

## September 2019

### Alcoholic Beverage Drinking Occasions - US

"While the majority (85%) of US adults age 22+ drink alcohol, one in five drinkers has reduced their consumption in the past year, continuing a trend in moderation that stunts performance. Dollar sales of alcohol are projected to reach \$250 billion in 2019. While this is an 18% growth from ...

## August 2019

### Tea and RTD Teas - US

"The \$8.7 billion tea market continues to grow at a slow rate driven by smaller RTD brands and trendy kombucha. Though tea faces stiff competition from other beverages, and RTDs are under scrutiny due to their sugar content, tea is well suited to address the needs of today's consumers ...

## July 2019

### Coffee and Tea on Premise - US

"Major coffee shop chains and third wave coffee shops have expanded consumer awareness and demand for premium roasts and specialty beverages, which are now especially popular with younger consumers. However, they face stiff competition from fast food restaurants, donut shops, c-stores and other casual restaurants that have expanded their offerings ...

### Coffee - US

"The \$15.1 billion coffee category is projected to grow a respectable 22.7% through 2024 largely thanks to the trendsetting RTD (ready-to-drink) coffee segment, which is on pace to outgrow the long-time coffee leader, roasted coffee, within five years. The market is also driven by the continued modest growth ...

### Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...