

# US ICED BEVERAGE SEGMENT IN NUMBERS



# Allegra PROJECT ICED USA 2020

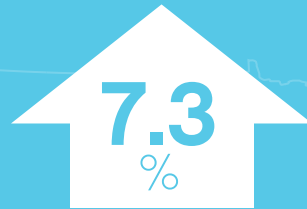
## SEGMENT VALUE

Estimated revenue from iced beverage sales across the US branded coffee shop market

**\$10.4  
BILLION**

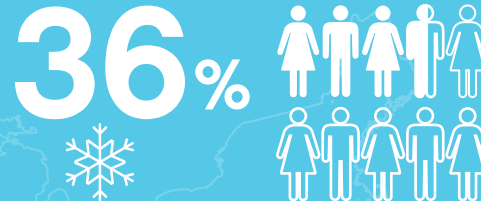
## ANNUAL GROWTH

Iced beverage segment revenue growth over the last 12 months



## WINTER CONSUMPTION

Amount of US consumers that still purchase iced beverages during winter months\*



## AVERAGE PRICE

Average price across major US branded coffee shop chains



## FAVOURITE FLAVOURS

Preferred blended iced coffee flavour



## FAVOURITE CHAIN

Chain considered to have best all-round blended/handmade iced drinks by consumers



Project Iced USA is Allegra World Coffee Portal's inaugural study on the US's influential and established iced beverage and blended beverage market. Our research provides in-depth profiles for the key operators and their iced beverage offer, with typical pricing data, industry insight and consumer analysis.

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\*Over 2,000 online surveys with US consumers, targeted at regular iced beverage drinkers

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