Industry and Market Analysis
Define the Product or Service

Describe the Industry

Demographic Factors

Economic Factors

Environmental Factors

Social Factors

Technological Factors

Other???
Industry “Roles”

Agricultural
Manufacturer/Roaster
Wholesaler (Distributor)
Retail (Grocery, Gas Station, Franchise, Online...)
Service (Coffee shop, restaurant...)

www.census.gov

End Use Codes (Imports)
Schedule B Codes (Exports)
### Top 10 ground coffees (individual brands)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Dollar Sales</th>
<th>% Change vs. Prior Year</th>
<th>Market Share</th>
<th>% Change vs. Prior Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folgers</td>
<td>$805,932,500</td>
<td>18.2</td>
<td>28.9</td>
<td>1.1</td>
</tr>
<tr>
<td>Maxwell House</td>
<td>$450,790,800</td>
<td>9.8</td>
<td>16.2</td>
<td>-0.6</td>
</tr>
<tr>
<td>Private Label</td>
<td>$303,091,200</td>
<td>18.5</td>
<td>10.9</td>
<td>0.4</td>
</tr>
<tr>
<td>Starbucks</td>
<td>$259,678,800</td>
<td>13.0</td>
<td>9.3</td>
<td>-0.1</td>
</tr>
<tr>
<td>Dunkin’ Donuts</td>
<td>$181,210,100</td>
<td>15.3</td>
<td>6.5</td>
<td>0.1</td>
</tr>
<tr>
<td>Peet’s</td>
<td>$72,562,580</td>
<td>18.6</td>
<td>2.6</td>
<td>0.1</td>
</tr>
<tr>
<td>Eight O’Clock</td>
<td>$72,082,590</td>
<td>8.1</td>
<td>2.6</td>
<td>-0.1</td>
</tr>
<tr>
<td>Chock Full O Nuts</td>
<td>$59,458,740</td>
<td>21.0</td>
<td>2.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Yuban</td>
<td>$51,153,840</td>
<td>12.1</td>
<td>1.8</td>
<td>0.0</td>
</tr>
<tr>
<td>Seattle’s Best</td>
<td>$43,745,930</td>
<td>-3.1</td>
<td>1.6</td>
<td>-0.3</td>
</tr>
<tr>
<td><strong>Category Total</strong></td>
<td><strong>$2,790,763,000</strong></td>
<td><strong>13.8</strong></td>
<td><strong>100.0</strong></td>
<td>-</td>
</tr>
</tbody>
</table>

*Includes brands not listed

Source: SymphonyIRI, Chicago. Total food, drug, gas, convenience and mass merchandise outlets, excluding Walmart, for the 52 weeks ending Oct. 2, 2011.
Fast Food/In and Out Food/Gourmet Coffee Shops

- Caribou Coffee
- Caffè Nero
- Einstein Noah Restaurant Group
- Farmer Bros.
- Jamba
- The Coffee Bean
- Lavazza
- Tim Hortons
- Cinnabon
- Green Mountain Coffee
- McDonald's
- Community Coffee
- Greggs
- Nestlé
- Dunkin Coffee
- illy
- Panera Bread

Source: LexisNexis Academic, Company Dossier
Industry Trends

Economic Census Data [www.census.gov](http://www.census.gov)
Industry Snapshots
Indicators Database
Data by Industry

Import/Export
[http://www.census.gov/foreign-trade/](http://www.census.gov/foreign-trade/)
Industry Trends

Market Research Reports

- Frost & Sullivan
- Reference USA/OneSource
- Research Reports in ABI
- SWOT Analyses in BSP

- [http://www.wpunj.edu/library/](http://www.wpunj.edu/library/)
Trade Organizations & Trade Publications/Websites

Sample Organizations
Specialty Coffee Manufacturers Association
National Coffee Association
National Restaurant Association
International Coffee Association

Sample Publications
Restaurant Business
Automatic Merchandiser
Beverage Industry
Beverage World
Nation’s Restaurant News
Industry/Market Trends

Articles in the Business Press

- ABI
- Business Source Premier
- Lexis-Nexis Academic
- Proquest Central
- Regional Business News
- Advanced Google

- [http://www.wpunj.edu/library/](http://www.wpunj.edu/library/)
Between Bean Prices and K-Cups, Retail **Coffee** Sales Jump 17% to $7 Billion

**LENGTH:** 636 words

**DATELINE:** NEW YORK, NY; Dec 13, 2011

Retail sales of **coffee** reached $7.3 billion in 2011, an increase of nearly 17% over 2010, according to "**Coffee** and Ready-to-Drink **Coffee** in the U.S.,” a just-released report research firm Packaged Facts.

Because **coffee** is a mature market, dollar sales growth is driven by consumers paying higher prices for **coffee** products. Four main factors are behind higher prices: rising pr "green" (raw) **coffee** beans that have been passed along the entire distribution chain; the "premiumization" of **coffee**; the nation's still-growing thirst for specialty **coffee**; and the phenomenal growth of single-serve **coffee** packet formats.

The Food Institute (Saddle River, NJ, www.foodinstitute.com), estimates that wholesale **coffee** prices rose 18% for the year, but prices increased because retailers did not pass along all of these higher costs to consumers.

Regular (caffeinated) ground **coffee**, the largest coffee category at retail, accounts for almost 60% of the $7.3 billion spent on **coffee** in the U.S.** reports that single-serve **coffee** formats, a category scarcely worth tracking five years ago, are growing at the expense of regular instant **coffee**. Single-serve portion packs typically cost 65 cents to $1.00, more than many grounds, but still less than buying a comparable beverage in a coffeehouse.

According to David Sprinkle, publisher of Packaged Facts, a September 2011 survey conducted own an electric single-serve coffeemaker (based on formats such as pods, K-Cups, or T-Discs).

Although the single-cup market in the U.S. is dominated by Green Mountain Coffee Roasters with its large range of participants. In the past year, **Dunkin Donuts** and Starbucks have launched own a single-cup presentation.

With the continued premiumization of **coffee** over the past decade, many new packaged **coffee** products have emerged. 

During 2011, however, private-label **coffee** introductions came to the fore, with new **coffee** lines introduced offering pouring in from retailers as diverse as A&P, Dollar Gene Joe's, and Wegmans, in keeping with the surging importance of store brands across package food and beverage categories.

**• Information is often embedded in the text of articles**

**• News Releases such as Marketwire can provide data and leads**
COFFEE KLATCH


...But some Chicago coffeehouses are adding a new route are Wormhole Coffee and Caffe Streets and South American coffees," says Darko Arandjelovic.

Buzz Kill: Europeans Cut Back on Coffee -- Continent's Economic Woes Upend Futures Market for Beans


...often used in instant coffee and blended into ground coffee to lower the cost. gourmet blends usually served in coffeehouses. It is unlikely...switch back to more expensive coffee blends any time soon, said

World Tea Expo Lists 6 Leading Tea Trends for 2012


...recently, Starbucks Coffee Company hired tea-retail...Tea Ever Be as Big as Coffee?" says Jage. "Right currently more than 25,000 coffeehouses and around 3,500 tea

Coffee & Tea Manufacturing - Quarterly Update 11/12/2012

First Research Industry Profiles. (Nov 12, 2012).

...Coffee Association of the USA (NCA). Growth in the coffee business generally is

Quality quest keeps sector full of beans


... While the amount of coffee people are drinking is not choosing to drink better quality coffee at home," says Young.
1. **Starbucks go home.**


   *Subjects: Chain restaurants; Montmartre (Paris, France); Starbucks Corp.*

   *Database: Business Source Premier*

2. **Dunkin’s Asset-Light Platform For Franchisee Entrepreneurs Pushes It Past Competitors.**


   *Subjects: Assets (Accounting); Retail stores; Business enterprises; Organizational performance; Dunkin’ Donuts LLC*

   *Database: Business Source Premier*

3. **Earnings Report.**


   *Subjects: Advertising revenue; Apple Inc.; Starbucks Corp.*

   *Database: Business Source Premier*

4. **Starbucks Enjoys Sales Jolt From Its U.S., China Stores.**

Coffee market OR trends OR surveys OR statistics site:.org

International Coffee Organization - News from the Executive Director
www.ico.org/
The ICO will hold a seminar on trends in new coffee consuming markets on 5 March 2013. Programme ... Monthly Coffee Market Report - January 2013. Coffee ...

International Coffee Organization - Trade Statistics
www.ico.org/trade_statistics.asp
Media enquiries · ICO staff · Website feedback · Getting to ICO · Links · FAQs · International Coffee Organization. Statistics, Coffee prices · Trade statistics ...

National Coffee Drinking Trends 2012 - National Coffee Association
www.ncausa.org › ... › Market Research Publications
NCA's National Coffee Drinking Trends (NCDT) has been the industry's gold standard for over 60 years, consistently tracking annual coffee consumption trends ...

Economics of coffee - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Economics_of_coffee
The expansion of Brazilian coffee plantations and Vietnam's entry into the market in 1994 when the United States trade embargo against it was lifted added ...

Coffee Market Statistics, Research, Prices, and Trends ...
www.coffeereview.org/market/marketintro.htm
Specialty coffee market information, coffee statistics, prices, research, and trends.

[PDF] Coffee Facts & Statistics - The SCAA Event
www.scaaevent.org/PDF/Press%20Kit/.../Facts%20and%20Figures.pdf...
File Format: PDF/Adobe Acrobat - Quick View
1 Specialty Coffee Association of America 2012 I Coffee Facts and Statistics. Coffee Facts & ... The retail value of the U.S. coffee market is estimated at $30-32 ...
The year's top 10 beverage trends.


Document Type: Article

Subject Terms: BEVERAGES
ECONOMIC trends
COFFEE
BREWING -- Equipment & supplies
DIET soft drinks

Abstract: The article presents the Food Channel's Top 10 Beverage Trends for 2012. It states that flavored waters and beverages proliferate not only on grocery shelves but also on vending machines. It also cites the introduction of special blends of iced coffee and single-cup brewing systems. Moreover, it is noted that syrup providers and beverage developers respond to the growing number of consumers who want to drink non- or low-calorie versions of best-selling drinks.

Accession Number: 69692224

Database: Regional Business News
Think Broadly

Related sources

Food channel

Report from the National Restaurant Association

Restaurant-Industry Sales

(Billions of Current Dollars)

$631.8

What are the current trends for restaurant operators? As part of The National Restaurant Association’s 2012 Restaurant Industry Forecast, some trends were identified that might interest both the restaurant owners and their customers. Here’s what they said:

- Giving consumers what they want will be crucial for restaurant operators in 2012. As the recession has caused 8 out of 10 consumers to cut back on spending to some degree, it is more important than ever for operators to nudge those guests into patronizing their restaurants.
- Food quality, customer service quality and value are the top attributes consumers look for when choosing a tableservice restaurant. For quickservice restaurants, customers are looking for food quality, value and speed of service when picking where to dine.
- The top menu trends are all about local sourcing and nutrition, especially kids’ nutrition.
- Local continues to build momentum. Nearly three-quarters of consumers say they are more likely to visit a restaurant that offers locally produced food items, and more than half of all restaurants currently offer locally sourced produce.
- And, healthy eating has staying power. Nearly three-quarters of consumers say they are trying to eat healthier now at restaurants than they did two years ago, and a majority of restaurants agree that customers are ordering more such items.

To read the full report, click here.
Eating and Drinking

Eating and drinking includes time spent eating and drinking (except when done as part of a work or volunteer activity), whether alone, with others, at home, at a place of purchase, or somewhere else. For a more detailed description of this activity category, see the ATUS 2011 Technical Note.

Tables on this page:

- Eating and drinking on weekdays and weekend days in 2011
- Eating and drinking done by men and women in 2011

Other sources of ATUS data

Eating and drinking on weekdays and weekend days in 2011

Time spent eating and drinking and percent of the civilian population eating and drinking, averages per day on weekdays and weekends, 2011 annual averages

<table>
<thead>
<tr>
<th>Activity</th>
<th>Average hours per day, civilian population</th>
<th>Average percent engaged in the activity per day</th>
<th>Average hours per day for persons who engaged in the activity</th>
<th>Weekdays</th>
<th>Weekends and holidays (2)</th>
<th>Weekdays</th>
<th>Weekends and holidays (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total, eating and drinking</td>
<td>1.19</td>
<td>96.2</td>
<td>95.3</td>
<td>1.23</td>
<td>1.43</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eating and drinking</td>
<td>1.09</td>
<td>96.2</td>
<td>95.3</td>
<td>1.13</td>
<td>1.27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel related to eating and drinking</td>
<td>.10</td>
<td>.15</td>
<td>21.4</td>
<td>.46</td>
<td>.57</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

http://www.bls.gov/tus/current/eating.htm
American Demographics

How the U.S. Watches Cable
In this week's Ad Age we looked at what Network TV shows have the most skewed audiences in the segments we've been tracking through the American Consumer Project. This map is the cable counterpart.

Full Article

Ad Age Looks at Who's Watching What Where
We took data released last fall from a 25,000-household survey and analyzed the top first-run network shows that respondents said they had watched in the previous seven days.

Full Article

The Demographics of Health Care
Certain areas are more prone to certain kinds of illnesses. But more important is what the residents there do when they get sick.

Full Article

Stat of the Day: How Three Generations Spent in their 20s
Boomers, Gen-X, and Millennials all spent nearly the same amount when each group was 25-34. But how they spent it varied greatly and in surprising ways.

Full Article
Remember
Embedded Content

Rebound continues for the second straight year

The rising consumer appreciation of good coffee has benefited just about all retail coffee segments, including OCS.

Daily coffee consumption soared by 7 percentage points, moving coffee well ahead of soft drinks in 2012, according to the 2012 National Coffee Drinking Trends survey from the National Coffee Association (NCA). Total coffee jumped from 68 percent to 73 percent for past-week consumption and from 76 percent to 78 percent for past-year consumption.

Daily coffee consumption, long neck-and-neck with soft drinks, moved into a solid lead by more than 10 percentage points in 2012, NCA noted. Gourmet coffee consumption also grew, moving from 37 percent of all cups of coffee consumed in the U.S. in 2011 to 46 percent in 2012.

Price increases drive growth

In 2011/2012, for the second straight year, the majority of OCS operators reported raising prices, indicating a continued upward trend. The number of operators raising prices was less in the recent 12-month period than the prior year, indicating a sizeable majority raised prices in both years.

A key difference in 2011/2012 was the OCS coffee price increases were less driven by manufacturer price increases. Coffee roasters raised prices in 2011, but in early 2012, national name brand roasters announced price decreases.

The retail coffee price increases did not cause OCS operators to lower prices.

The fact that most OCS operators continued to raise prices in 2012 demonstrates they have educated the customer base about the value of the service they provide. These price increases enabled OCS operators to recover some of the coffee margin erosion they suffered in recent years.

Another significant factor has been the customer’s growing appreciation of single-cup systems. In recent years, Green Mountain Coffee Roasters Inc. [1], the nation’s leading single-cup player, made a major push into the consumer market. While some OCS operators viewed the move with suspicion, it has delivered a massive adoption of homeowner single-cup systems and greater appreciation of single-cup coffee.
In Summary

Define your product
Locate articles in the business press & trade publications
   articles about products, companies, industries
   articles about market trends
   articles about consumers and consumer trends
Identify trade associations or other organizations
Visit the websites of trade organizations and trade publications
Look for articles in news sources especially for consumer products
Use Advanced Google searches to complement your other searches
Examine similar or related products, competitors,
Read the articles, explore the web pages fully – you may already have the information you need and not realize it – think embedded
Share what you find with your team members

Document Your Sources