

SPIKE IT - HARD COFFEE & TEA

As long-time favorites in the beverage space, coffee and tea bring a sense of energy and renewal to consumers' daily lives. But consumer interest doesn't stop there. Our experts are also spotting opportunity in flavored ready-to-drink (RTD) hard coffee and tea beverages. Let's take a look.

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30%

OF CONSUMERS
DRINK COFFEE
ON A REGULAR
BASIS, SO WHY
NOT SPIKE IT?

- ◆ Nearly 2 of 3 males have already consumed RTD Hard Coffee.
- ◆ Nearly half of females have never consumed it but are open to trying RTD Hard Coffee

FAVORITE FLAVORS:

Vanilla Crème,
Caramel



42%
OF MEN ARE
INTERESTED IN
REFRESHING HARD
COFFEE FEATURING
BERRIES



OVER 1/2

OF RTD HARD
TEA DRINKERS
ARE MALE; 60%
ARE BETWEEN
25-44 YEARS OLD

FRUIT & DESSERT INSPIRED FLAVOR INTEREST

Consumers are interested in flavors like berries and orchard fruits such as apples and pears



- ◆ More than 1/2 of consumers said they are interested in dessert-inspired flavors

**TASTE
IS THE GREATEST
PURCHASE
DRIVER**



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INTERESTED IN OUR STUDY?

Let's Talk.

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Mintel, RTD Alcoholic Beverages, US,
November 2019
FONA, Proprietary Study, July 2020