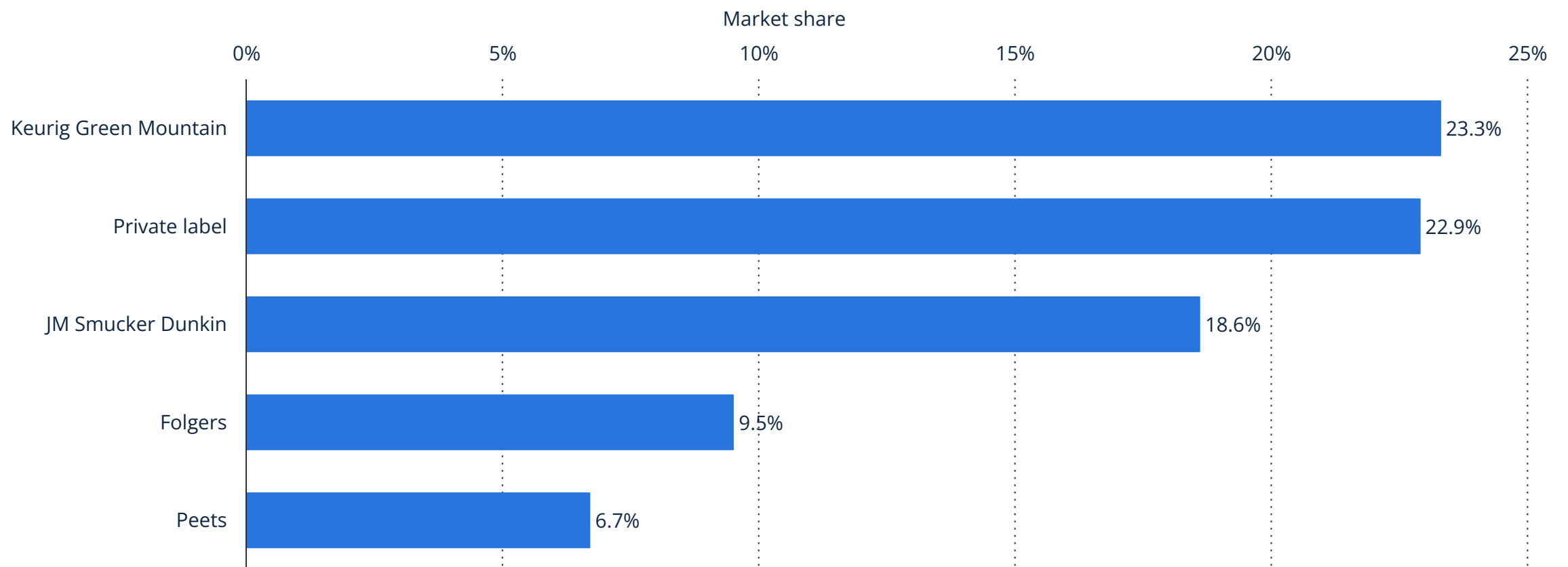
Per capita revenue of coffee in United States from 2018 to 2028, by segment (in U.S. dollars)

Coffee market revenue per capita in United States 2018-2028, by segment



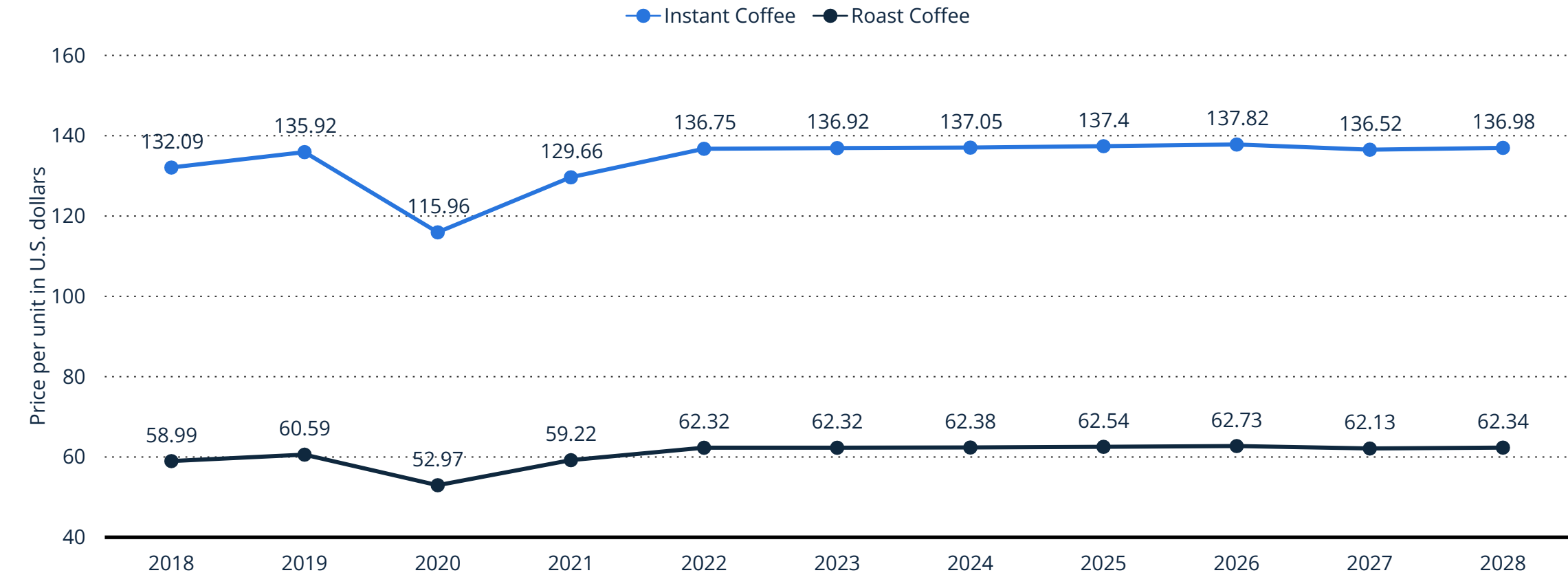
Market share of single-cup coffee in the United States in 2023, by leading brands

Key brands' market share of single-cup coffee in the U.S. 2023



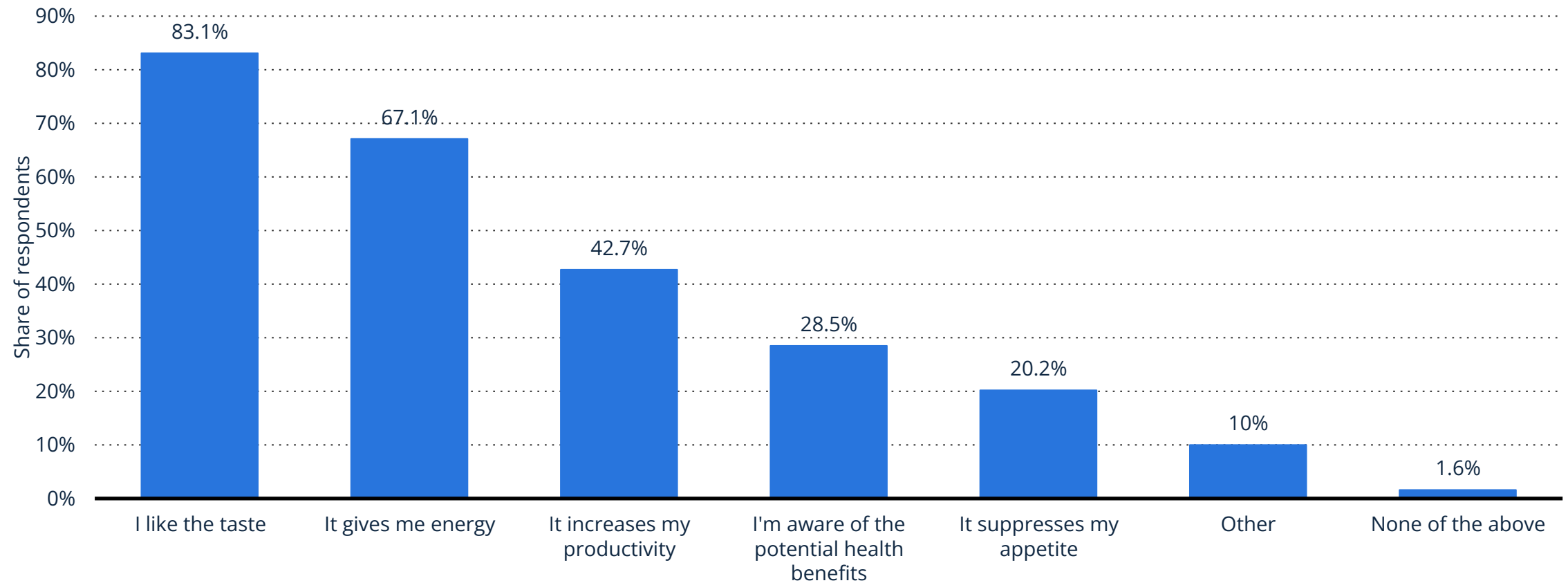
Price per unit of coffee in the United States from 2018 to 2028, by segment (in U.S. dollars)

Per unit price of coffee in the United States 201-2028, by segment



Why do you drink coffee?

Reasons for drinking coffee in the U.S. in 2023

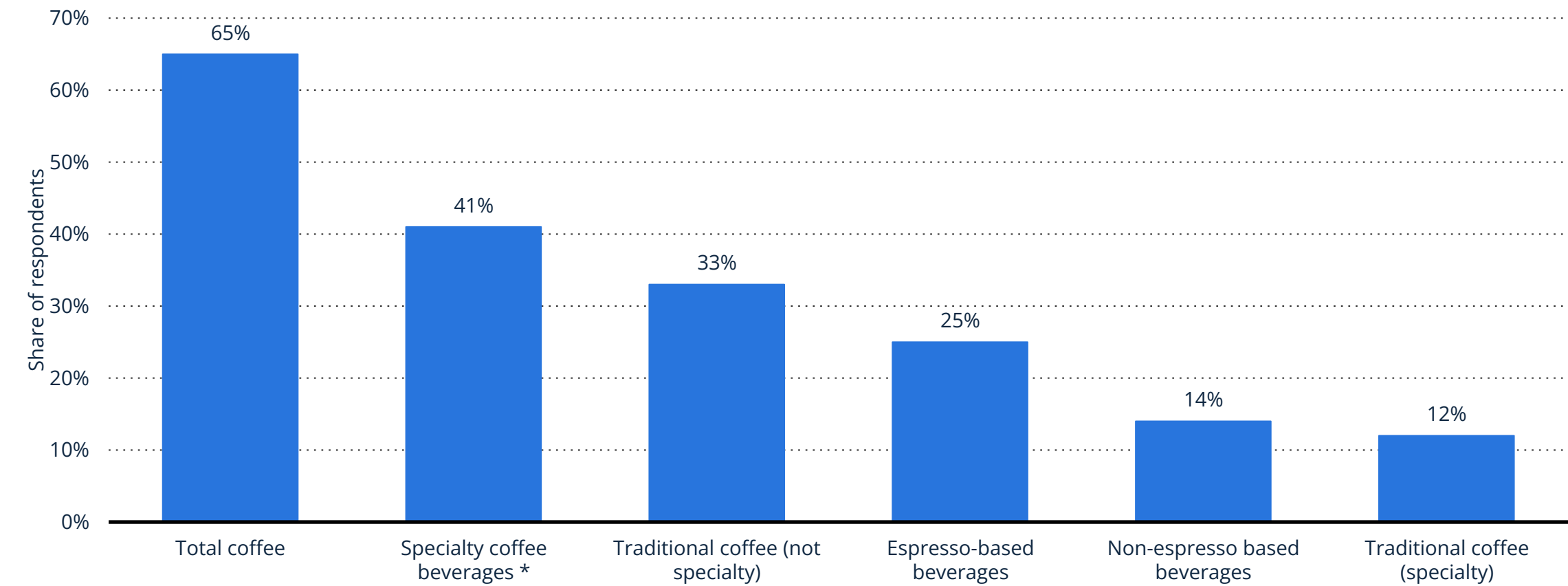


CHAPTER 02

Coffee types

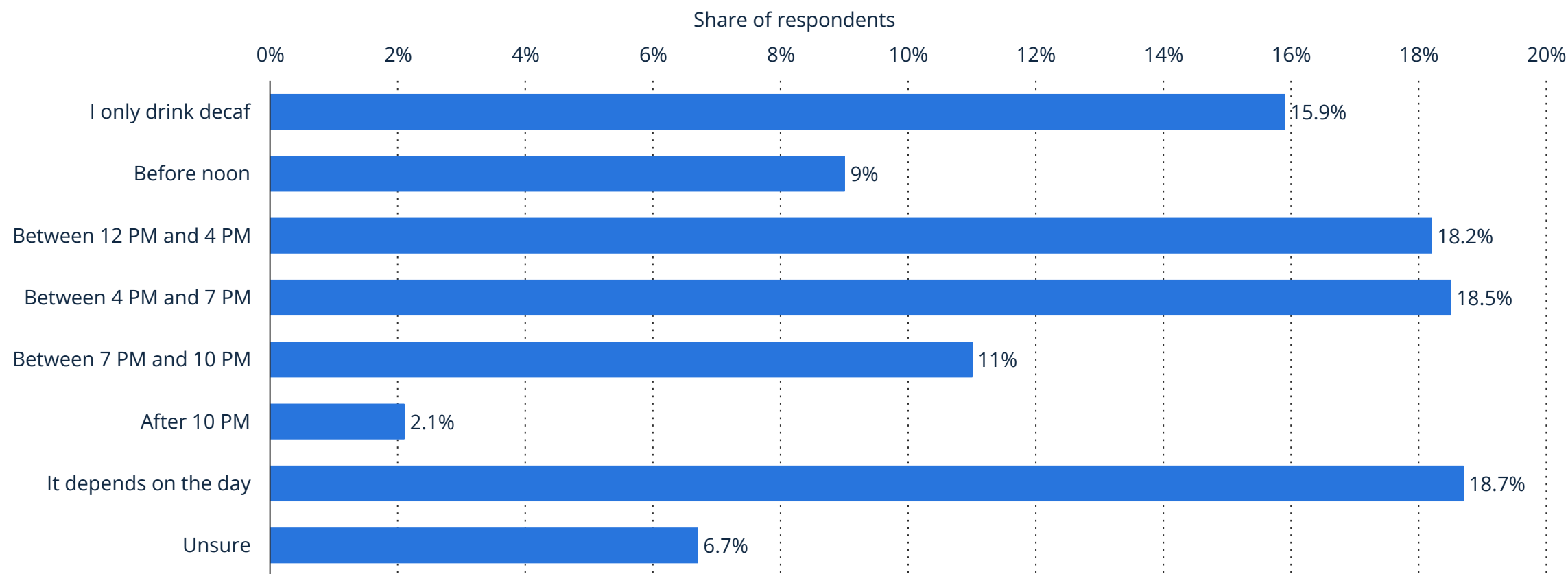
Past-day coffee consumption in the United States in 2023, by type of coffee

Coffee consumption in the U.S. by type 2023



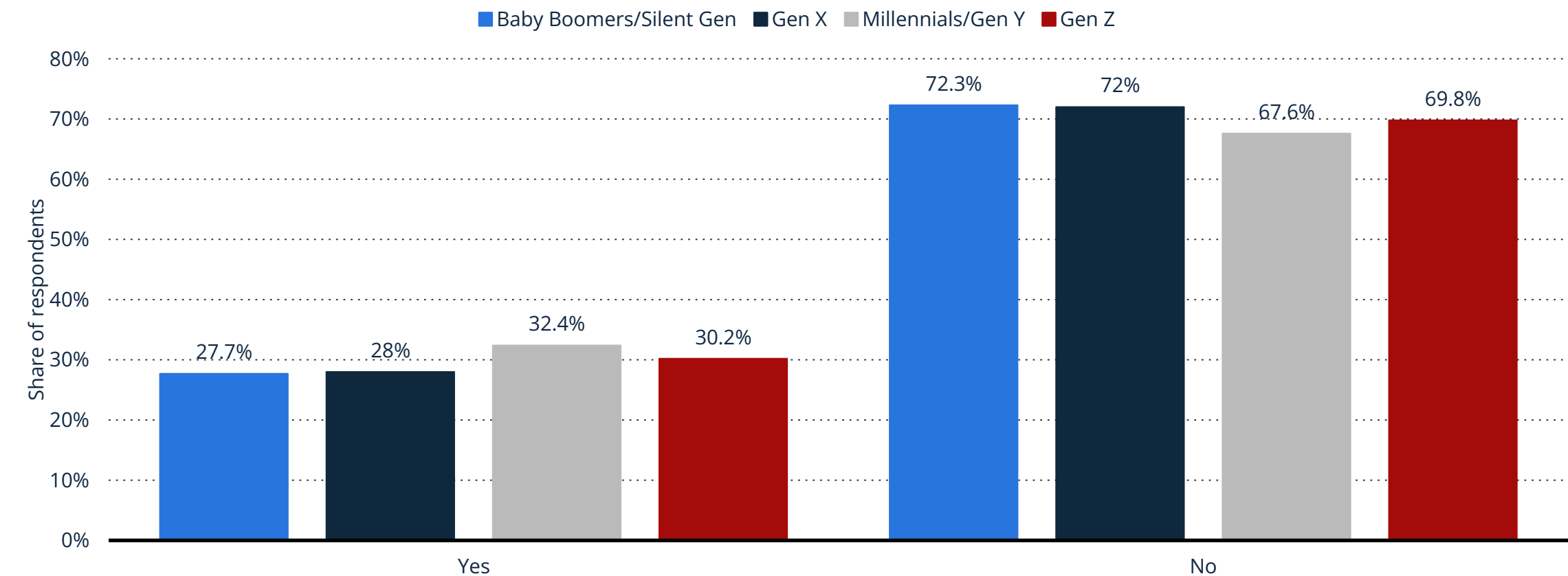
What time in the day do you switch to decaf?

What time of day do consumers switch to decaf coffee in the U.S. 2023



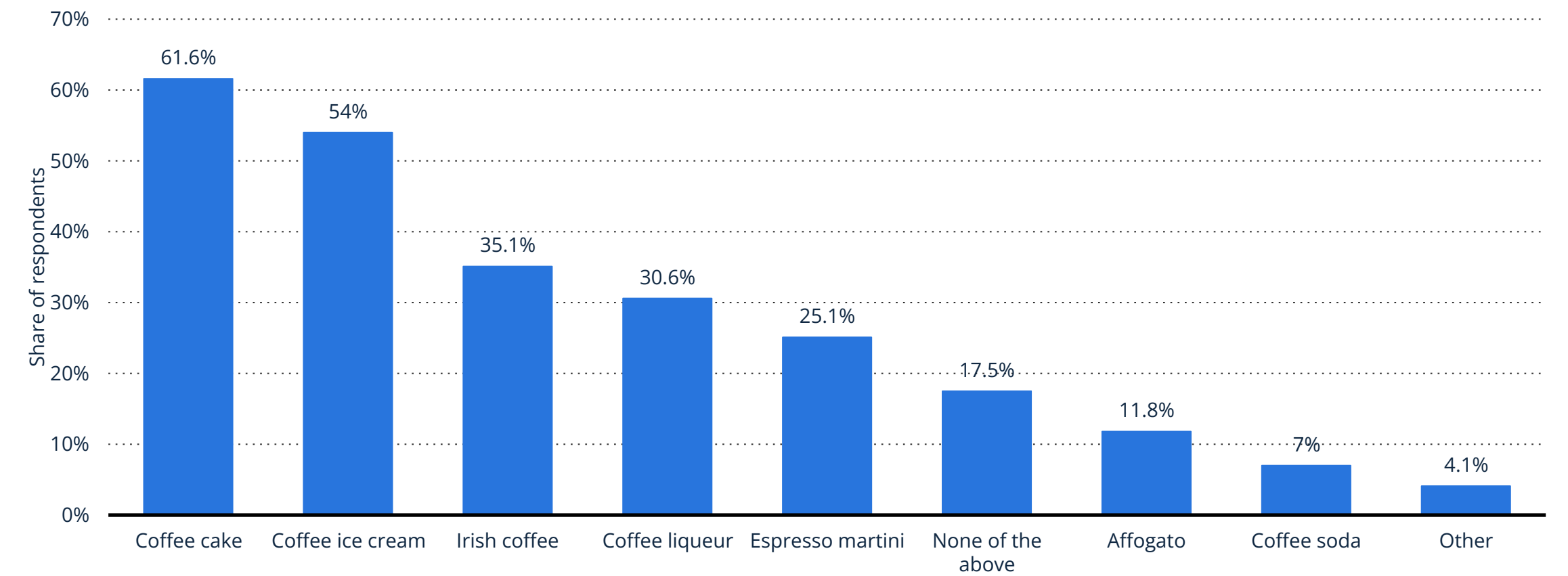
Do you drink decaf or decaffeinated coffee?

Consumption of decaf or decaffeinated coffee in the U.S. in 2023, by generation



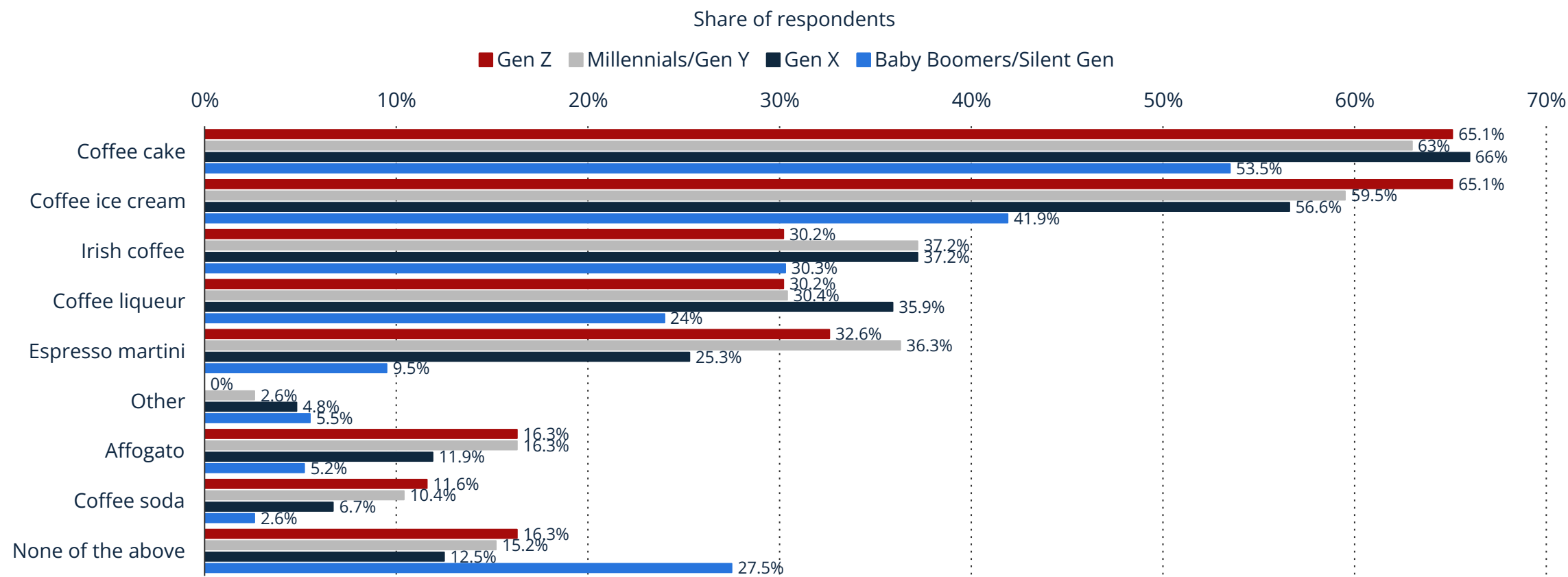
Which of the following coffee-based drinks or dishes do you enjoy?

Preferred coffee-based drinks/dishes in the U.S. 2023



Which of the following coffee-based drinks or dishes do you enjoy?

Preferred coffee-based drinks/dishes in the U.S. 2023, by generation

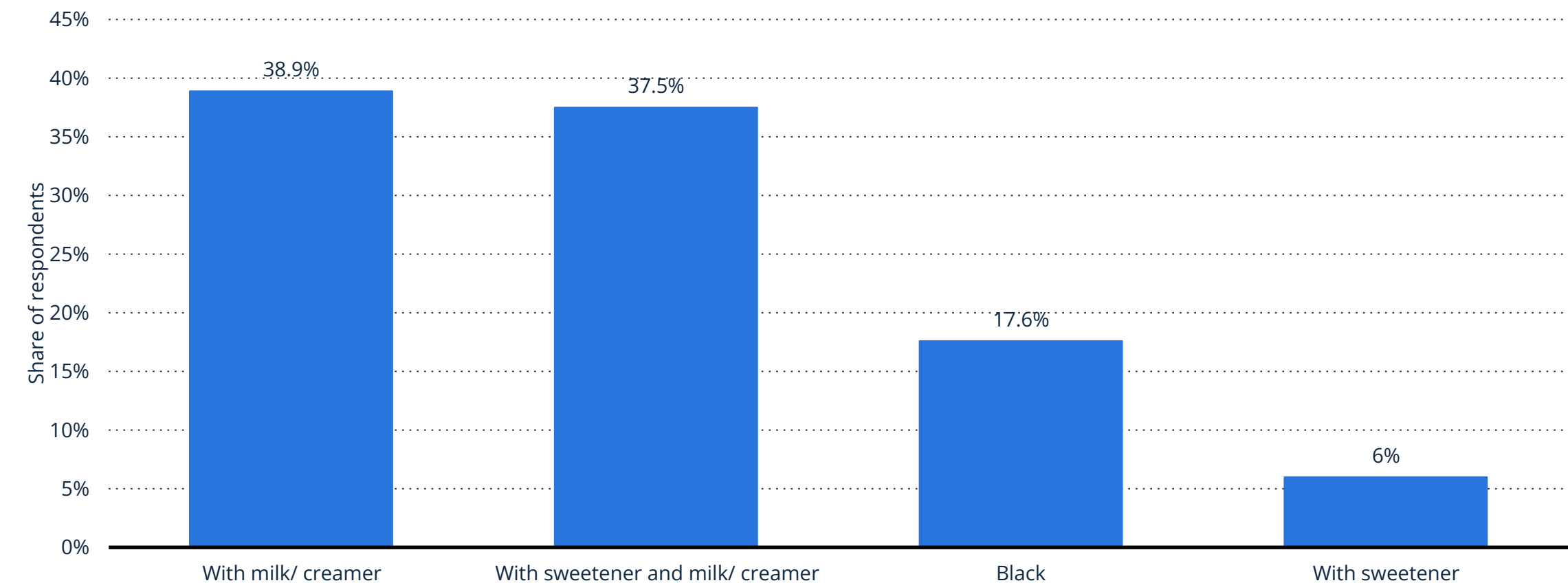


CHAPTER 03

Coffee additives

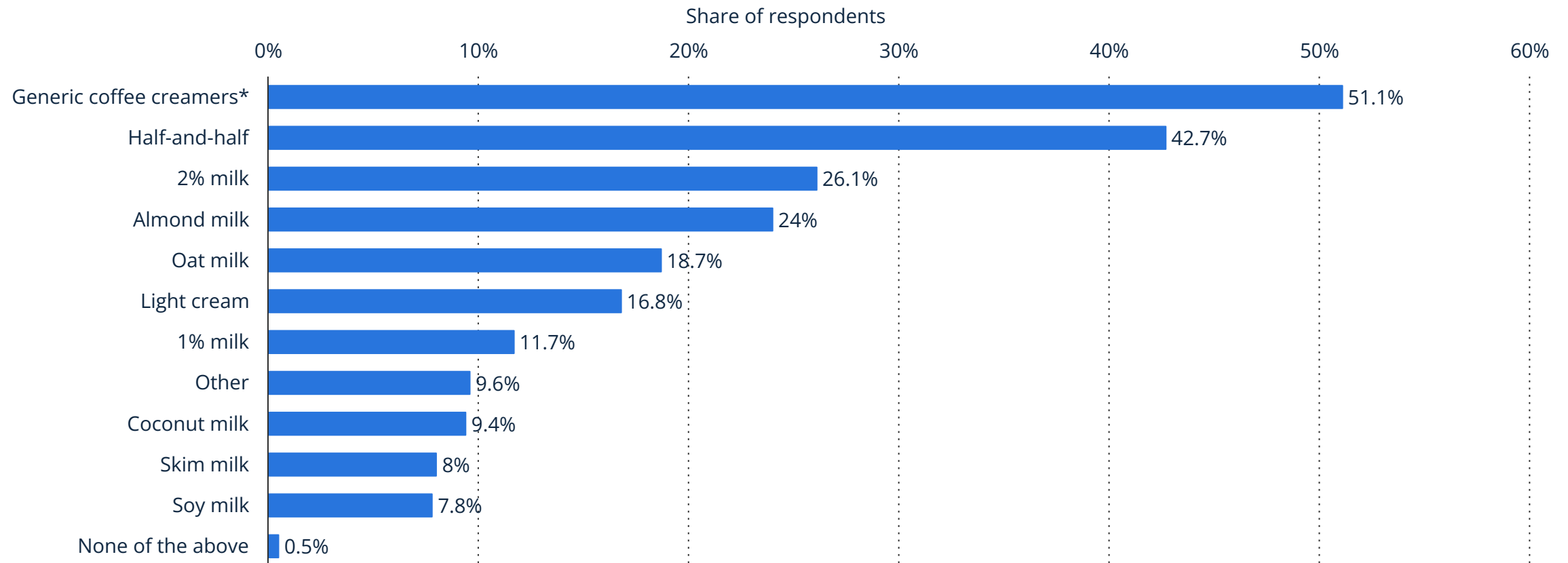
How do you prefer to drink your coffee?

Favorite way of drinking coffee in the U.S. in 2023



What type of milk or coffee creamer do you use?

Types of milk and coffee creamers used in the U.S. 2023



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