

## October 2022

### Coffee and Tea Tracker - US

Coffee and tea continue to exhibit strong growth led by away-from-home occasions, as consumers flock to cafes on their commute, to socialize and as a third space. Operators should prioritize unique offerings to compete with at-home occasions. Growth in tea should incentivize brands to market across generations, as consumers seek ...

## August 2022

### Tea and RTD Tea - US

"Tea's time-honored roles in both the wellness space and many consumer routines secures demand in the face of pricing volatility, though inflation's blanket presence over grocery purchase decisions may amplify – and redirect – consumers' value appraisals. A category comfortably basking in its health halo, tea and tea drink brands ...

### Coffee and RTD Coffee - US

"Consumers are looking to cut costs following rising inflation, creating opportunities for coffee brands to capitalize on consumers' decrease in foodservice expenditures. Consumers' investments in their home coffee bars made during the pandemic are paying off as consumers increasingly experiment with new coffee drinks within the home, offering growth opportunities ...

### Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

## July 2022

### Milk and Non-dairy Milk - US

"Inflation is putting the holistic value of dairy milk on a pedestal, while calling greater attention to non-dairy's shortcomings in taste, nutrition and versatile usage. As economic conditions improve and discretionary income returns, the playing field will once again level off. Dairy and non-dairy milk brands can play a role ...

### Juice and Juice Drinks - US

"Shifting consumer motivations for increased juice and juice drink purchase demonstrates the duality of the category as both a health tool, and a guilty pleasure. While consumers aren't trying to deny their sugar problem and see the validity of juice and juice drinks in delivering quality nutrition, they're more interested ...

### Foodservice Coffee and Tea - US

"The foodservice coffee and tea market overcame COVID-related challenges as consumers resumed their



## Drink - USA

pre-pandemic behaviors and returned to their favorite coffee shops. While the rise of remote work will shift market dynamics, remote workers remain steadfast AFH coffee and tea customers. However, rising inflation will create new challenges for foodservice ...