Food Accelerators
GROWING MAINE'S FOOD ECONOMY

SS COFFEE & HOT COCOA

CATEGORY & SUB-CATEGORY REVIEW

October 2025

MAINE CENTER FOR ENTREPRENEURS

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Project Overview

Report Purpose
This report was created to assist businesses selling in the SS Coffee and Hot Cocoa category to better understand the markets for their products and target new markets in the United States. Data presented in this report is intended to provide greater detail on consumer purchasing trends for products in this category.

Included in this Report
This report provides market dynamics for each product sub-category within the shelf-stable(SS) Coffee & Hot Cocoa category, delivering detailed insights into sales performance across diverse channels and US Census territories. Within this expanding category, the report covers sub-categories: SS Coffee Beans & Grounds, Hot Cocoa and Coffee Alternatives.
Despite most sales being attributed to the Multi-Outlet (MULO) channel, this report also includes a breakdown of sales in the Natural Channel to address the prominence of emerging Maine Food & Beverage producers active in Natural and Specialty markets. Additionally, the report highlights the performance of leading brands within the Northeast Census region, a typical entry point for Maine producers.

Data
All data in this report is derived from the **SPINS Satori Database** and refers to the latest 52 weeks, ending October 5, 2025, unless otherwise noted.

Project Team and Project Funding
This report was completed by Maine Center for Entrepreneurs, in partnership with Camoin Associates. Work was completed as a part of the larger body of work under the Domestic Trade Pilot Program, commissioned by Maine Office of Business Development and funded in part by the Maine Jobs & Recovery Plan.

How to Use This Report

Size of Market
These details and sub-category performance information are valuable for a sales or pitch deck. Generally, businesses and investors find it helpful to understand the overall size of the category and sub-categories to **measure the health of a particular category and the scope of opportunities within it.** Details about market sizing can be found in Section III.

Growth of Market
Each section of this report shows how the category or sub-category is growing in the Multi-Outlet Channel and Natural Channel, and which geographic areas are growing faster than others. This information helps companies think strategically about **which retail channels offer the best opportunities** for growth in the category and subcategories and **which regions represent the best prospects**.

Top 10 Brands in the Northeast Region
Most Maine companies start their retail development locally and then build out regionally and nationally. Companies can leverage this information to **identify the top-performing brands, how they are performing in sales dollars and units sold, and how their brand is performing against them.**

Average All Commodity Volume (ACV)
This represents a weighted measure of product availability or distribution based on total store sales. High values indicate the brand is performing well, while low values indicate an opportunity for brand distribution growth or a more optimized market share. **This can help a company understand which brands are performing well or lack distribution.**

Average Retail Price in the Top 10 Brands
This helps companies understand retail pricing trends. Note that most retail brands showed pricing growth due to inflation. This information **can be used in sales reports as a comparative analysis against performance in the sub-category**. This data reflects the point of sale and scanned price for the brand's products, including discounts at the register. It does not provide pricing for individual SKUs, which should be reviewed when making pricing and pack size decisions.

Other Uses
This data can direct a company's business development efforts. Suppose a certain channel and location have experienced strong growth. In that case, identifying best-fit retailers in those locations and connecting with relevant distributers and brokers can be worthwhile. **Again, indicating the growth of a channel or geography can be a useful reference point to include in a sales or pitch deck.**

Executive Summary

SS Coffee and Hot Cocoa category is valued at $13.9B in retail sales in the United States

The overall product category experienced dollar growth, +6.9% annually in 2025, and experienced growth in all US Census regions. The South represents the largest market. It led in dollar sales at $5.65B and is responsible for 41% of dollar volume. It also experienced the largest dollar growth, +8.5% vs. all other US Census regions.

Of the 3 subcategories reviewed, Coffee Beans & Grounds, registered 95% of total sub-category in sales dollar volume, at $13.3B, and experienced +7% growth from the previous reporting period. Hot Cocoa, the 2nd largest of the subcategories, responsible for 4.3% of dollar volume at $592.3M, and grew by +5.5%. Coffee Alternatives, the smallest of the 3 subcategories, responsible for 0.1% of dollar volume at $10.3M, enjoyed exponential sales growth at 20.6%, the largest growth recorded within the 3 sub-categories of the Coffee & Hot Cocoa category.

In this category and sub-category analysis, the data suggests that inflationary retail pricing is driving dollar sales growth in all 3 sub-categories, with some sub-categories experiencing more than others. Hot Cocoa appears to be the lead in inflationary retail pricing, followed by Coffee. Coffee Alternatives also experience rising retail pricing, but unit sales are showing high growth, which suggests that Coffee Alternatives is currently a very small, but fast- growing sub-category, gaining consumer following for alternative beverage choices to traditional Coffee and Hot Cocoa.

It is important to consider that the food inflationary trends of 2025 continue to be a contributing factor to the reported sales growth, potentially affecting the true scale of market expansion in all categories.

SPINS Satori Data
52 Weeks Ending October 5, 2025

Category: SS Coffee & Hot Cocoa
<u>Sub-Categories:</u>
- SS Coffee Beans & Grounds
- SS Hot Cocoa
- SS Coffee Alternatives

Channels:

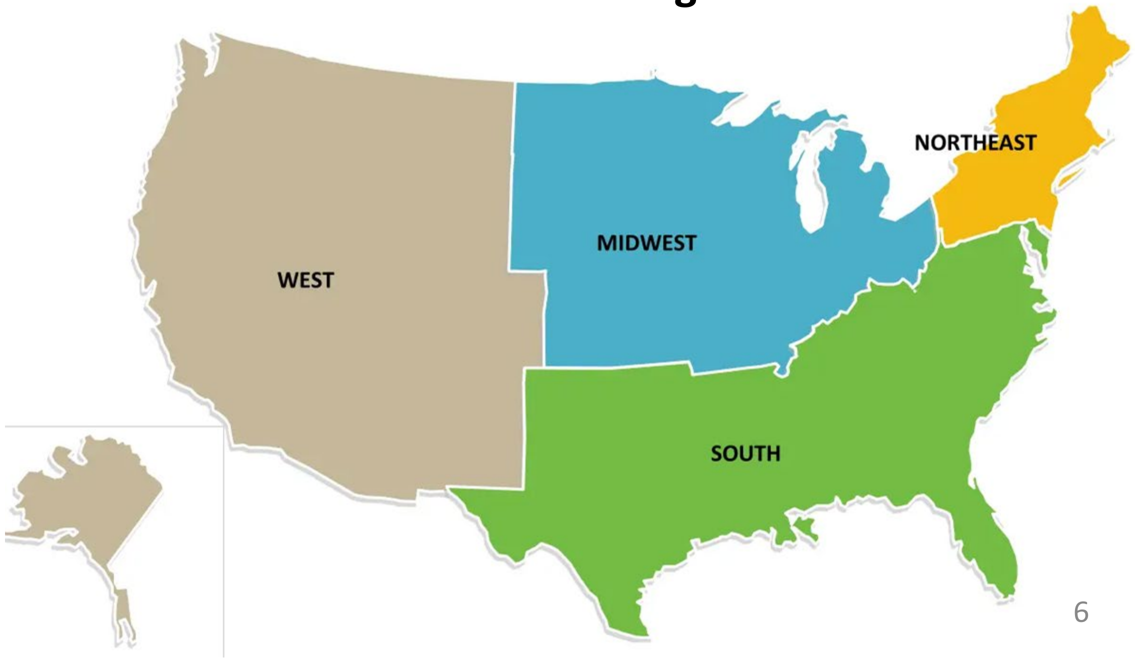
MULO "Multi Unit Location Outlet" - includes Food/Grocery, Drug, Mass Merchandisers, Walmart, Club Stores (BJs and Sam's), Dollar Stores (Dollar General, Family Dollar, Fred's Dollar), and Military DECA (commissaries).

Natural - includes full-format stores with $2 million+ in annual sales and 40% or more of UPC-coded sales from natural/organic/specialty products. Includes co-ops, associations, independents and large regional chains (excludes Whole Foods & Trader Joes).

SPINS®

SPINS Syndicated Retail Data
The data included in this report is from **SPINS Satori Database** and includes Retail Scan Data for the Natural sales channel and Multi Unit Location Outlets (MULO). SPINS is focused mainly on the health and wellness ecosystem and addresses the growing niche landscapes of natural, specialty, alternative, and gourmet product retailers. SPINS partners with Circana/IRI's syndicated database to provide MULO data.

US Census Regions



Additional Terms & Definitions

Term	Definition
Dollars	Total dollar sales of a product or group of products in the time frame indicated.
Dollars, Yago	Dollars sold over the same time period a year ago.
Dollars +/- Chg, Yago	The positive or negative dollar change for products sold in year reported, versus previous year.
Dollars % Chg, Yago	The positive or negative percent change of dollars sold in year reported, versus the previous year.
Units	Total unit sales of a product or group of products.
Units, Yago	Units sold over the same time period a year ago.
Units +/- Chg, Yago	The positive or negative units change for units sold in year reported, versus previous year.
Units % Chg, Yago	The positive or negative percent change of units sold in year reported, versus previous year.
AVG ACV	This Average All Commodity Volume measure is an average of a product's distribution weighted by the store size (ACV) across all weeks in a time period in which the product was distributed.
Average Items Selling	This is the number of items, on average, that a retailer carries of a category, segment or brand. e.g. if a brand is made of 7 different items (skus), the average store that carries the brand at all may have 4.
ARP	The Average Retail Price reports the average product unit price.
ARP, Yago	Average Retail Price over the same time period a year ago.
ARP +/- Chg, Yago	The positive or negative dollar change for average retail pricing in year reported, versus previous year.

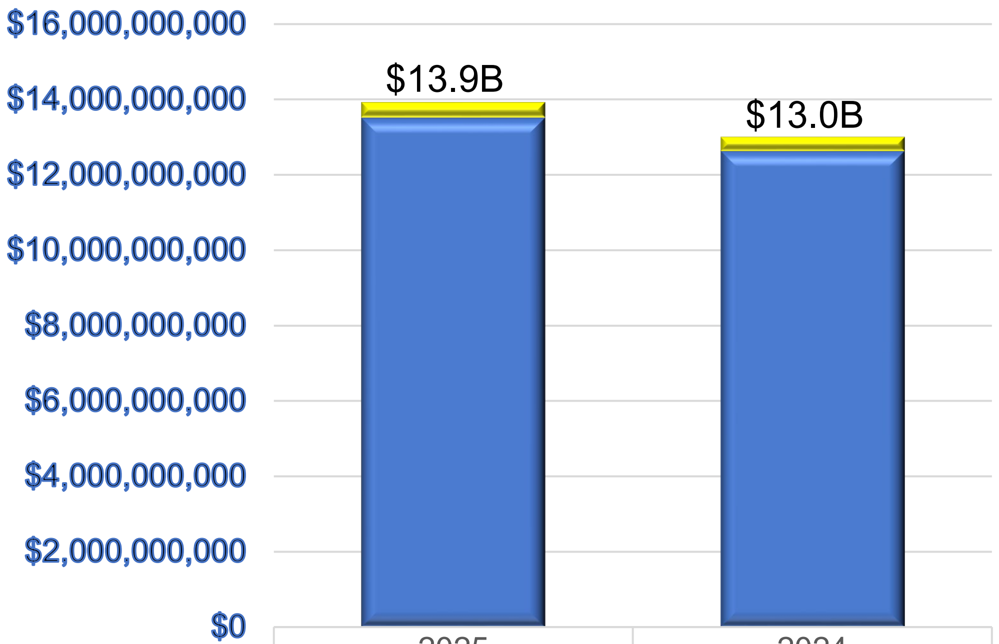
SS COFFEE & HOT COCOA

Category Performance

SPINS Satori - 52 Weeks Ending October 5, 2025

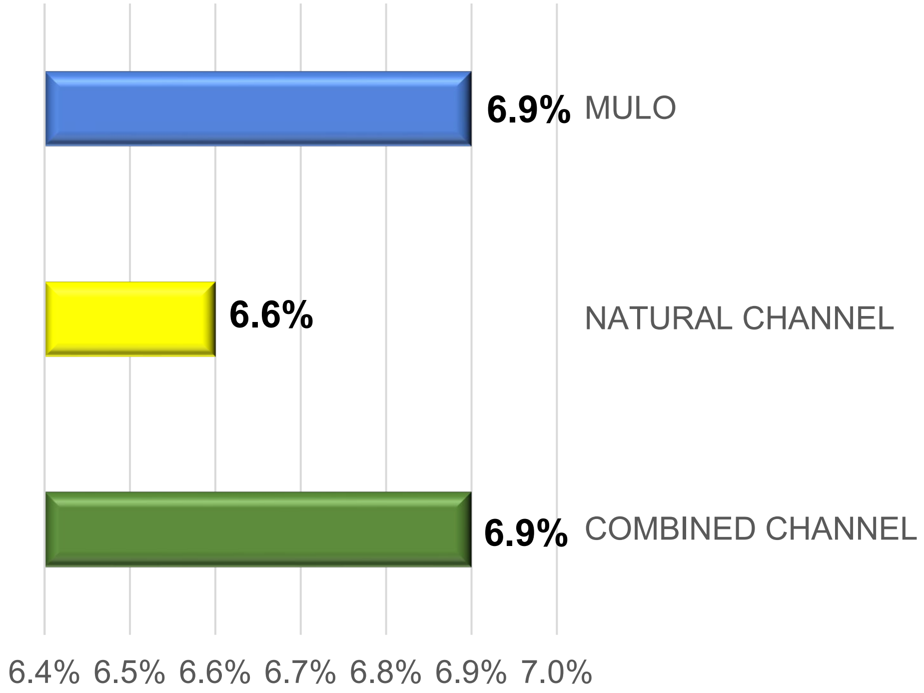
Total Category – SS Coffee & Hot Cocoa

Total US Dollars



	2025	2024
NATURAL	$403,953,285	$378,999,448
MULO	$13,508,133,879	$12,635,206,111

% Dollar Change vs Year Ago

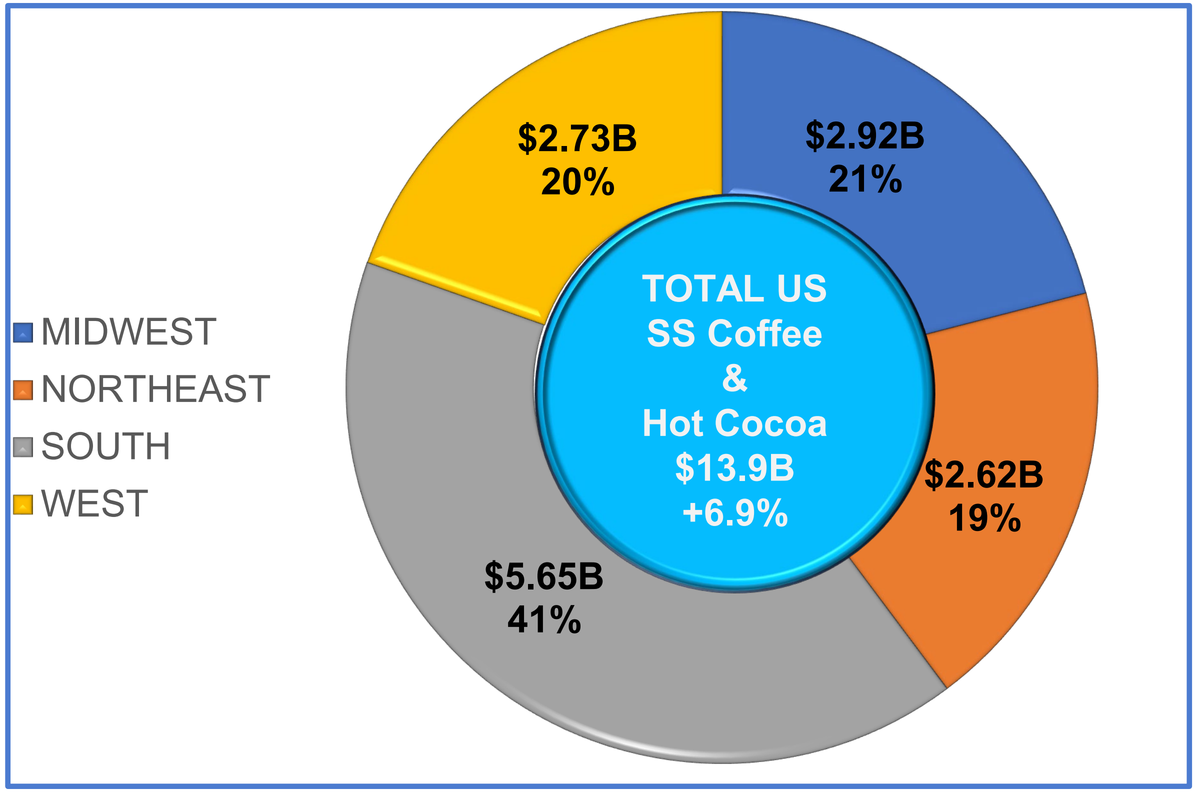


- The total SS Coffee & Hot Cocoa combined channel is a $13.9B category and is growing in dollar volume to the prior year by +6.9%.
- Sales dollars were positive in the Natural Channel, +6.6%, and in MULO, +6.9%.
- As in most categories, the MULO channel represents the larger category sales.

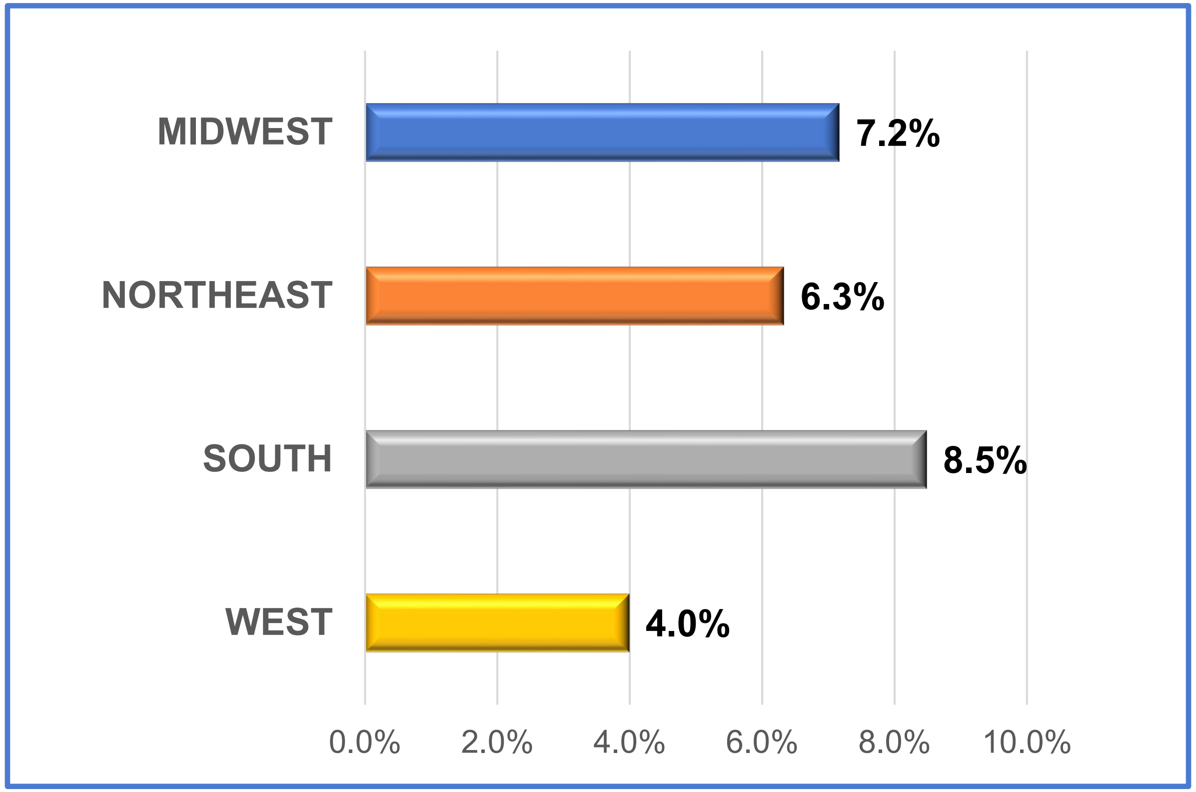
SPINS Satori – 52 weeks ending 10-05-25

Total SS Coffee & Hot Cocoa - By Region

Total Dollars and % Category Share by Region



% Dollars Change vs Year Ago

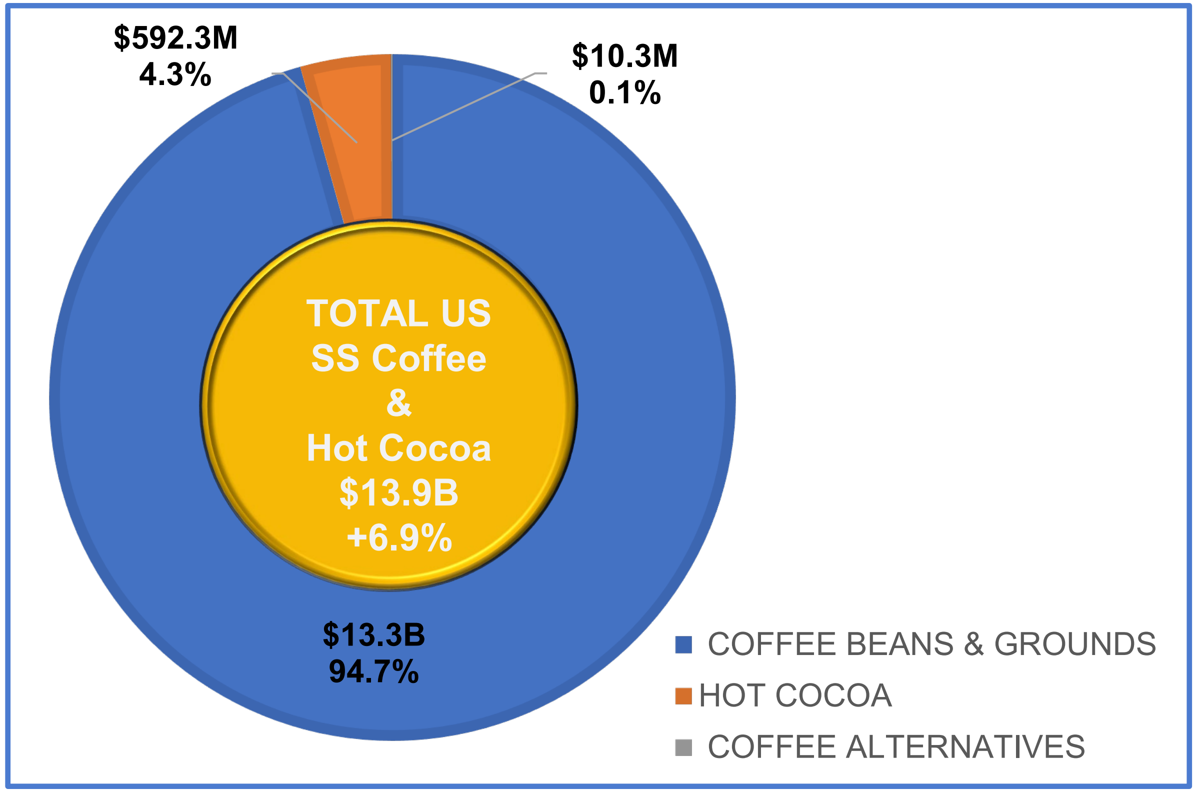


- The South represents 41% of total category sales dollars, followed by the Midwest, 21%, the West, 20% and the Northeast, 19%.
- All 4 regions experienced solid dollar growth to the prior year, with the South region experiencing the highest growth.

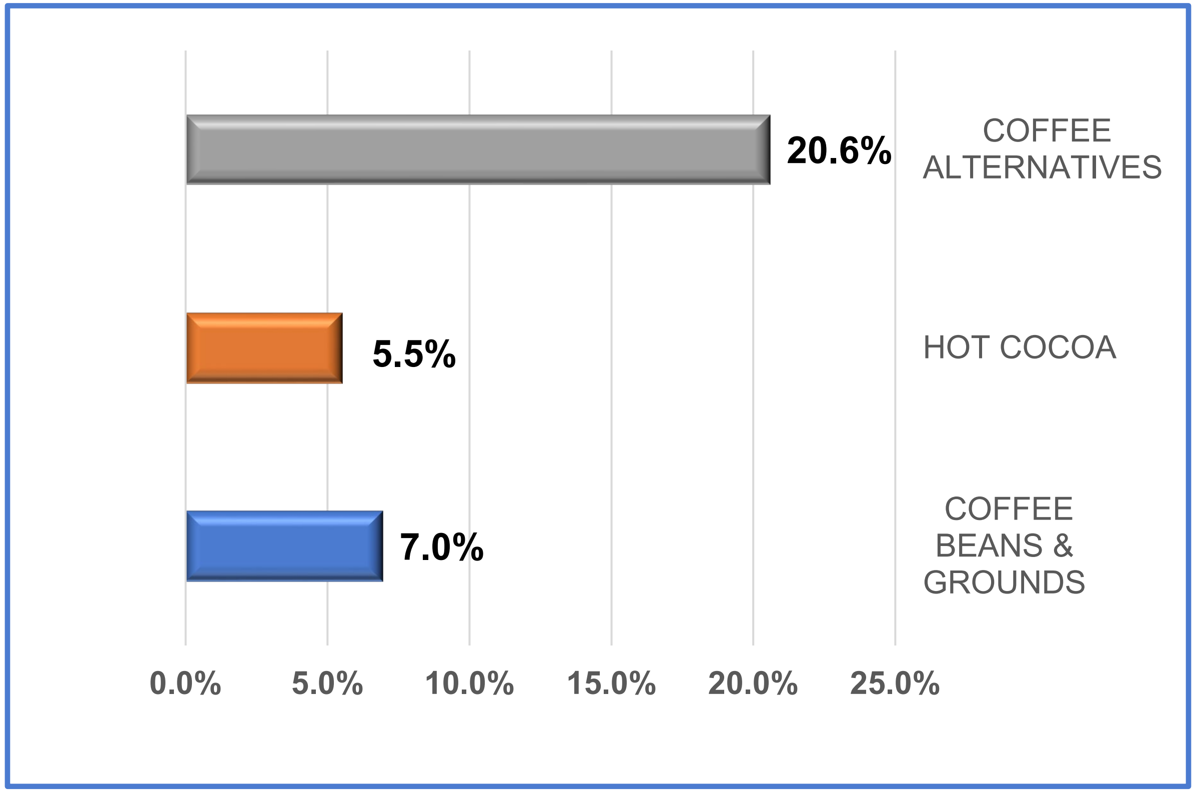
SPINS Satori – 52 weeks ending 10-05-25

Total SS Coffee & Hot Cocoa - By Sub-category

Total Dollars and % Category Share by Region



% Dollars Change vs Year Ago

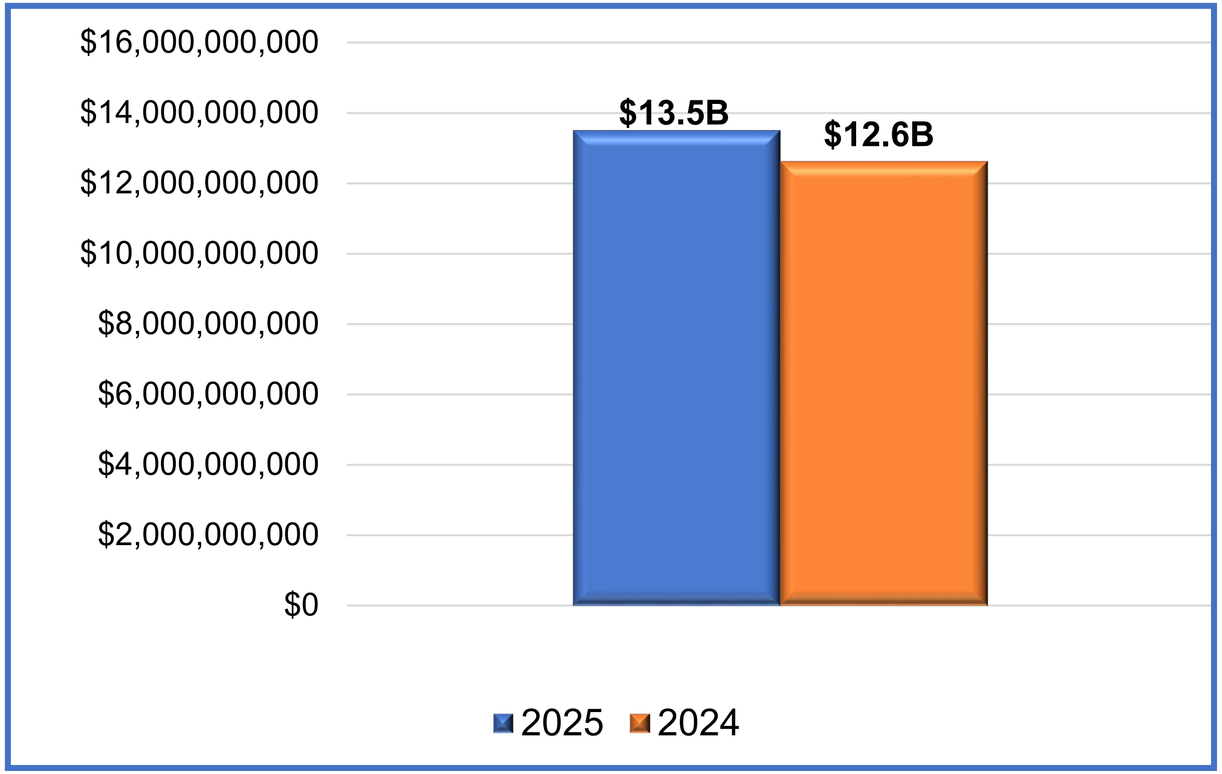


- Coffee Beans & Grounds sub-category represents 95% of total category dollars sales, while Hot Cocoa is responsible for 4.3% and Coffee Alternatives, a small but fast-growing sub-category, represents only 0.1%.
- All 3 subcategories within the overall Coffee & Hot Cocoa category are growing measurably to prior year, however, as noted, Coffee Alternatives is showing the highest growth, at +20.6%, to prior year.

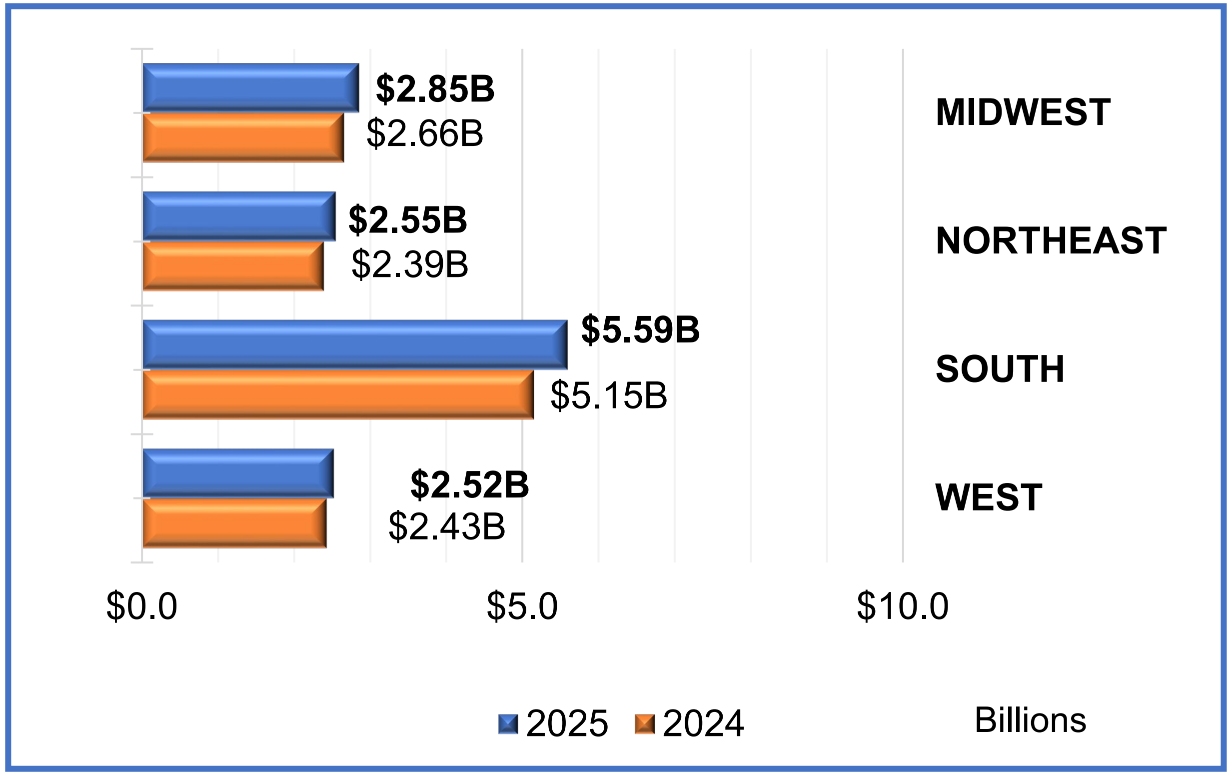
SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee & Hot Cocoa – Dollar Volume

MULO Dollars



Dollar Change vs Year Ago by Region

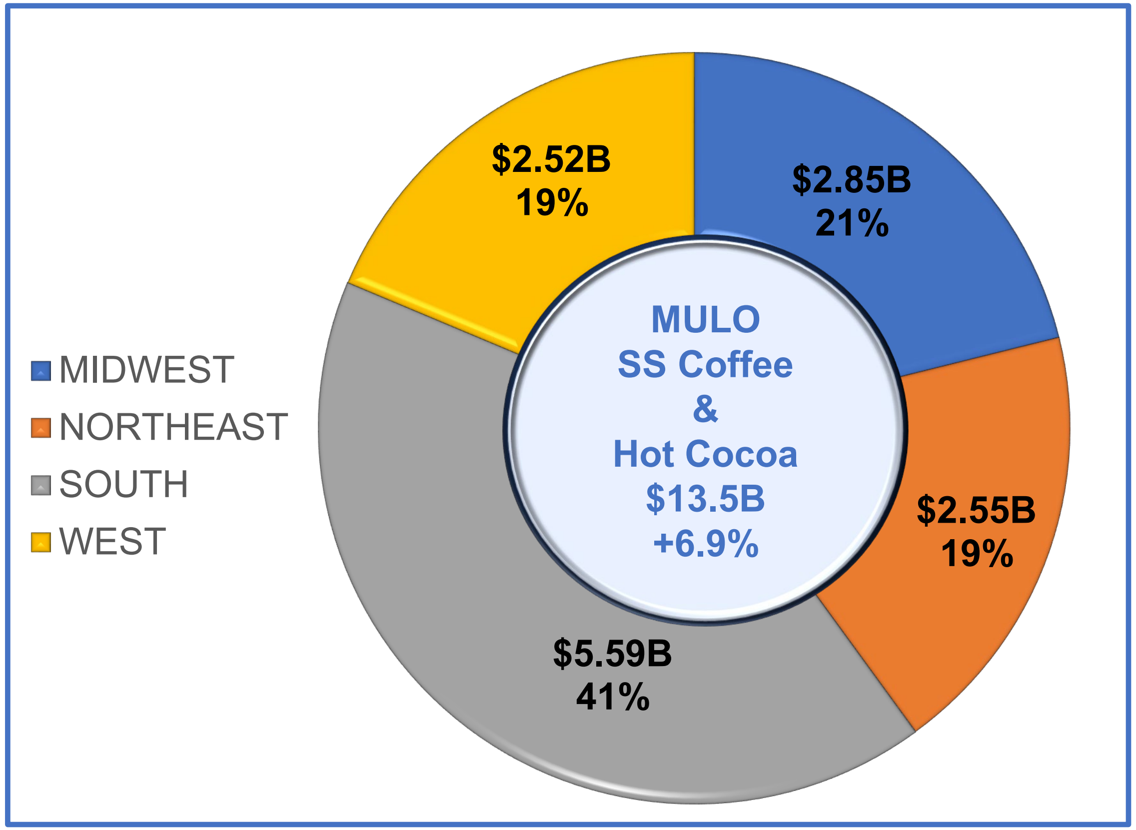


- Total US MULO dollar volume for the category is $13.5B and is growing to prior year by +6.9%.
- The South region is the largest $ volume region, representing 41% of total MULO sales, followed by Midwest, Northeast, and West, respectively.
- All 4 regions and the US overall are posting sales that are greater than prior year.

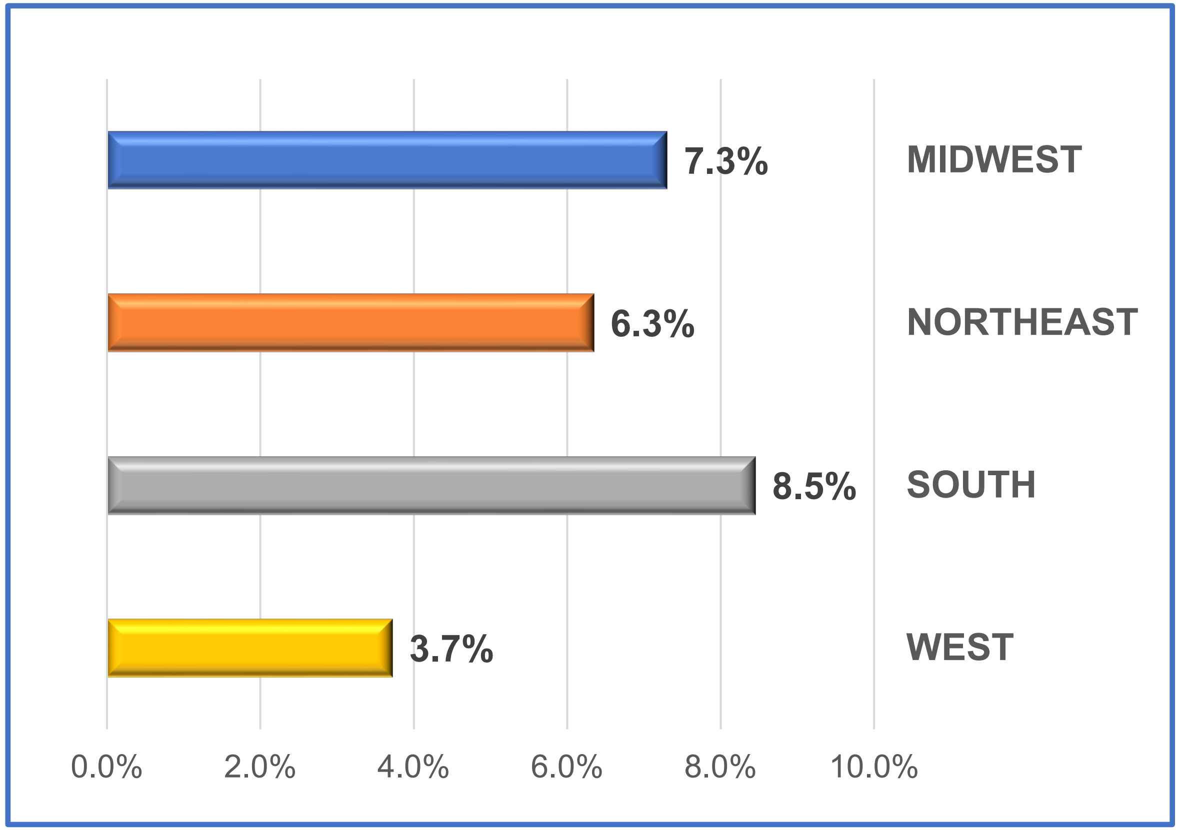
SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee & Hot Cocoa – Dollar Volume by Region

Category $ Share by Region



$ Share % CHG by Region

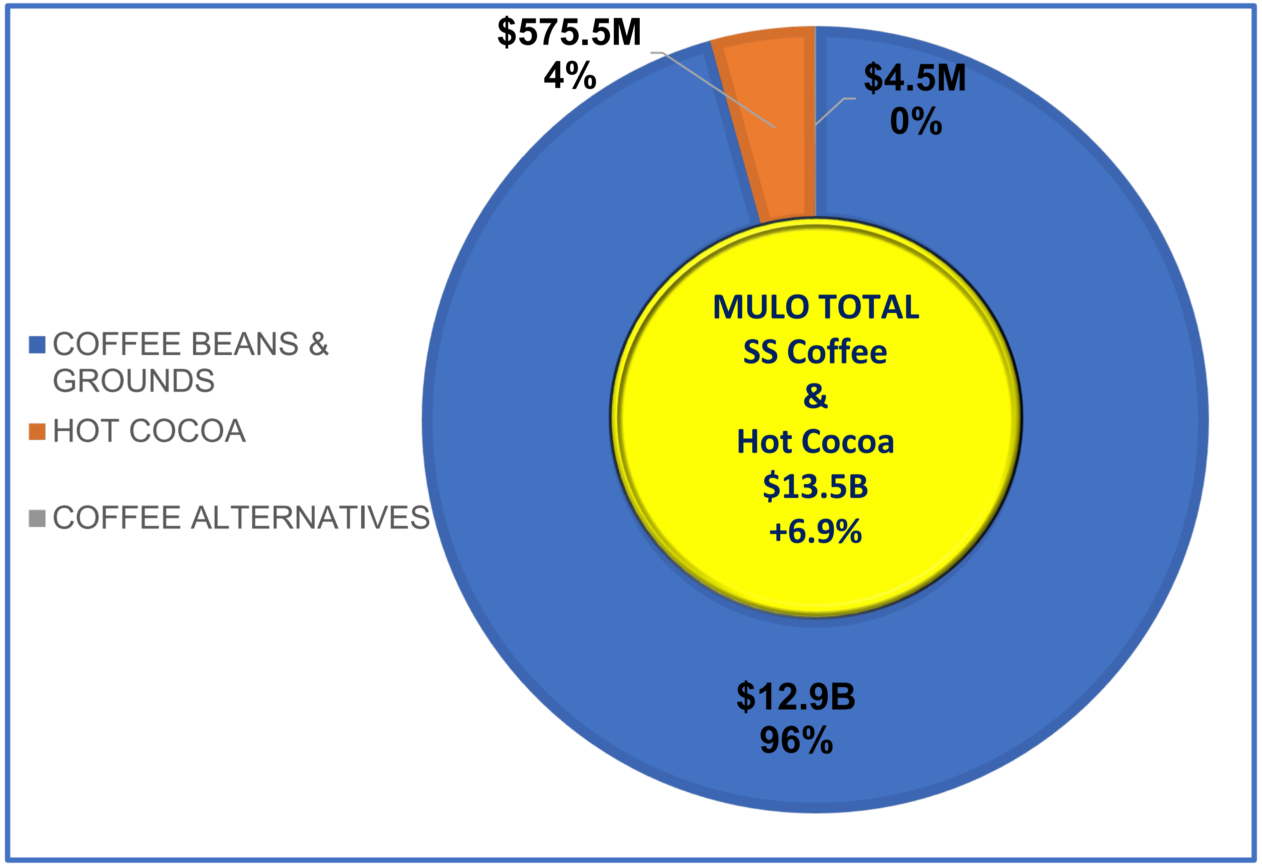


- SS Coffee & Hot Cocoa, represent $13.5B in annual dollar volume and is growing +6.9% to prior year in the MULO category.
- The South Region, the largest dollar share region, is responsible for 41% of overall share, followed by the Midwest, 21%, Northeast, 19%, and West, 19%.
- The South and the Midwest are experiencing the greatest overall growth, but all regions are positive in dollars sales to prior year.

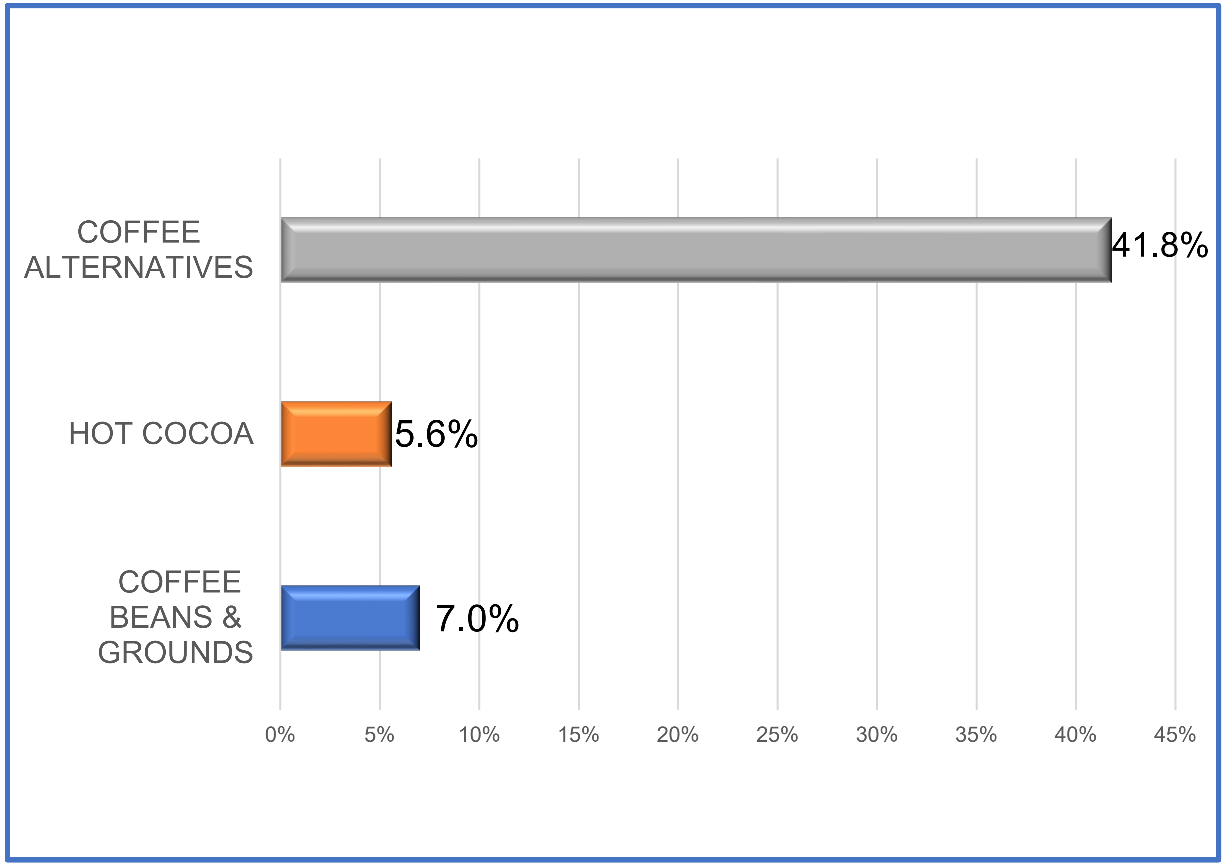
SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee & Hot Cocoa - By Sub-category

MULO sub-category $ and % Category Share



% Dollar Change vs Year Ago

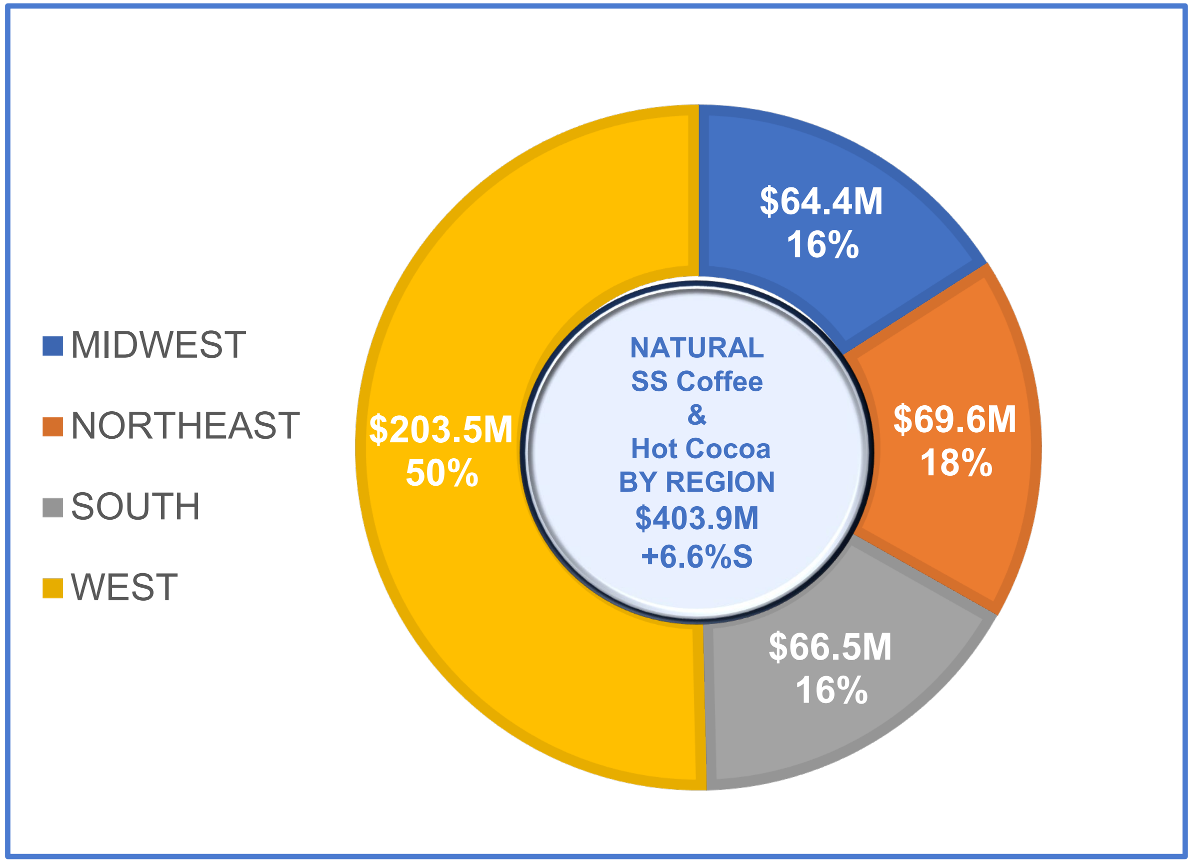


- The largest sub-category, Coffee Beans & Grounds, representing $12.9B, or 96% of Total MULO $ volume, is experiencing dollar growth of +7.0% year over year.
- Hot Cocoa, representing 4% of dollar volume, is growing at +5.6% and Coffee Alternatives, the smallest sub-category, is showing exponential growth, year over year, at +41.8%.

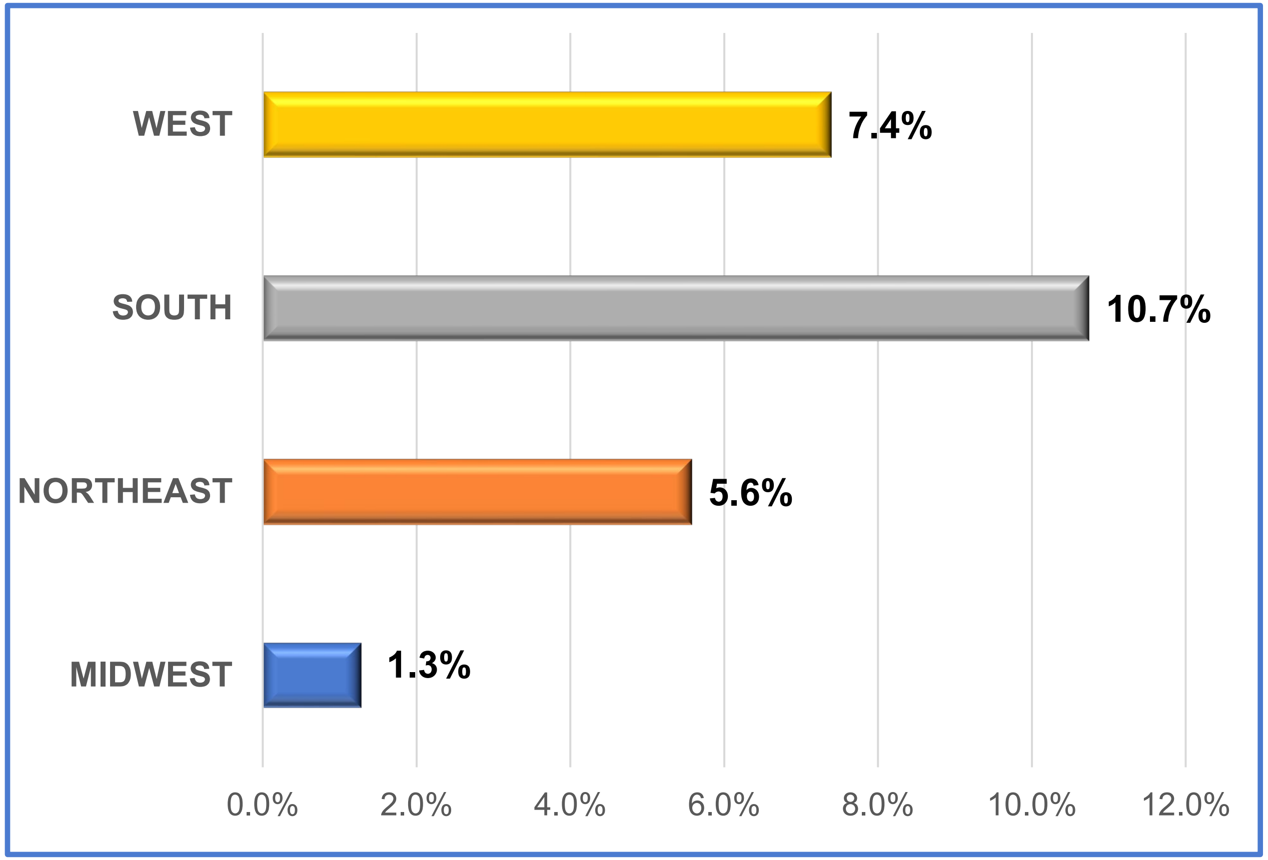
SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Coffee & Hot Cocoa – Dollar Volume by Region

$ Share by Region



Category $ Share % CHG by Region

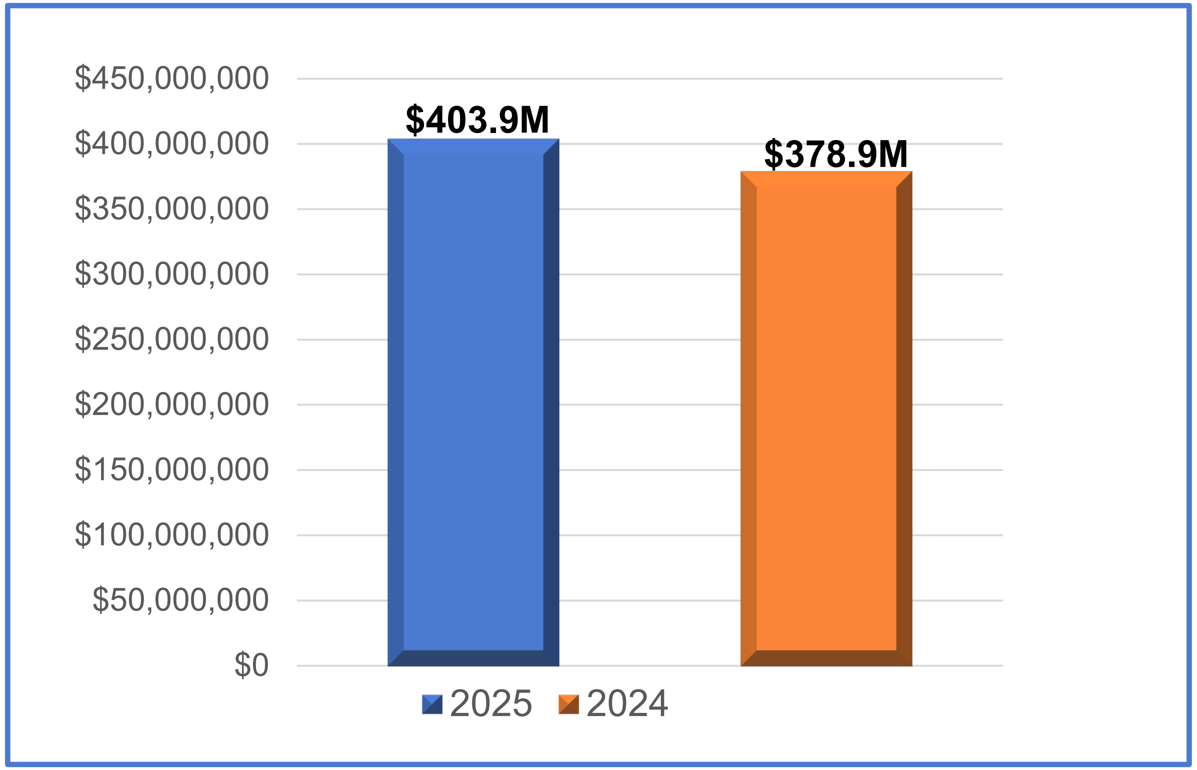


- SS Coffee & Hot Cocoa category represents $403.9M in annual dollar volume, and is growing at +6.6%, year over year in the Natural channel.
- The West Region, responsible for the largest $ share, has 50% of overall combined share, followed by the Northeast at 18%, the South at 16%, and the Midwest at 16%.
- The South, with the 3rd largest base and share of dollar volume, is experiencing the greatest overall % dollar increase at +10.7%, followed by the West at +7.4%, the Northeast at +5.6%, and the Midwest at +1.3%.

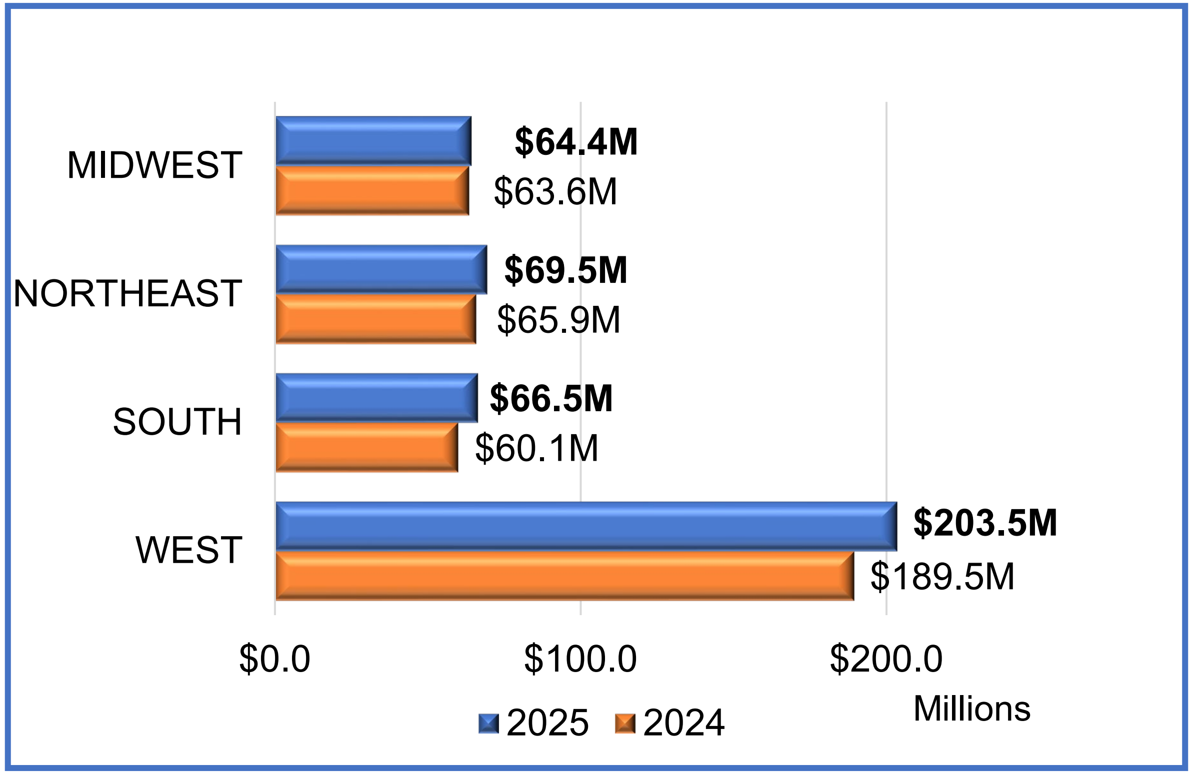
SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Coffee & Hot Cocoa – Comparative Performance

Natural Channel Dollars



Dollar Change vs Year Ago by Region

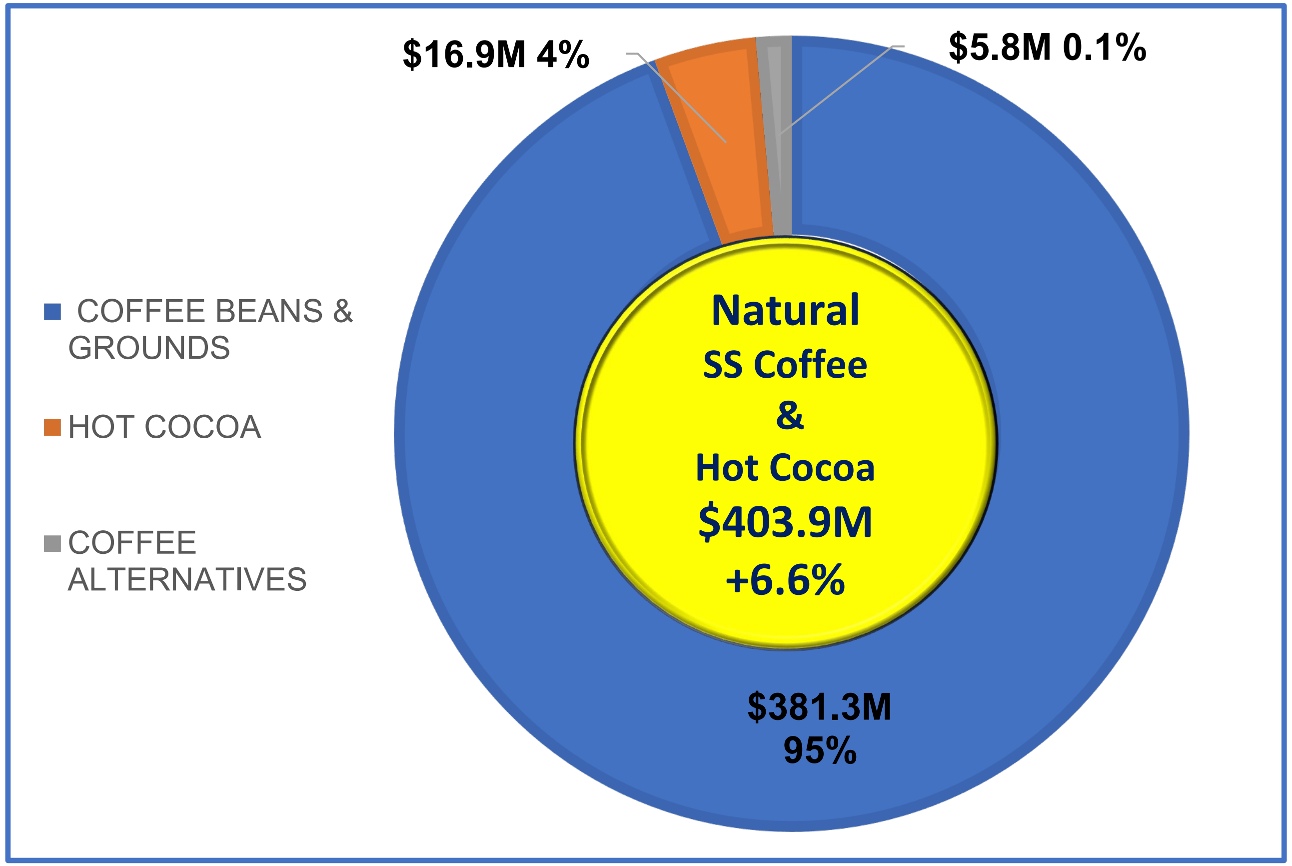


- Natural Channel $ volume for the category is $403.9M and has grown 6.6% over prior year.
- The West region is the largest $ volume region, representing 50% of total Natural Channel category sales, followed by the Northeast, South, and Midwest regions, respectively.
- The South is experiencing the greatest overall dollar increase to prior year, +10.7%

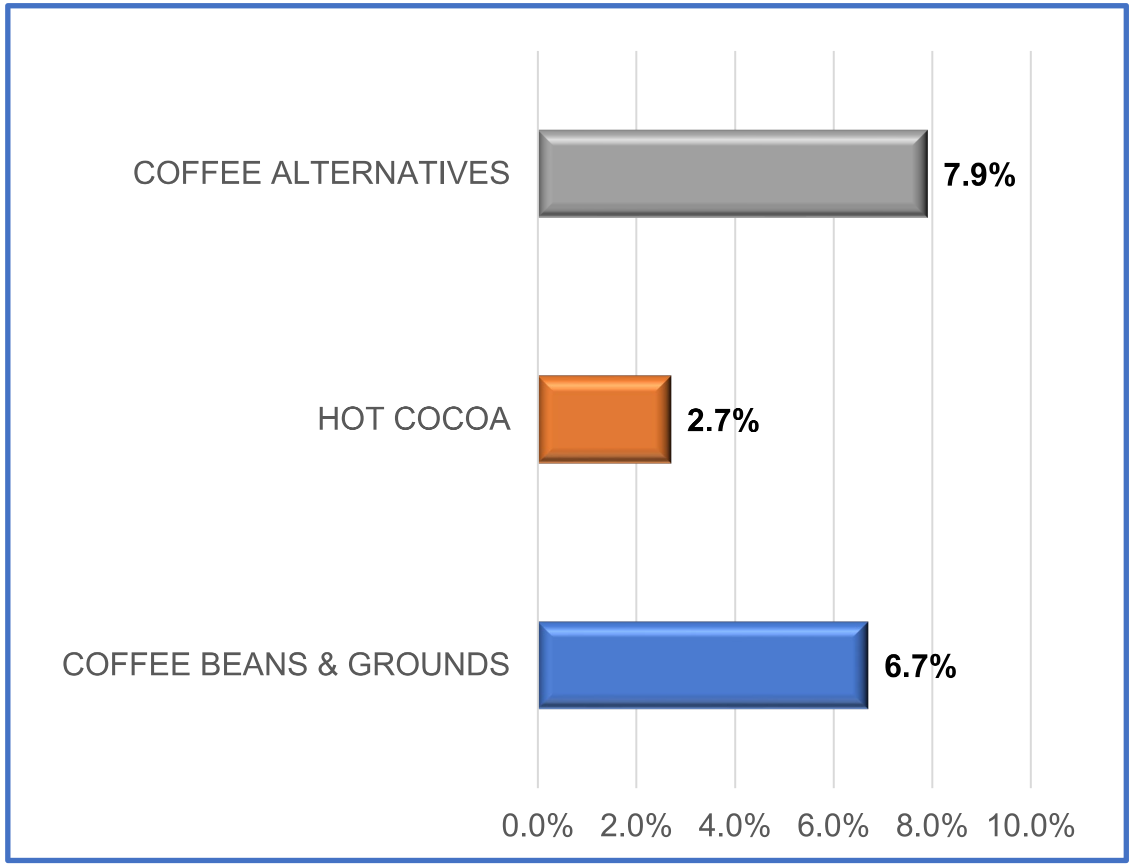
SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Coffee & Hot Cocoa - By sub-category

Natural sub-category $ and % Category Share



% Dollar Change vs Year Ago



- Coffee Beans & Grounds, the largest sub-category, representing $381.3M, or 95 % of total Natural dollar volume, is growing +6.7% to prior year.
- Hot Cocoa is also showing dollar % growth at +2.7% to prior year, while Coffee Alternatives is showing the largest increase to prior year, +7.9%.

SPINS Satori – 52 weeks ending 10-05-25

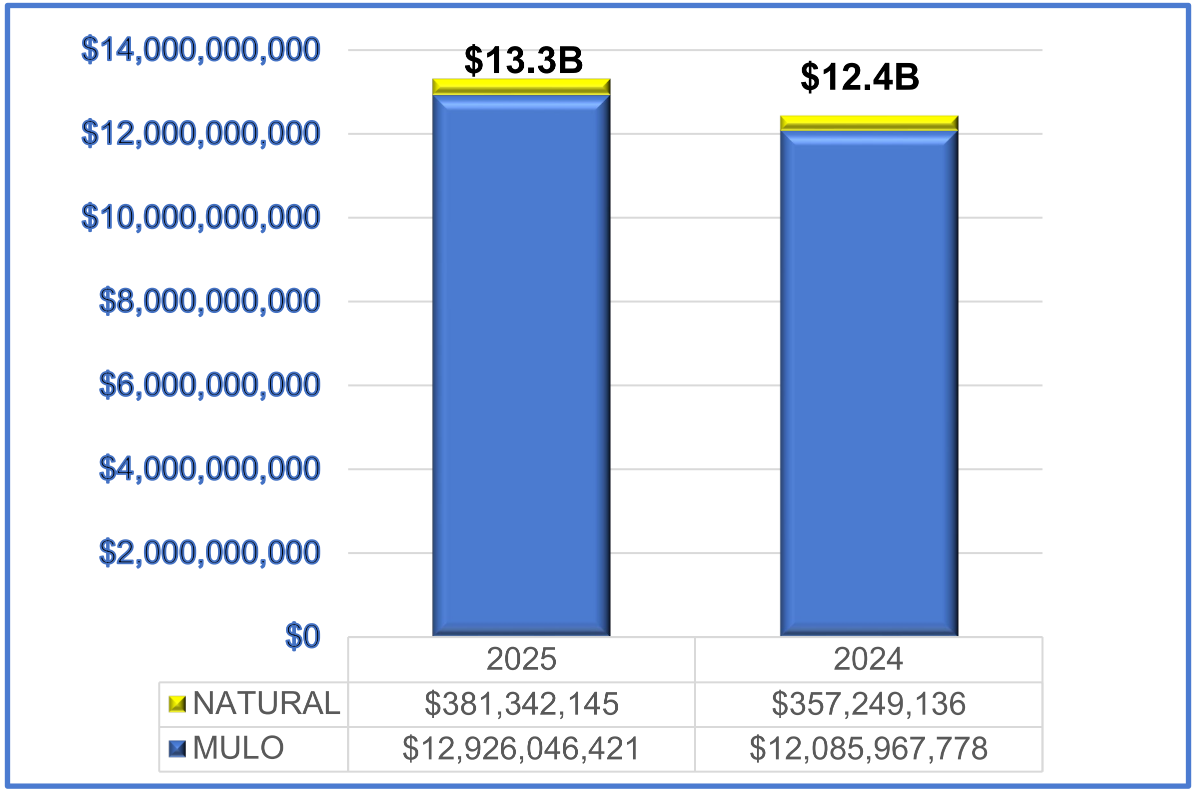
SS COFFEE BEANS & GROUNDS

Sub-Category Performance

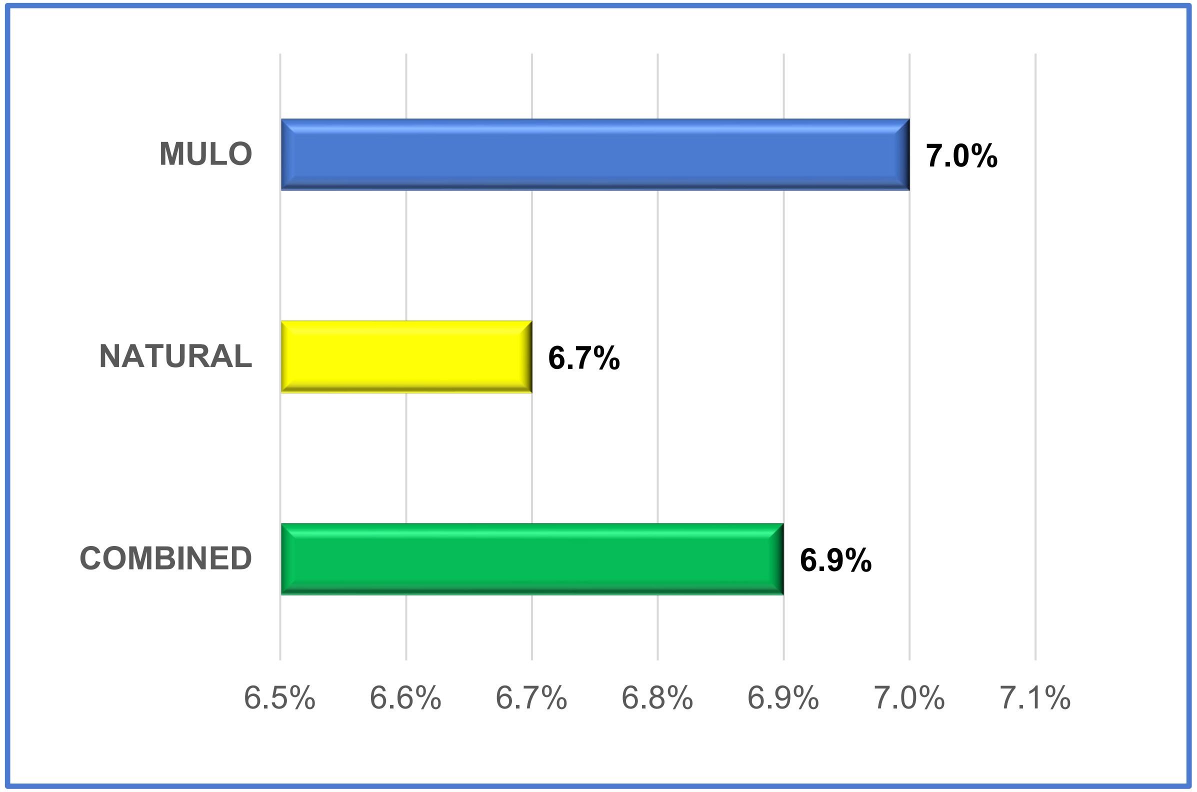
SPINS Satori - 52 Weeks Ending October 5, 2025

Total Sub-Category - SS Coffee Beans & Grounds

Total US Dollars



% Dollar Change vs Year Ago

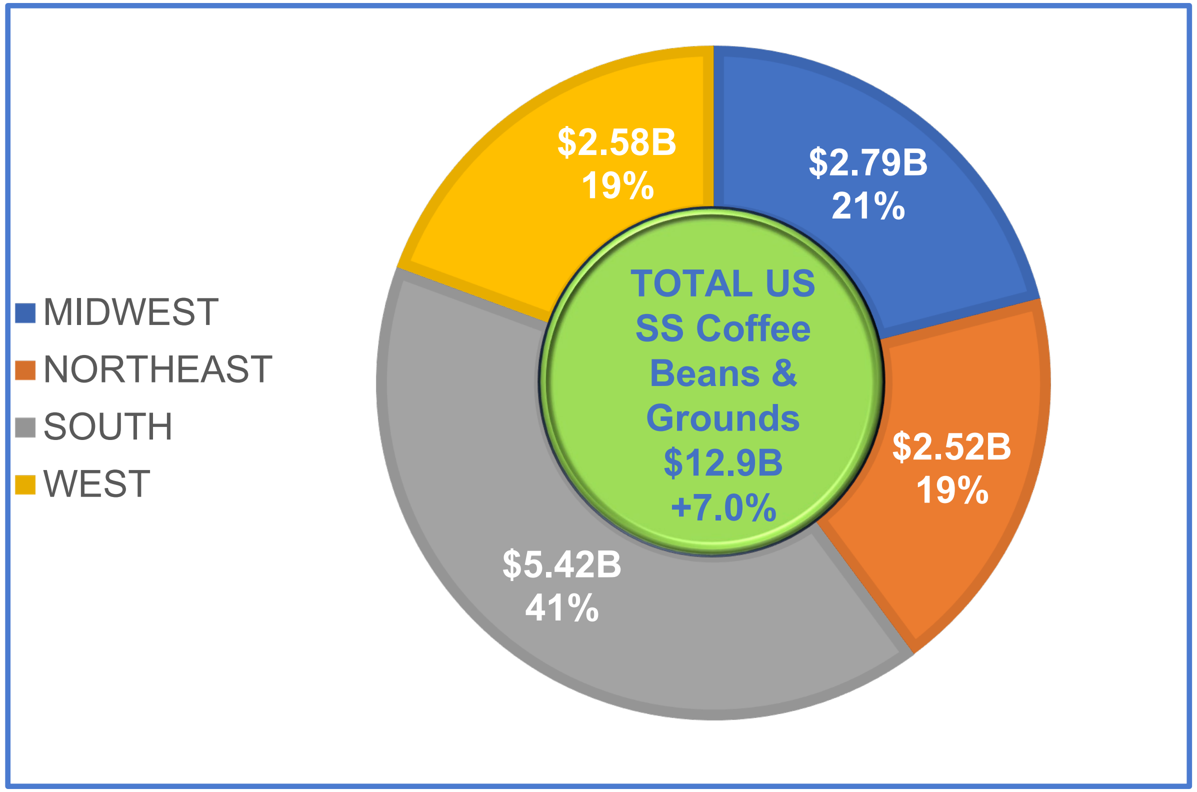


- The Total US SS Coffee Beans & Grounds combined channel is a $13.3B category and is showing +6.9% growth to prior year.
- Sales dollars showed growth in both the Natural Channel, at +6.7%, and MULO at +7.0%.
- As in most sub-categories, the MULO channel represents most of the sub-category sales.

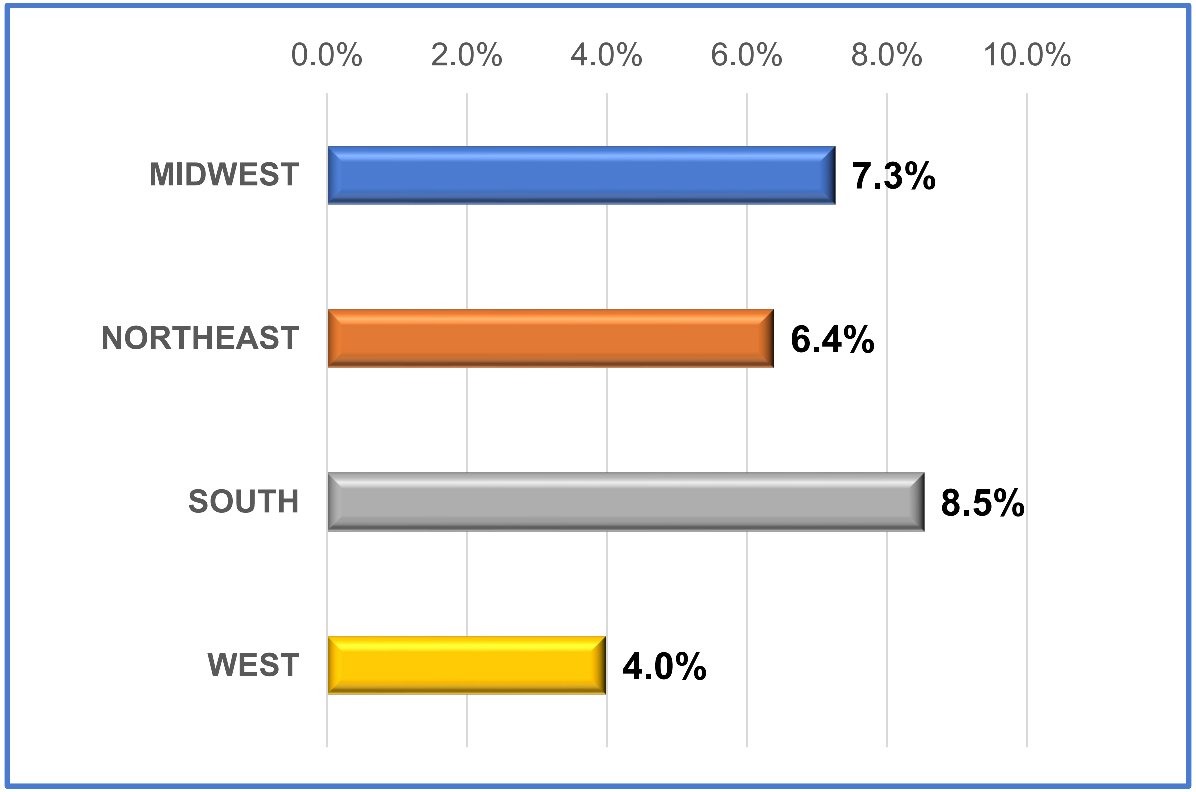
SPINS Satori – 52 weeks ending 10-05-25

Total SS Coffee Beans & Grounds - By Region

Total Dollars and % Category Share by Region



% Dollars Change vs Year Ago

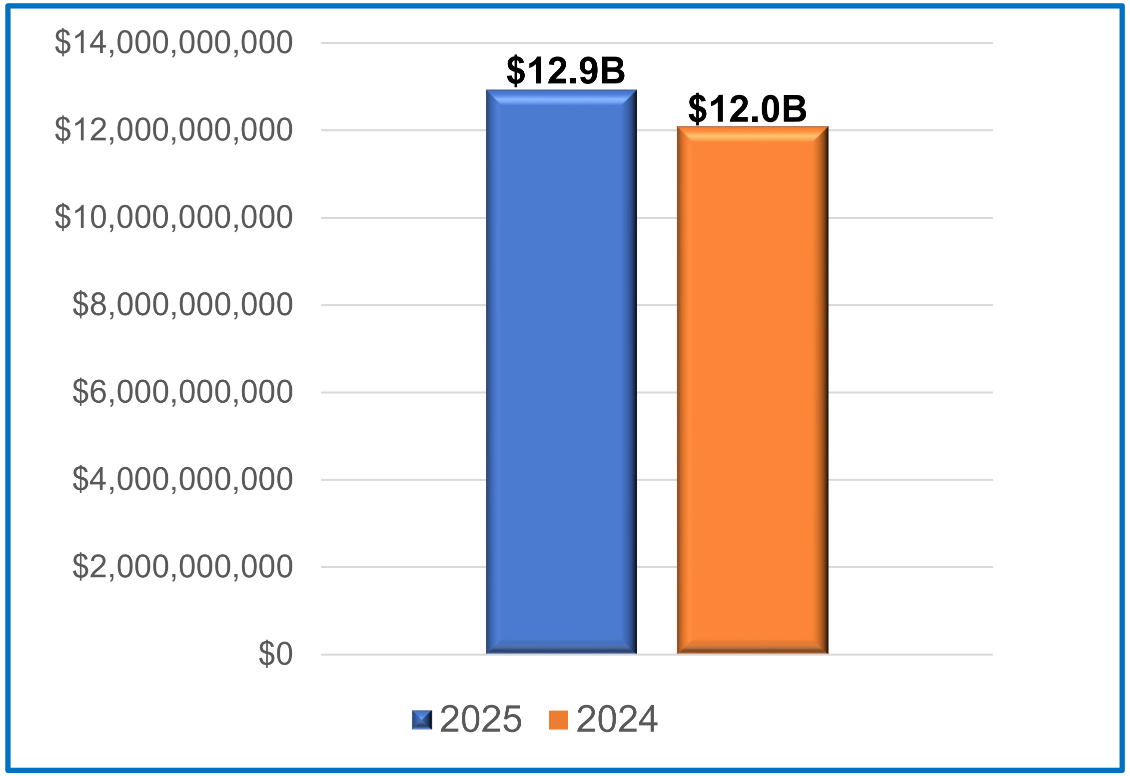


- The South represents 41%, $5.42B of total category sales dollars, followed by the Midwest, 21%, the Northeast, 19%, and the West, 19%.
- All 4 regions experienced growth in dollar volume compared to the prior year.

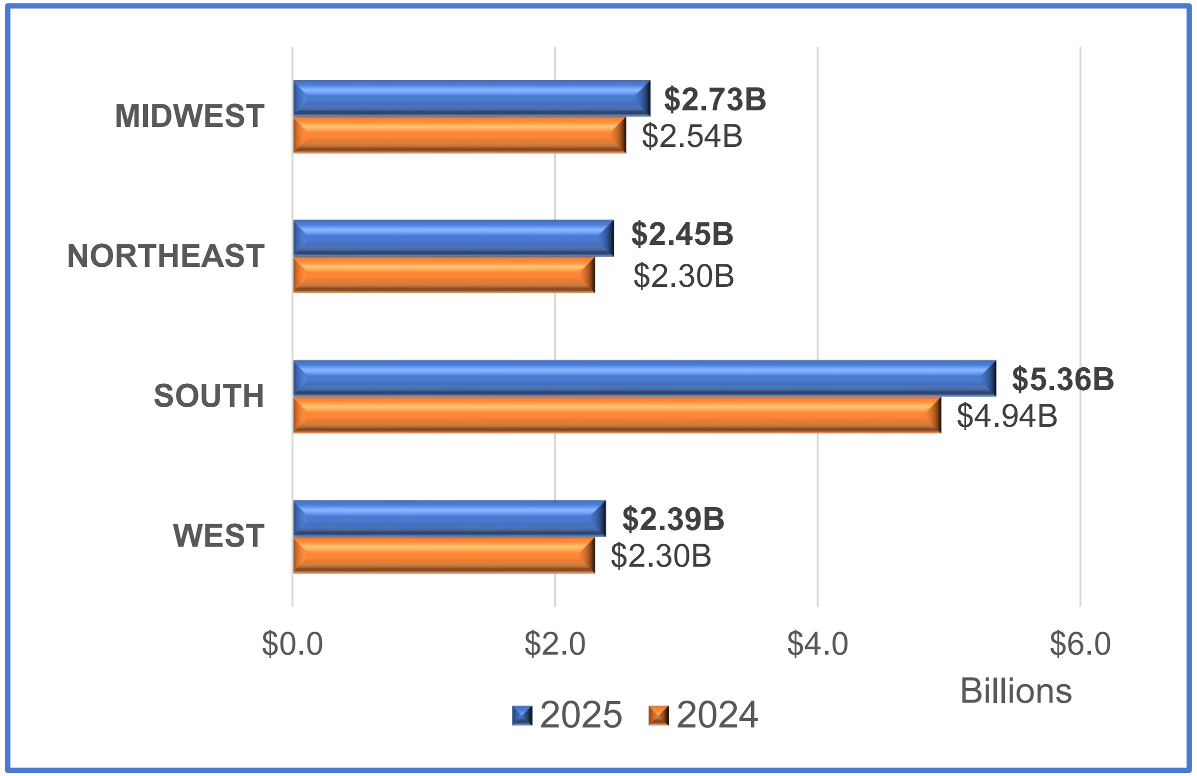
SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee Beans & Grounds - Sub-Category

MULO Total US Dollars



Dollar Change vs Year Ago

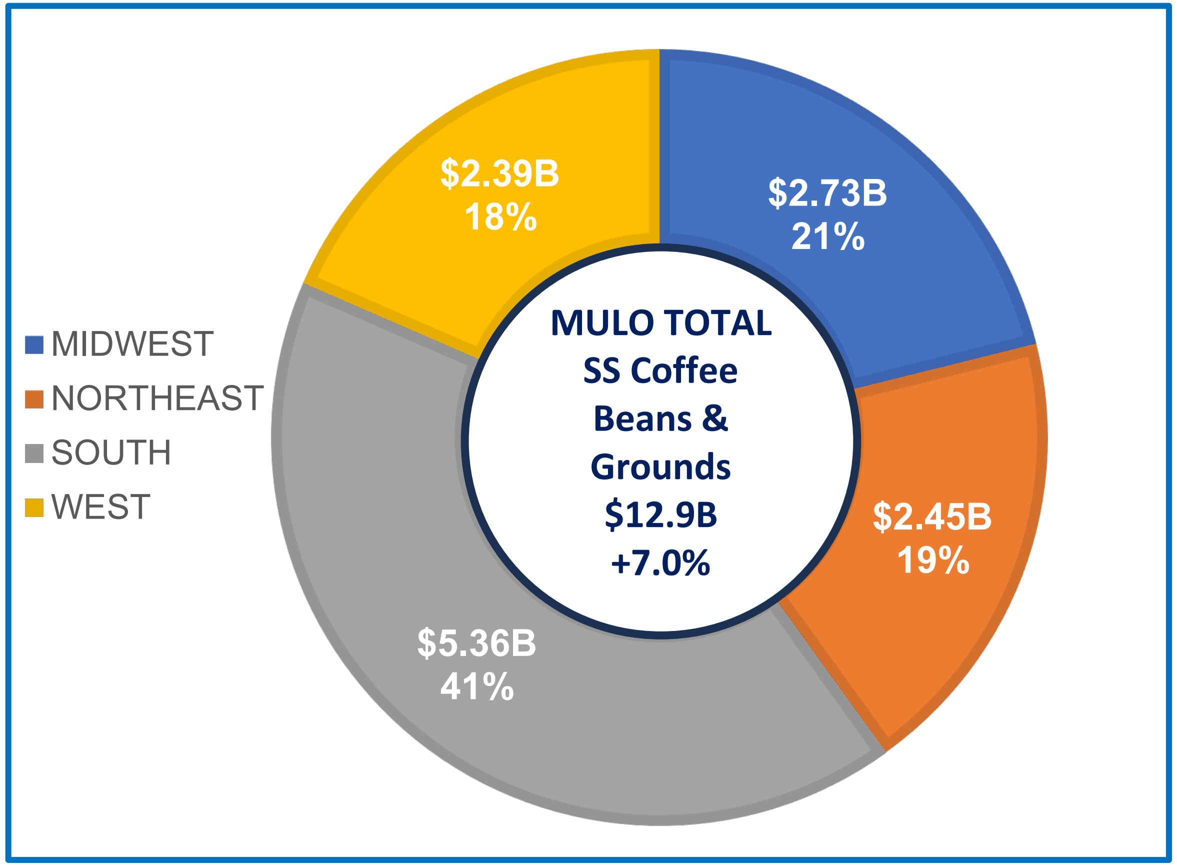


- Total US MULO $ volume for Coffee & Grounds is $12.9B and is growing to the prior year by comparison, +7.0%.
- The South region is the largest $ volume region, followed by Midwest, Northeast and West, respectively.
- All <u>4</u> census regions and total US are posting sales that are greater than prior year.

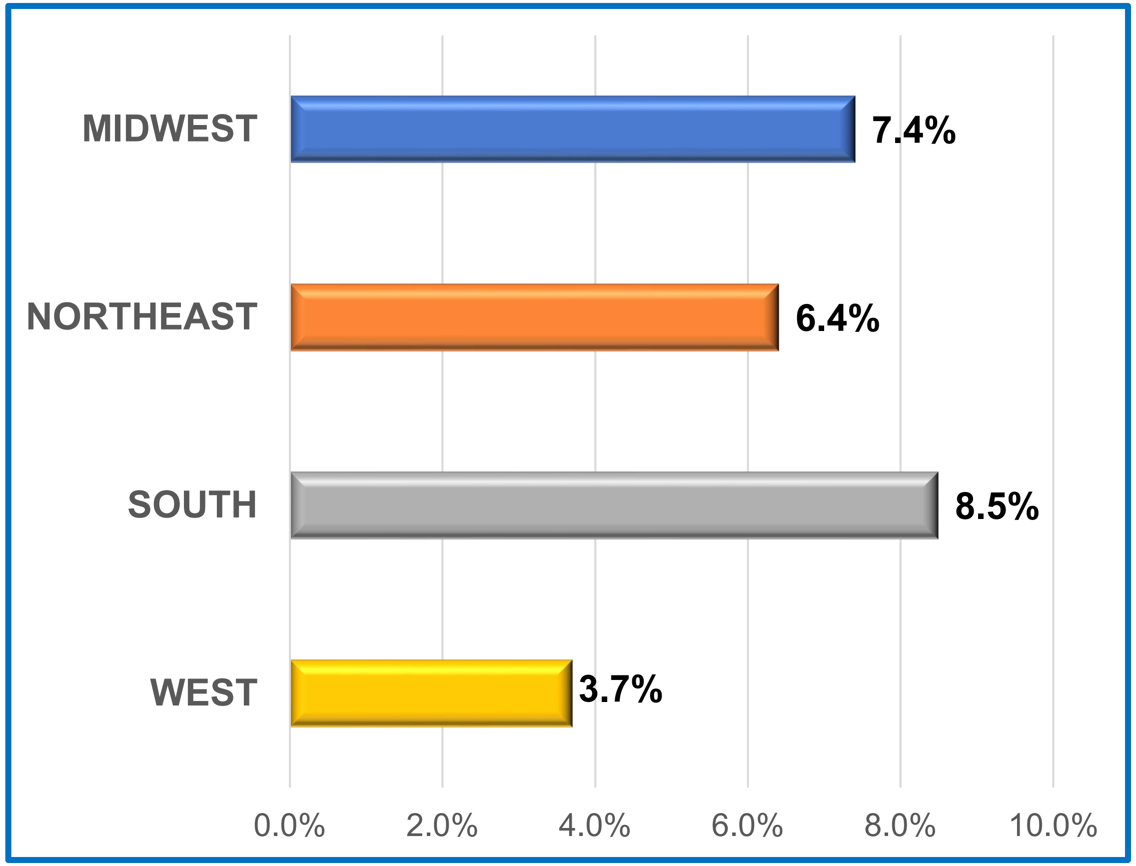
SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee Beans & Grounds - By Region

MULO Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The South is the most highly developed region for this sub-category in the MULO channel, responsible for 41% of dollar volume, with the largest growth of all regions,+8.5%.
- The 3 remaining regions, Northeast, West and Midwest, are responsible for the remaining 59% of $ volume with respective growth in dollar volume of +6.4%, +3.7%, and +7.4%.

SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee Beans & Grounds
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS COFFEE BEANS & GROUNDS	**$2,450,839,887**	**$2,303,342,754**	**6.4**	**246,186,066**	**251,428,328**	**-2.1**			**$9.96**	**$9.16**
PRIVATE LABEL	$436,578,718	$394,587,110	10.6	54,621,853	53,820,208	1.5	95.6	50.1	$7.99	$7.33
STARBUCKS COFFEE	$328,765,001	$315,022,645	4.4	25,497,021	24,832,682	2.7	91.4	48.4	$12.89	$12.69
DUNKIN	$247,265,816	$248,280,198	-0.4	18,828,922	20,471,714	-8	95	21.4	$13.13	$12.13
FOLGERS	$240,176,099	$211,184,916	13.7	22,900,409	23,772,342	-3.7	94.4	21.3	$10.49	$8.88
MAXWELL HOUSE	$175,347,672	$164,013,798	6.9	17,679,832	19,594,360	-9.8	95	16.5	$9.92	$8.37
GREEN MOUNTAIN	$153,321,170	$155,899,802	-1.7	14,475,164	14,334,508	1	84.2	20.2	$10.59	$10.88
CAFE BUSTELO	$143,906,267	$124,326,306	15.7	17,619,578	19,270,264	-8.6	90.4	9.8	$8.17	$6.45
PEETS COFFEE	$92,900,349	$93,981,272	-1.2	7,726,247	8,408,453	-8.1	75	22.8	$12.02	$11.18
EIGHT O CLOCK	$61,047,279	$53,474,114	14.2	5,864,443	5,115,293	14.6	81.4	9.5	$10.41	$10.45
CHOCK FULL O NUTS	$52,311,364	$51,305,153	2.0	6,203,125	7,797,824	-20.5	67.2	8.5	$8.43	$6.58

- MULO Northeast Coffee Beans & Grounds is showing +6.4% growth over prior year in dollar volume, however unit sales are down -2.1%.
- Private Label brands (retailer brands produced by others) are highly developed in dollar sales and growing at +10.6% in dollar sales and +1.5% in unit sales.
- Starbucks is the lead brand in dollar volume, and growing in both dollar and unit sales, garnering a 13% share of total segment dollar sales in the Northeast.

SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee Beans & Grounds
Top Markets Northeast Census Region

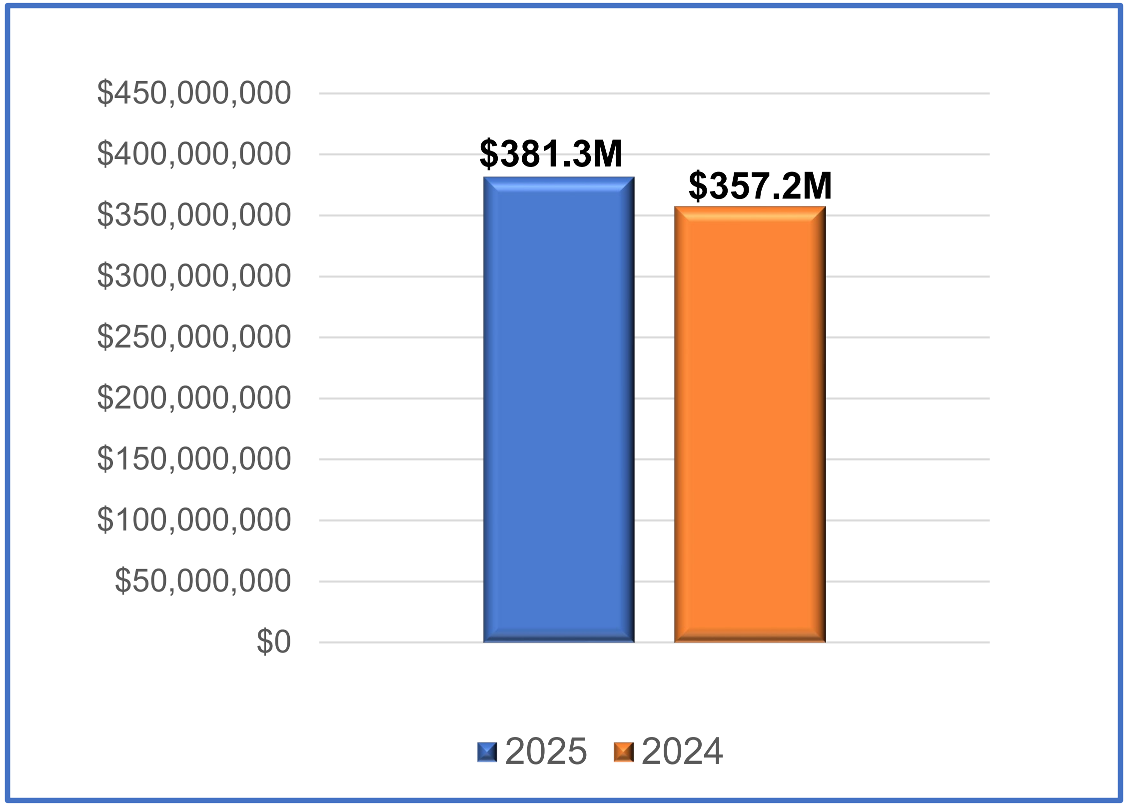
Geography	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	TDP	TDP, Yago	ARP	ARP, Yago
NEW YORK, NY - MULO	$569,275,341	$542,419,392	5.0	60,827,724	63,764,802	-4.6	25840	25807	$9.36	$8.51
BALTIMORE, MD/WASHINGTON D.C. - MULO	$286,383,214	$274,015,051	4.5	28,401,002	29,012,095	-2.1	29463	30159	$10.08	$9.44
BOSTON, MA - MULO	$279,130,219	$265,847,362	5.0	27,989,298	28,283,129	-1.0	32326	32664	$9.97	$9.40
PHILADELPHIA, PA - MULO	$263,534,566	$250,061,163	5.4	26,799,984	27,452,275	-2.4	31751	31492	$9.83	$9.11
NEW ENGLAND - MULO	$245,567,899	$228,770,383	7.3	23,623,154	23,591,472	0.1	34645	34837	$10.40	$9.70
HARRISBURG/SCRANTON, PA - MULO	$226,523,841	$209,439,573	8.2	22,861,606	22,929,514	-0.3	32060	31678	$9.91	$9.13
HARTFORD, CT/SPRINGFIELD, MA - MULO	$151,748,499	$141,733,593	7.1	16,285,542	16,394,925	-0.7	31504	31638	$9.32	$8.64
BUFFALO/ROCHESTER, NY - MULO	$138,903,741	$128,397,183	8.2	13,141,139	13,271,520	-1.0	29643	28456	$10.57	$9.67
RICHMOND/NORFOLK, VA - MULO	$137,674,445	$128,829,822	6.9	13,933,232	13,800,574	1.0	32525	32458	$9.88	$9.34
ROANOKE, VA - MULO	$128,636,493	$118,675,316	8.4	12,535,633	12,398,541	1.1	32062	31570	$10.26	$9.57
PITTSBURGH, PA - MULO	$124,609,936	$117,322,025	6.2	11,241,673	11,626,677	-3.3	29927	28665	$11.08	$10.09
ALBANY, NY - MULO	$67,753,503	$63,211,275	7.2	6,351,276	6,496,864	-2.2	33060	32598	$10.67	$9.73
SYRACUSE, NY - MULO	$65,135,460	$60,434,079	7.8	6,202,671	6,298,757	-1.5	32167	30755	$10.50	$9.59
PROVIDENCE, RI - MULO	$45,971,572	$43,749,156	5.1	4,799,829	4,892,640	-1.9	29299	29442	$9.58	$8.94

- New York is the largest market for Coffee Beans & Grounds, posting dollar sales growth of +5.0% and a decline in units of -4.6%.
- New England, the 5th largest market, responsible for $245M is sales, is showing dollar growth of +7.3% and slight unit growth of +0.1%.
- Interestingly, all markets are showing positive dollar growth to prior year, but most all markets are showing declines in unit sales or very slight gains, indicating that growth of market in dollars is being driven by price increases.

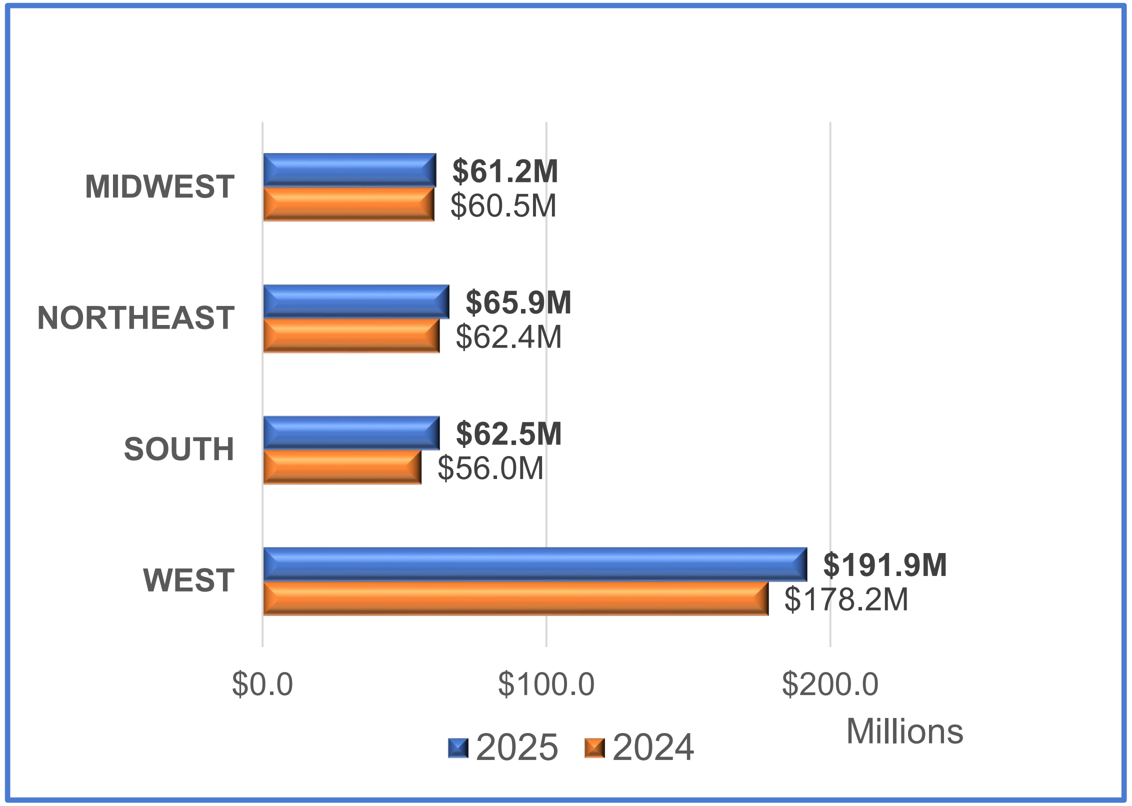
SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Coffee Beans & Grounds - Sub-Category

Natural Channel Total US Dollars



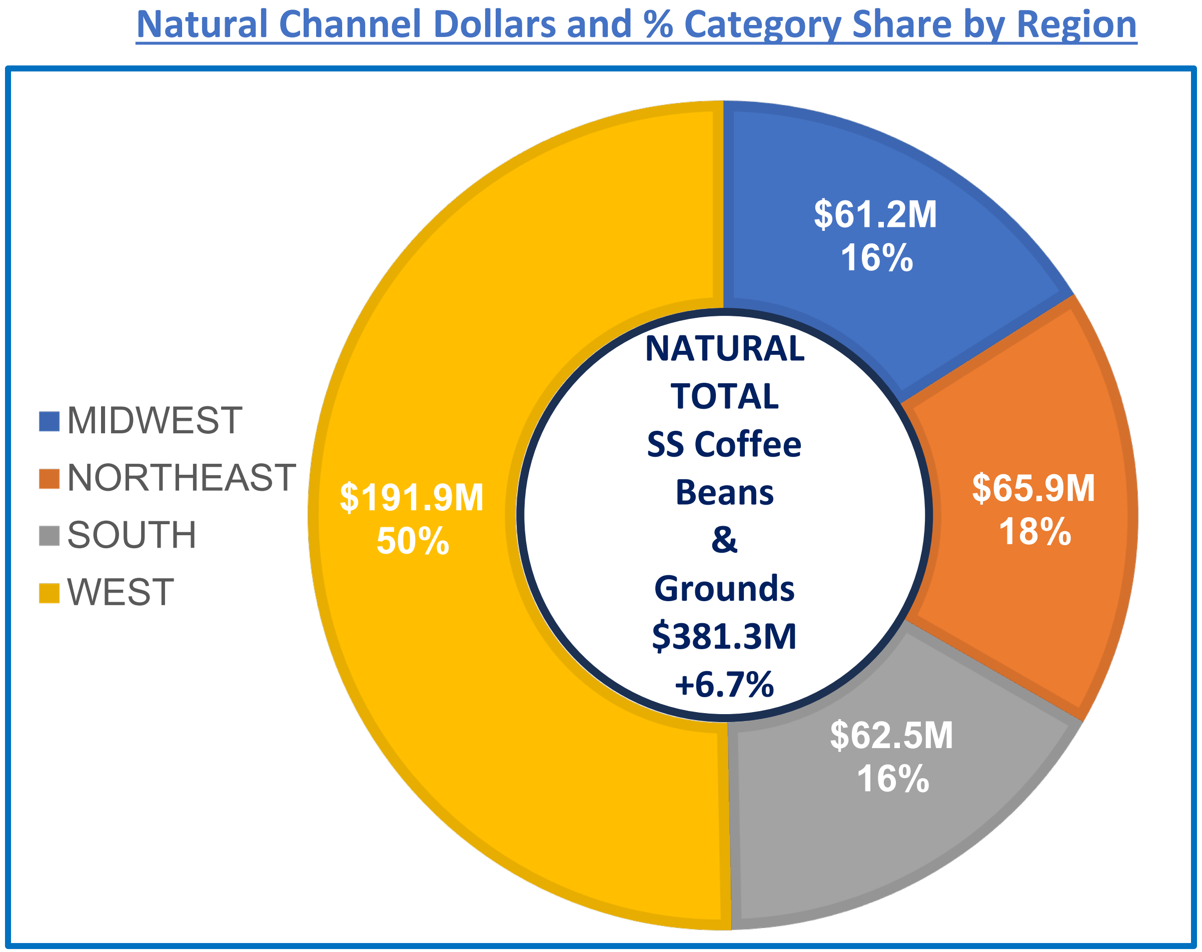
Dollar Change vs Year Ago

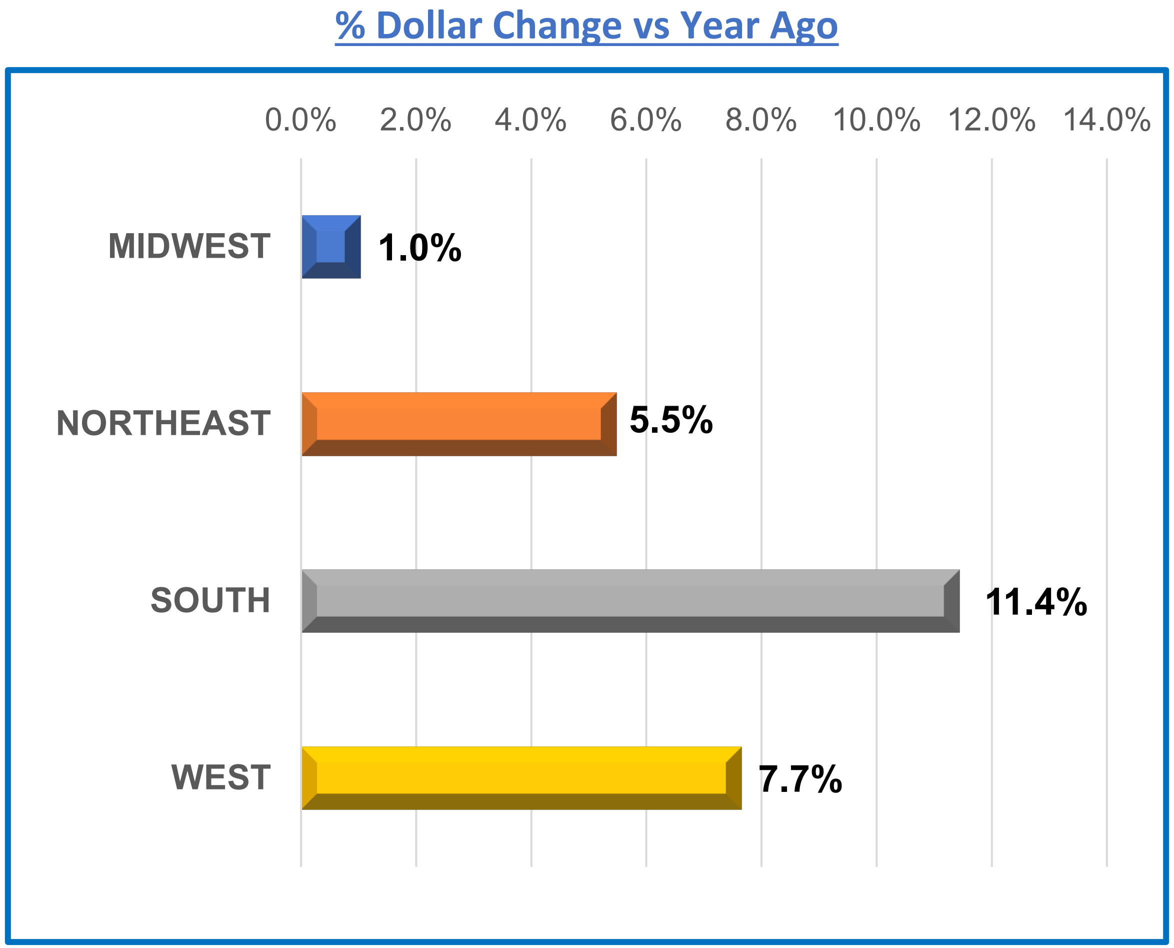


- Total Natural Channel $ volume for the Coffee Beans & Grounds sub-category is $381.3M and is growing +6.7% over prior year.
- The West region is the largest $ volume region, followed by the Northeast, South, and Midwest, respectively.
- All 4 census regions are showing positive dollar sales increases to prior year.

SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Coffee Beans & Grounds - By Region





- The West region, the most highly developed region for this sub-category, is responsible for 50% of $ volume and is up +7.7% to prior year.
- South and Midwest, combined, are responsible for 32% of $ volume, with respective growth of +11.4%, and +1.0%.
- The Northeast, holding the 2nd largest share of dollar volume, at 18%, is experiencing growth of +5.5%.

SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Coffee Beans & Grounds
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS COFFEE BEANS & GROUNDS	**$65,856,348**	**$62,436,585**	**5.5**	**5,627,744**	**5,668,609**	**-0.7**			**$11.70**	**$11.01**
STARBUCKS COFFEE	$5,770,590	$5,839,492	-1.2	483,414	480,950	0.5	63.2	25.9	$11.94	$12.14
PEETS COFFEE	$5,462,319	$5,667,762	-3.6	454,779	501,199	-9.3	42.2	33.4	$12.01	$11.31
EQUAL EXCHANGE	$4,806,152	$4,446,827	8.1	345,251	322,499	7.1	37.3	9.6	$13.92	$13.79
DUNKIN	$3,690,856	$3,992,834	-7.6	322,390	382,768	-15.8	58.5	13.8	$11.45	$10.43
VERMONT COFFEE COMPANY	$3,071,710	$2,815,732	9.1	204,792	196,105	4.4	32.4	7.6	$15.00	$14.36
PRIVATE LABEL	$2,750,225	$2,551,949	7.8	245,145	254,359	-3.6	42.7	11.5	$11.22	$10.03
GREEN MOUNTAIN	$2,364,450	$2,580,583	-8.4	195,461	203,266	-3.8	54.2	15.2	$12.10	$12.70
ILLY	$1,840,218	$1,732,020	6.2	135,037	127,985	5.5	59.6	8.8	$13.63	$13.53
LAVAZZA	$1,767,084	$1,732,273	2.0	152,519	164,330	-7.2	60.3	10	$11.59	$10.54
FOLGERS	$1,742,956	$1,657,490	5.2	196,056	217,747	-10.0	59.9	13.9	$8.89	$7.61

- The Northeast Natural Channel, is showing +5.5% growth in dollar volume over prior year, but is a slight decline in unit sales, down -0.7%.
- Private Label, is also showing positive dollar sales, at +7.8% and, but negative unit sales, down -3.6%.
- Starbucks, the largest $ volume brand, is experiencing decline in dollars of -1.2%, but is slightly positive in units at +0.5%, perhaps due to discounts or promotions.
- Vermont Coffee Company, is experiencing the highest dollar growth of the Top 10 Brands, at +9.1% in dollars and +4.4% in units.

SPINS Satori – 52 weeks ending 10-05-25

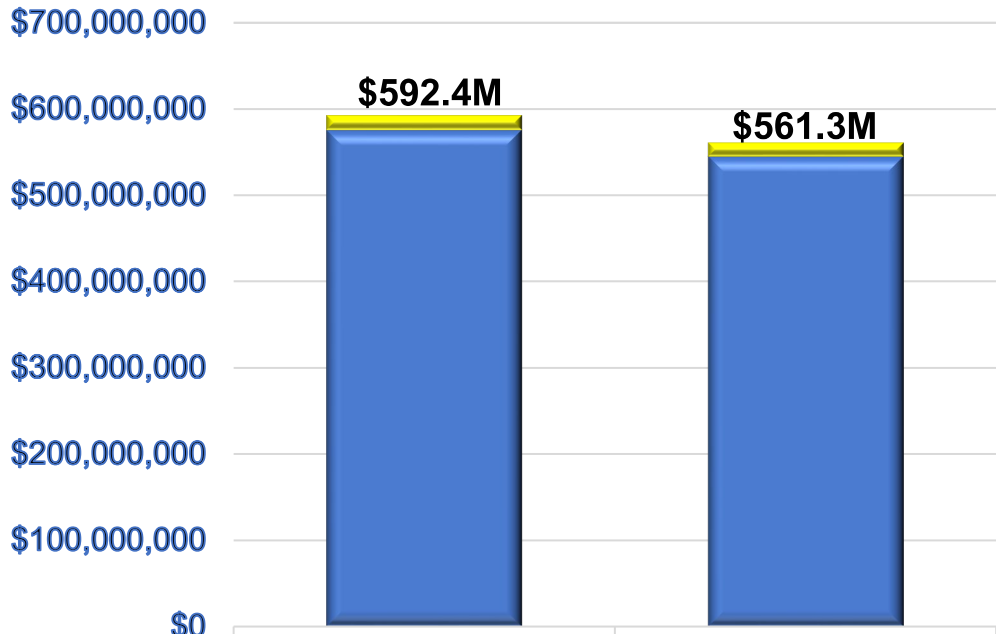
SS HOT COCOA

Sub-Category Performance

SPINS Satori - 52 Weeks Ending October 5, 2025

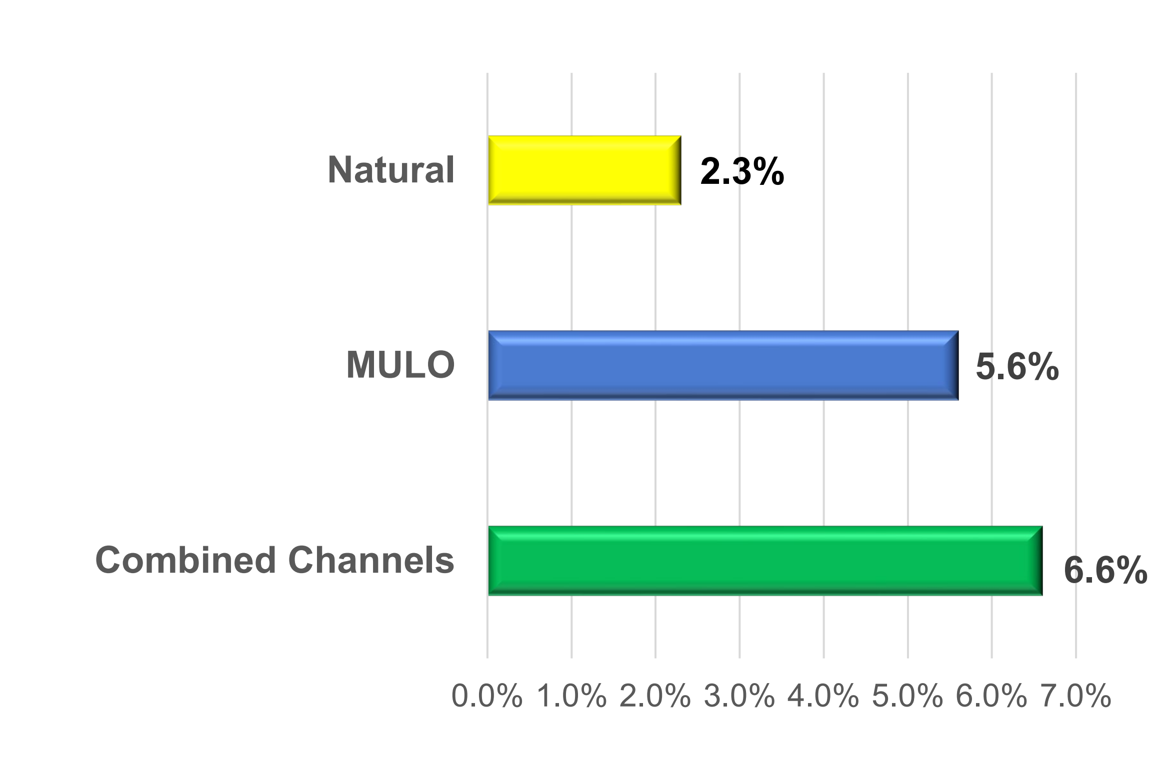
Total Sub-Category – SS Hot Cocoa

Total US Dollars



	2025	2024
NATURAL	$16,851,120	$16,409,826
MULO	$575,593,014	$544,978,286

% Dollar Change vs Year Ago

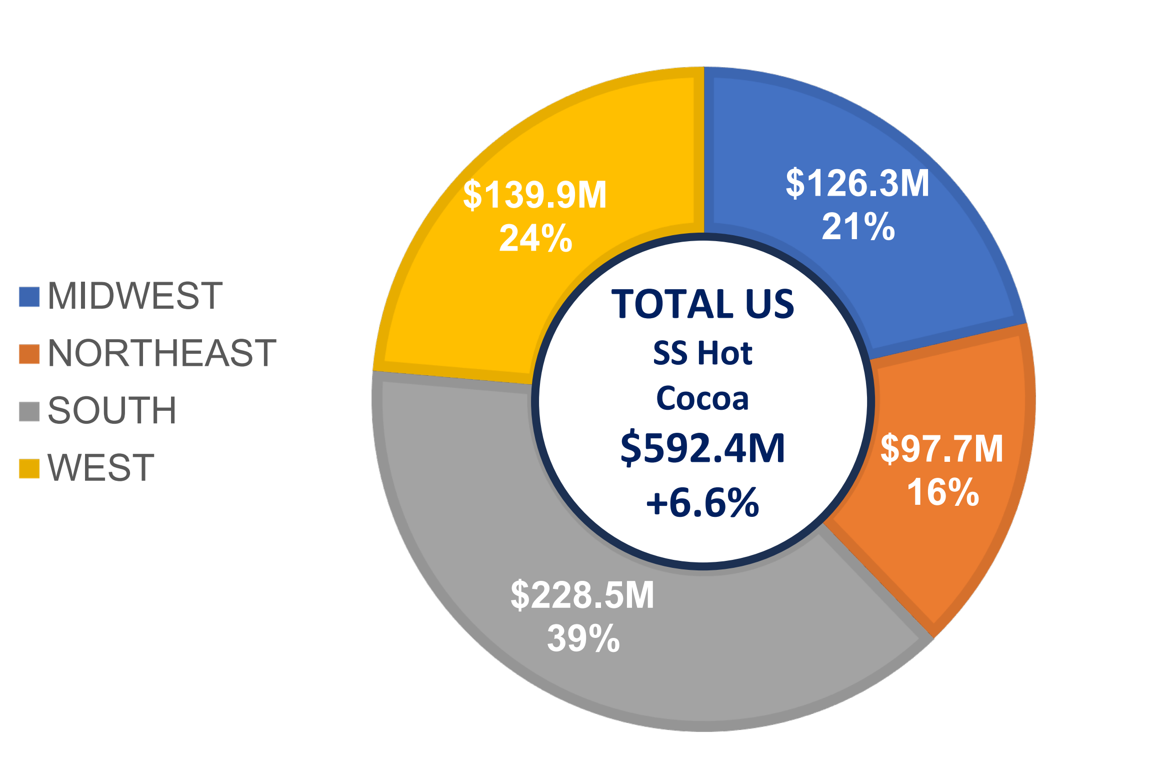


- Total US SS Hot Cocoa is a $592.4M sub-category and is experiencing positive dollar growth to prior year on a stand-alone channel and a combined basis.
- Sales dollars are showing growth in the Natural Channel at +2.3%, with MULO at +5.6%, and combined channels are growing +6.6%.

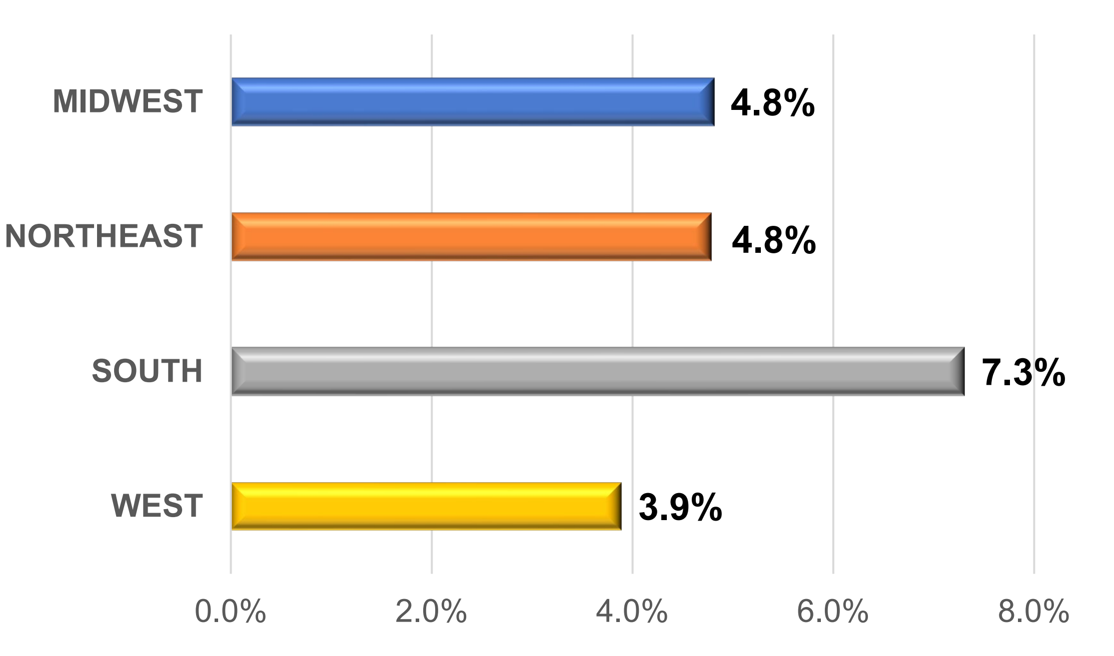
SPINS Satori – 52 weeks ending 10-05-25

Total SS Hot Cocoa - By Region

Total Dollars and % Category Share by Region



% Dollar Change vs Year Ago

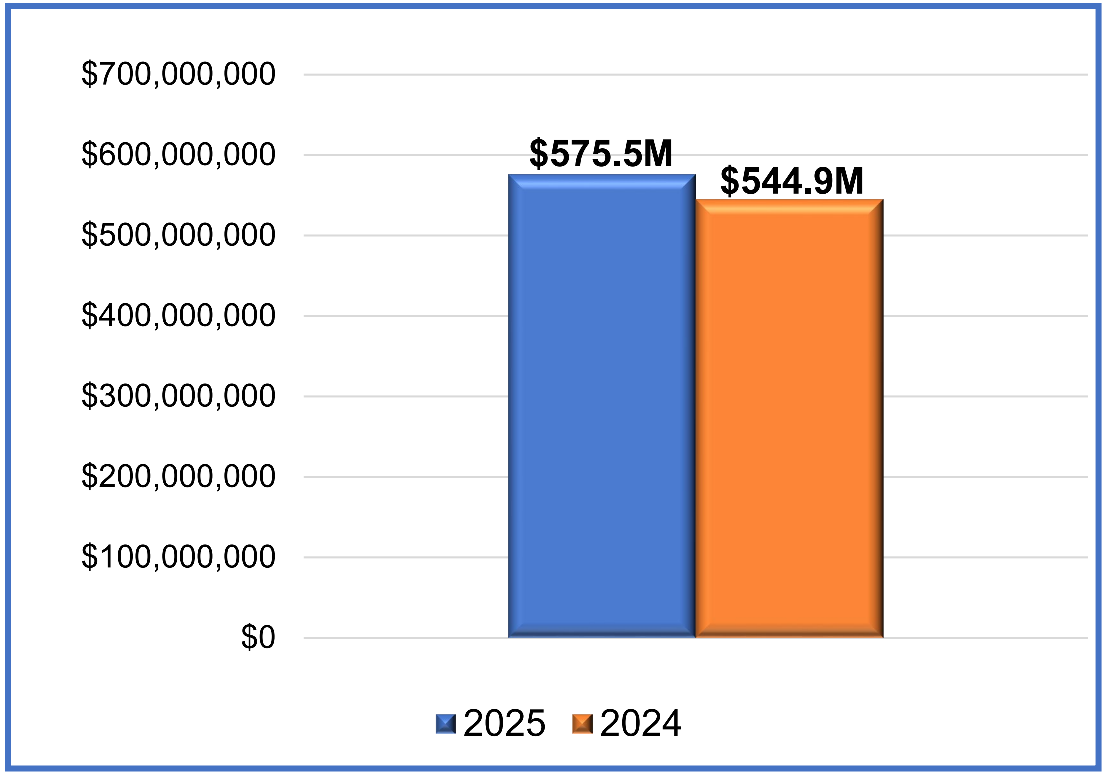


- The South is the most highly developed region for this sub-category, responsible for 39% of $ volume, with growth of +7.3%.
- The 3 remaining regions, West, Northeast, and Midwest, are responsible for the remaining 61% of dollar volume, with respective growth of +3.9%, +4.8% and +4.8%.

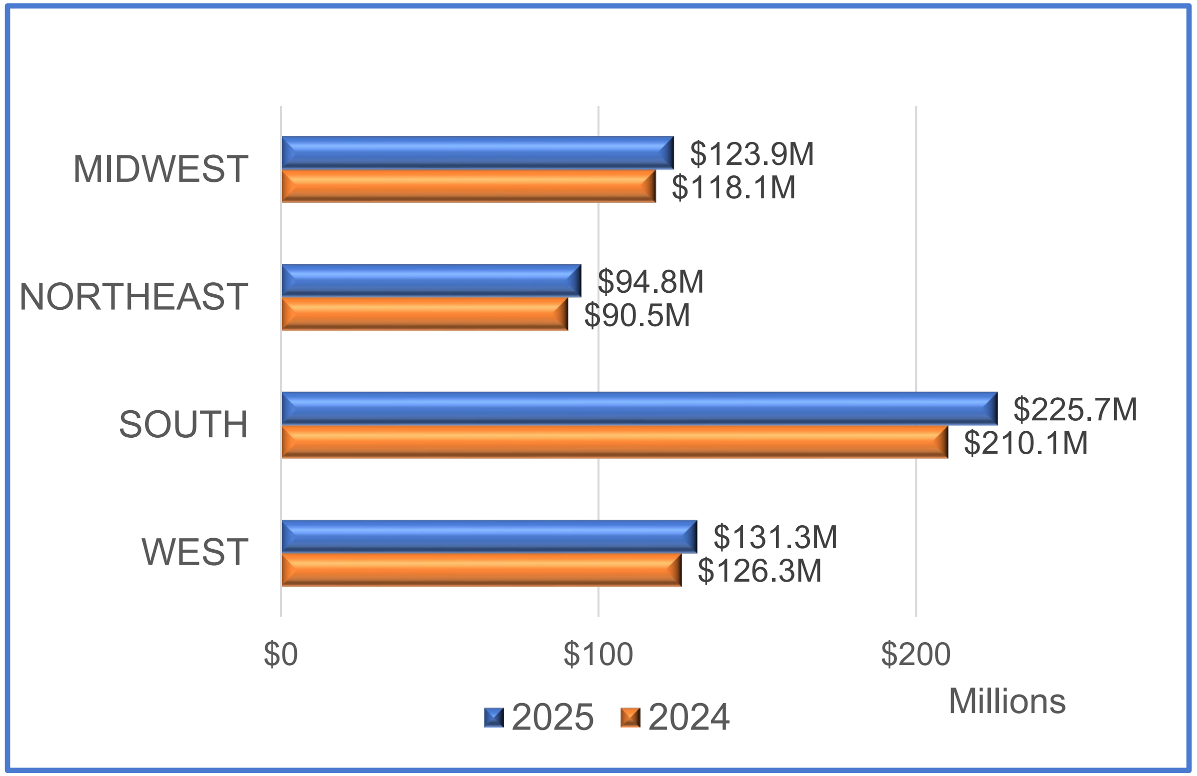
SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Hot Cocoa Sub-Category

MULO Total US Dollars



Dollar Change vs Year Ago

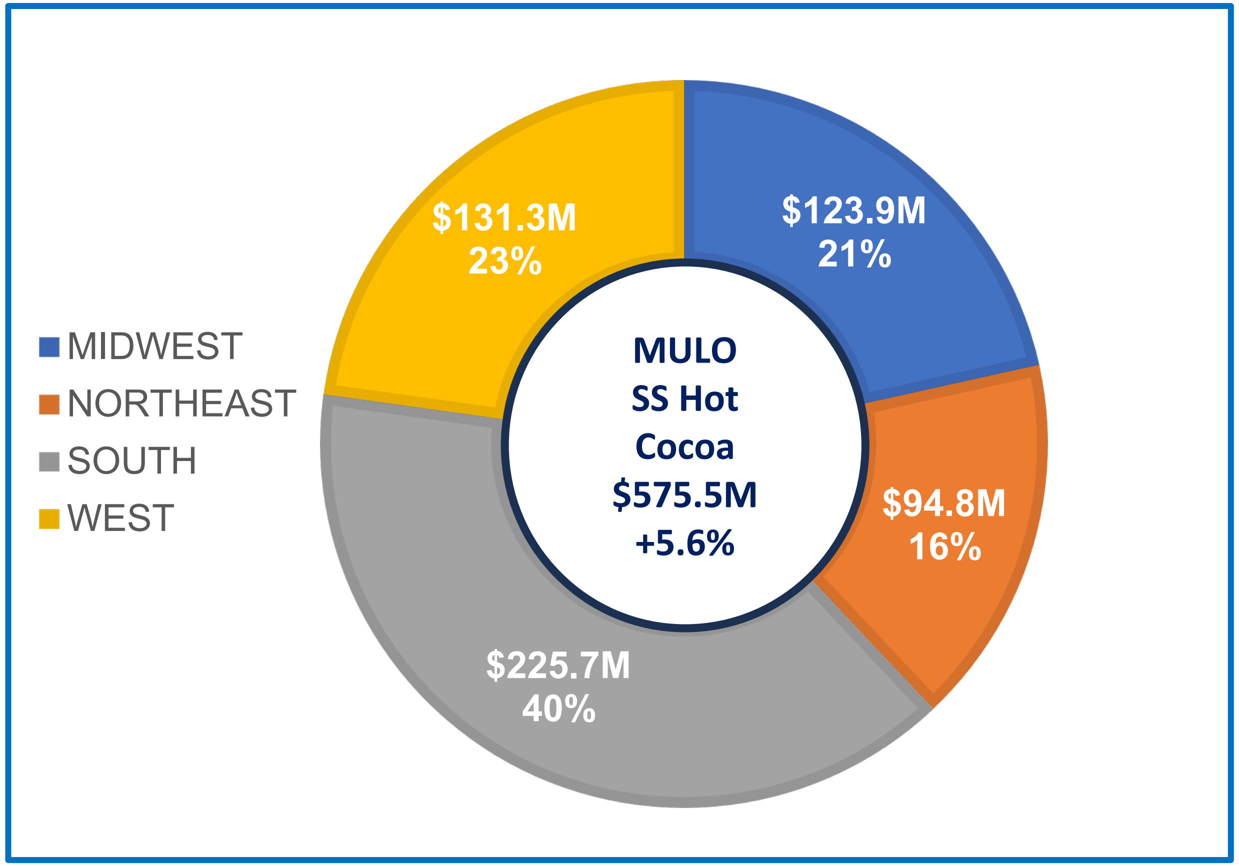


- Total US MULO $ volume of Hot Cocoa is $575.5M and is growing in dollar volume to prior year by +5.6%.
- The South is the largest $ volume region, followed by West, Midwest, and Northeast, respectively.
- All 4 census regions and Total US are posting greater dollar sales to prior year.

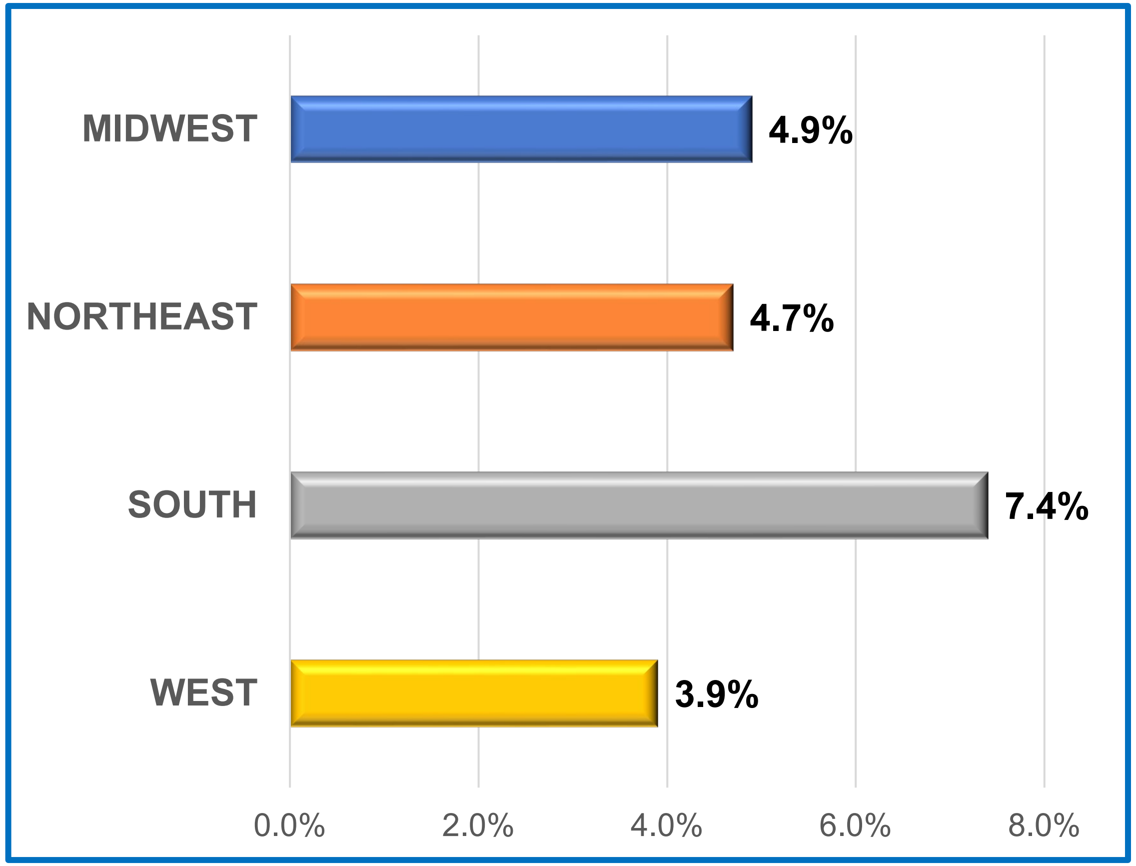
SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Hot Cocoa - By Region

MULO Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The South is the most highly developed region for this sub-category in the MULO channel, responsible for 40% of dollar volume with the highest growth of all regions at +7.4%.
- The 3 remaining regions, West, Northeast, and Midwest, are responsible for the remaining 60%; all are showing dollar growth to prior year.

SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Hot Cocoa
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS HOT COCOA	**$94,753,529**	**$90,479,735**	**4.7**	**24,573,550**	**25,467,748**	**-3.5**			**$3.86**	**$3.55**
SWISS MISS	$52,833,386	$49,581,455	6.6	11,472,070	11,890,679	-3.5	90.3	10.7	$4.61	$4.17
PRIVATE LABEL	$13,023,297	$12,505,616	4.1	3,865,222	3,684,686	4.9	70.6	6.3	$3.37	$3.39
STARBUCKS COFFEE	$4,818,925	$4,500,358	7.1	734,236	689,377	6.5	48.4	5.5	$6.56	$6.53
NESTLE	$4,467,504	$4,293,098	4.1	1,462,563	1,559,437	-6.2	54.7	2.6	$3.05	$2.75
ABUELITA	$3,466,759	$2,739,988	26.5	620,753	579,439	7.1	30.5	1.6	$5.58	$4.73
LAND O LAKES	$2,843,071	$3,926,574	-27.6	3,604,895	4,528,474	-20.4	59.6	6.3	$0.79	$0.87
GHIRARDELLI	$1,698,891	$1,562,348	8.7	340,565	327,119	4.1	19.9	2.5	$4.99	$4.78
FRANKFORD	$1,533,459	$2,014,917	-23.9	572,598	539,019	6.2	7.1	4.8	$2.68	$3.74
SILLY COW FARMS	$1,234,813	$1,089,345	13.4	180,762	163,355	10.7	23.1	2.3	$6.83	$6.67
DUNKIN	$1,153,080	$1,312,581	-12.2	141,392	163,799	-13.7	16.6	1.0	$8.16	$8.01

- Hot Cocoa in Northeast MULO is growing at +4.7%, in dollar volume over prior year, but is experiencing decline in unit volume, at -3.5%.
- Swiss Miss is the leading brand within this sub-category in the Northeast, with $52.8M in dollar volume, growing at 6.6%, but is in decline in unit volume down -3.5%.
- Abuelita, a fast-emerging brand, ranked 5th in the Top Ten brands, is growing in both dollars and units at +26.5% and +7.1%.

SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Hot Cocoa
Top Markets Northeast Census Region

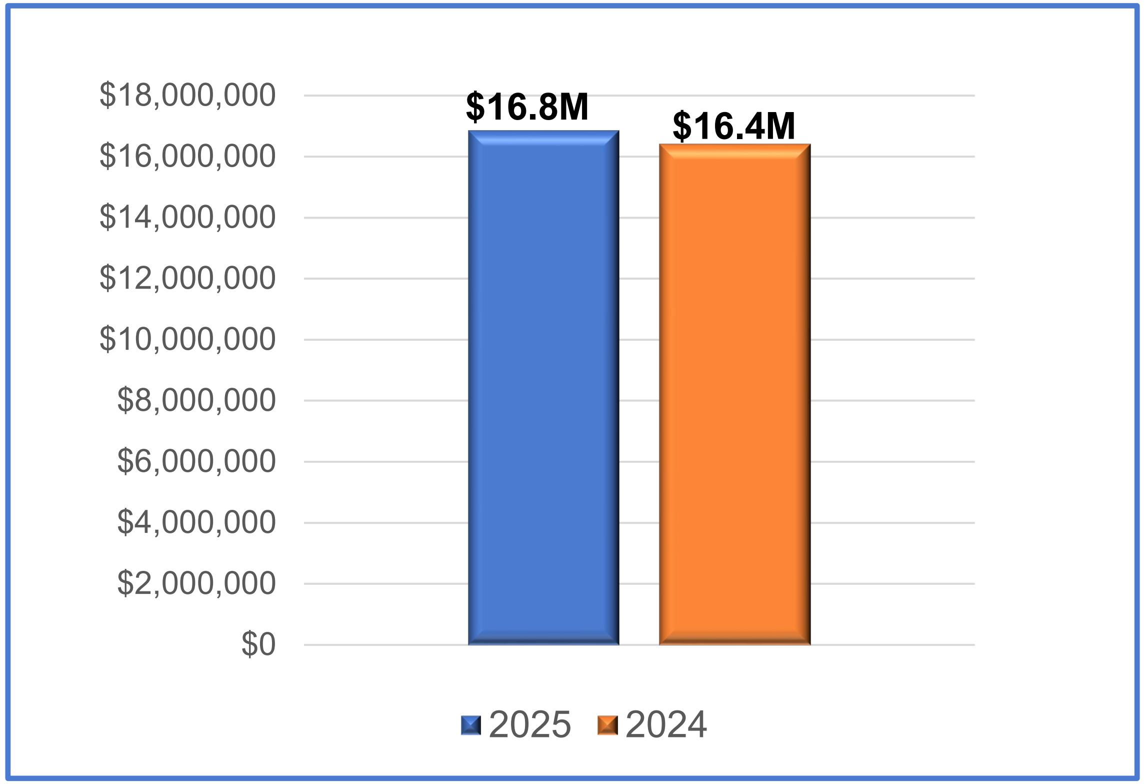
Geography	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	TDP	TDP, Yago	ARP	ARP, Yago
NEW YORK, NY - MULO	$24,569,311	$23,596,408	4.1	5,953,518	6,200,873	-4.0	3041	3151.7	$4.13	$3.81
BALTIMORE, MD/WASHINGTON D.C. - MULO	$13,492,822	$13,286,159	1.6	3,431,136	3,657,141	-6.2	3394.3	3690.3	$3.93	$3.63
BOSTON, MA - MULO	$10,160,912	$9,731,383	4.4	2,757,607	2,854,250	-3.4	3603.7	3623.1	$3.68	$3.41
PHILADELPHIA, PA - MULO	$9,557,504	$9,487,481	0.7	2,455,019	2,654,002	-7.5	3548.9	3744.4	$3.89	$3.57
NEW ENGLAND - MULO	$9,212,186	$8,536,437	7.9	2,395,338	2,484,829	-3.6	3834.8	3888.1	$3.85	$3.44
HARRISBURG/SCRANTON, PA - MULO	$8,524,124	$8,193,355	4.0	2,304,866	2,370,342	-2.8	3943.7	4044.5	$3.70	$3.46
HARTFORD, CT/SPRINGFIELD, MA - MULO	$5,978,775	$5,762,503	3.8	1,602,648	1,674,453	-4.3	3547.8	3704.3	$3.73	$3.44
RICHMOND/NORFOLK, VA - MULO	$5,515,931	$5,005,049	10.2	1,344,194	1,301,660	3.3	3431.5	3647.1	$4.10	$3.85
ROANOKE, VA - MULO	$5,426,619	$5,037,908	7.7	1,349,260	1,349,255	0.0	3996.3	4152.6	$4.02	$3.73
BUFFALO/ROCHESTER, NY - MULO	$5,270,932	$4,879,109	8.0	1,406,815	1,371,757	2.6	3805.6	3801.8	$3.75	$3.56
PITTSBURGH, PA - MULO	$4,451,508	$4,309,695	3.3	1,163,659	1,271,619	-8.5	4338.5	4426.4	$3.83	$3.39
ALBANY, NY - MULO	$2,462,524	$2,283,677	7.8	632,546	628,638	0.6	3866.5	3786.4	$3.89	$3.63
PROVIDENCE, RI - MULO	$1,722,099	$1,637,066	5.2	474,081	483,051	-1.9	3702.2	3777.3	$3.63	$3.39

- New York is the largest market for Hot Cocoa, posting positive dollar sales growth of +4.1%, but a decrease in unit growth of -4.0% in the MULO channel.
- New England, the 5th largest market, responsible for $9.2M in sales, is showing dollar growth of +7.9% but unit decrease of -3.6%.
- Richmond/Norfolk, VA, the 8th largest market, is showing the greatest dollar increase of all markets in the Northeast at +10.2%.

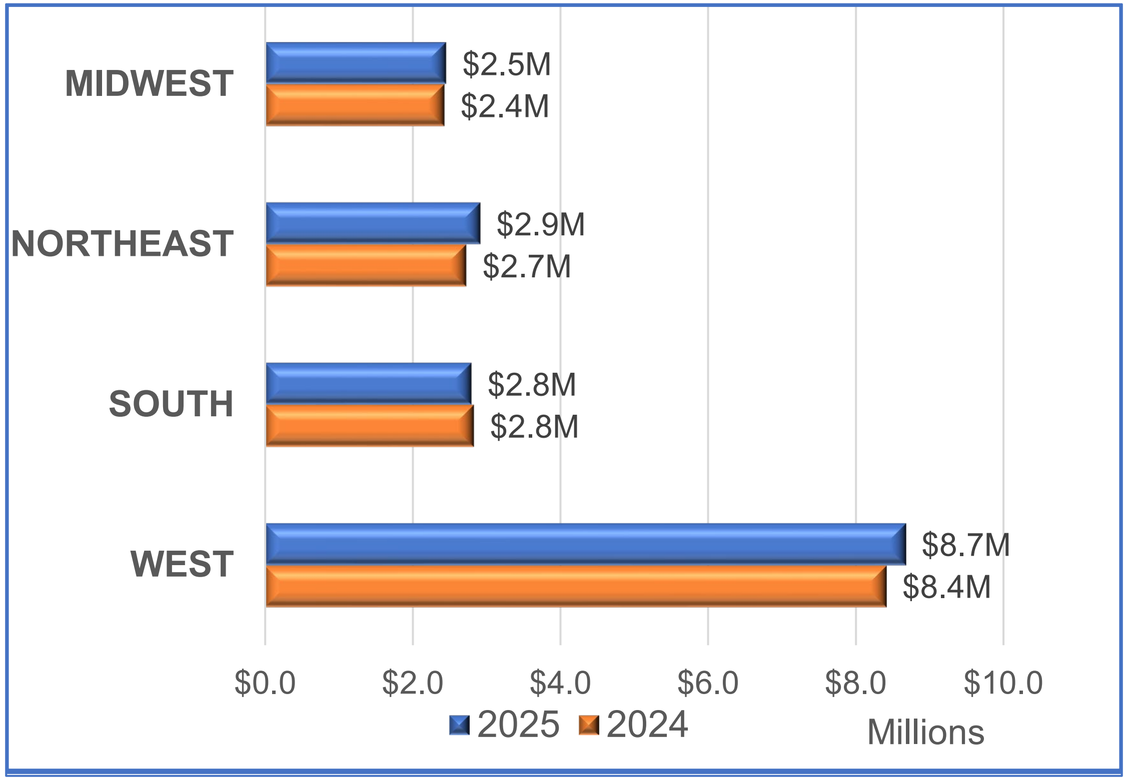
SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Hot Cocoa- Sub-Category

Natural Channel Total US Dollars



Dollar Change vs Year Ago

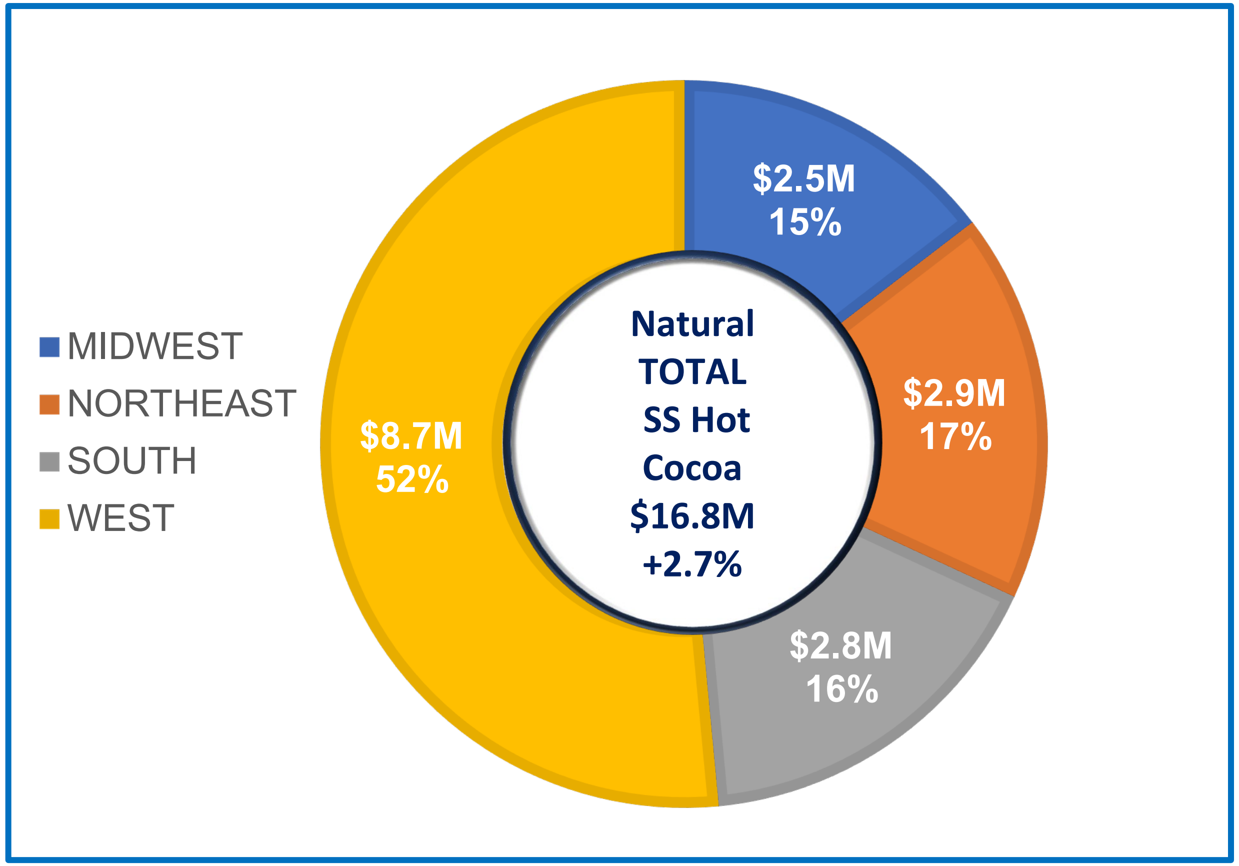


- Total Natural Channel $ volume for the Hot Cocoa sub-category is $16.8M, and is growing at +2.7% over prior year.
- The West is the largest $ volume region, followed by the Northeast, South, and Midwest, respectively.

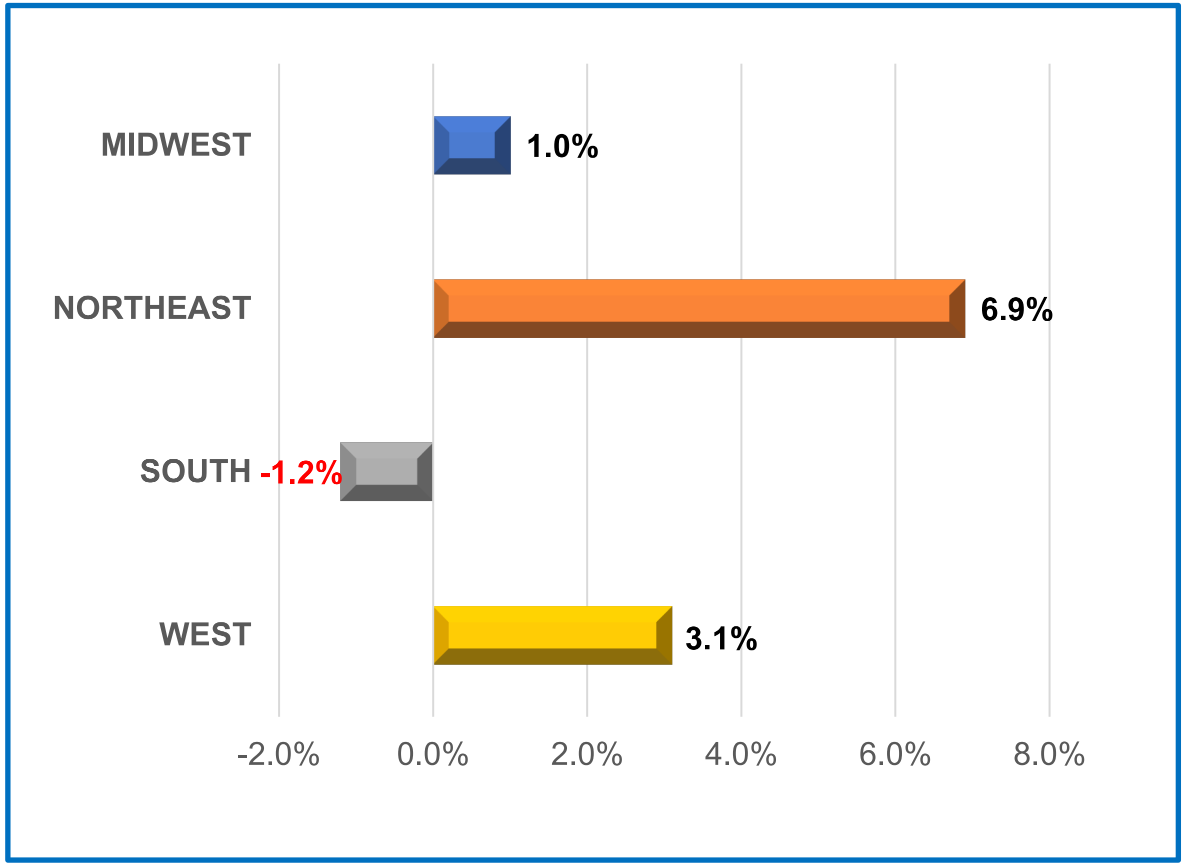
SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Hot Cocoa - By Region

Natural Channel Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The West, the most highly developed region for this sub-category in the Natural channel, responsible for 52% of $ volume, is experiencing +3.1% growth over prior year.
- The Northeast region, the 2nd largest market, is showing the highest increase in dollars of the 4 regions at +6.9%.
- In the 2 remaining regions, the South is in decline, to prior year dollars, -1.2%, while the Midwest is experiencing dollar modest growth of +1.0%.

SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Hot Cocoa
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago	ARP +/- Chg, Yago	ARP % Chg, Yago
SS HOT COCOA	**$2,918,212**	**$2,729,442**	**6.9**	**473,041**	**506,432**	**-6.6**			**$6.17**	**$5.39**	**0.78**	**14.5**
SWISS MISS	$635,145	$611,244	3.9	141,222	144,039	-2.0	60.9	7.2	$4.50	$4.24	0.25	6.1
LAKE CHAMPLAIN	$452,713	$388,897	16.4	37,856	34,624	9.3	26.1	2.9	$11.96	$11.23	0.73	6.5
EQUAL EXCHANGE	$351,868	$290,050	21.3	39,283	37,633	4.4	30.1	1.9	$8.96	$7.71	1.25	16.2
SILLY COW FARMS	$345,210	$309,113	11.7	45,823	41,729	9.8	49.3	4.3	$7.53	$7.41	0.13	1.6
GHIRARDELLI	$95,012	$79,265	19.9	13,997	13,277	5.4	26.9	1.8	$6.79	$5.97	0.82	13.7
NESTLE	$91,311	$80,355	13.6	31,717	29,417	7.8	26.8	2.2	$2.88	$2.73	0.15	5.5
FIELD DAY	$88,476	$66,504	33.0	13,759	10,371	32.7	16.0	1.0	$6.43	$6.41	0.02	0.3
PRIVATE LABEL	$76,652	$88,620	-13.5	17,304	20,283	-14.7	7.4	4.1	$4.43	$4.37	0.06	1.4
DUNKIN	$70,621	$74,419	-5.1	7,828	8,287	-5.5	20.6	1.0	$9.02	$8.98	0.04	0.4
OM	$69,503	$65,916	5.4	11,051	8,813	25.4	10.0	1.6	$6.29	$7.48	-1.19	-15.9
FOUR SIGMATIC	$60,251	$46,103	30.7	12,869	11,825	8.8	13.7	1.4	$4.68	$3.90	0.78	20

- The Northeast Natural Channel is showing +6.9% dollar growth, over prior year, but is in decline in unit sales, -6.6%.
- Swiss Miss, the largest $ volume brand, garnering 22% of the sub-category $ sales, is experiencing growth in dollars but decline in unit volume, -2.0%.
- Field Day, the 7th largest brand in $ volume, is experiencing the highest dollar and unit growth in the sub-category, +33.0% in dollars and +32.7% in units.

SPINS Satori – 52 weeks ending 10-05-25

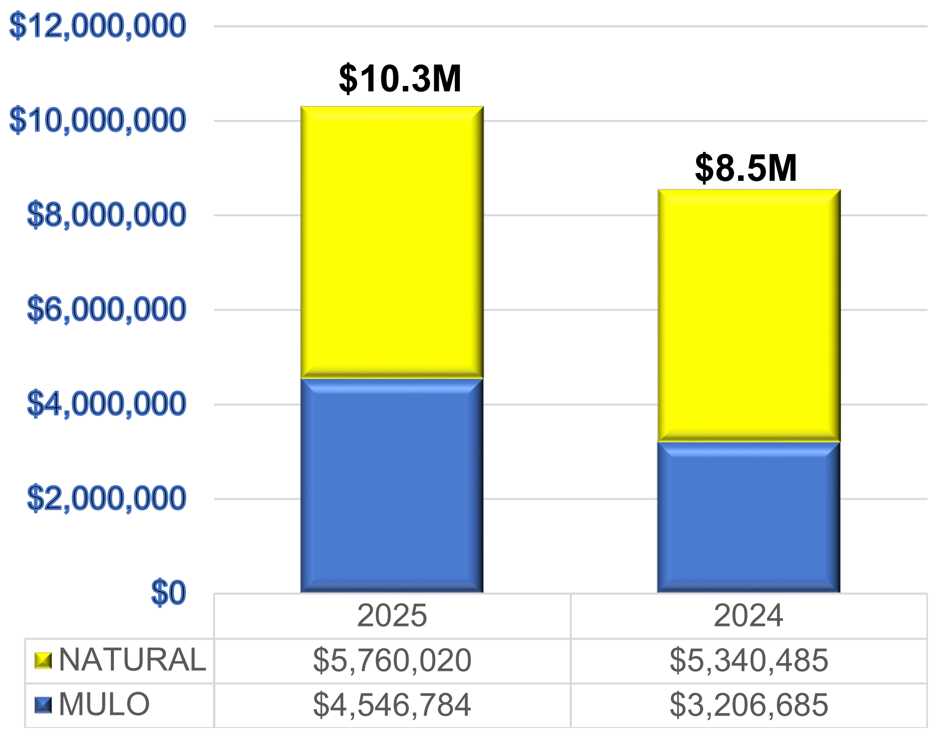
SS COFFEE ALTERNATIVES

Sub-Category Performance

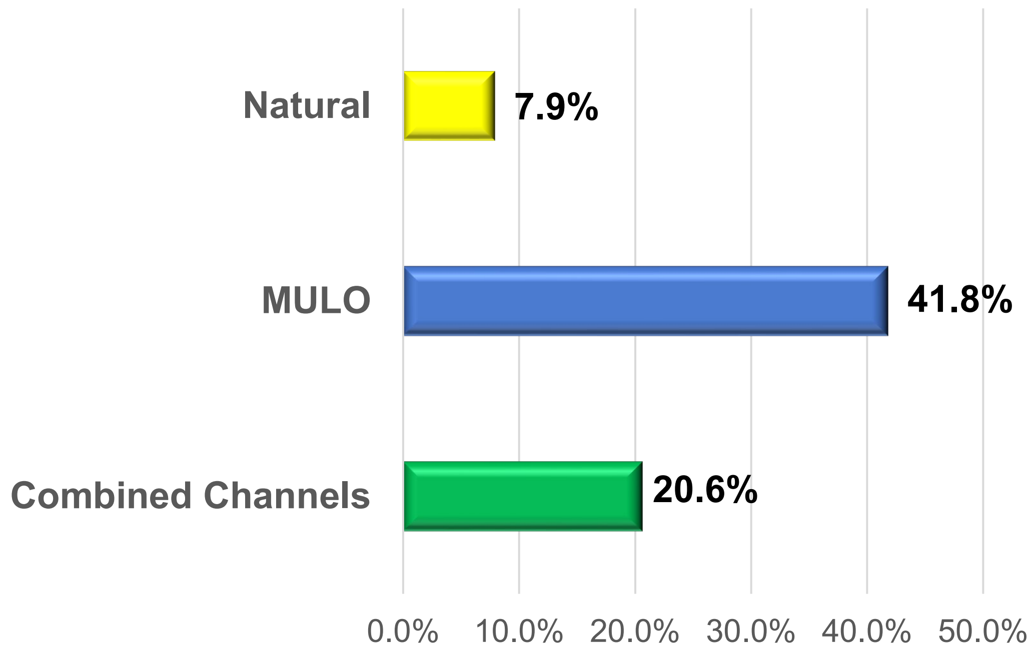
SPINS Satori - 52 Weeks Ending October 5, 2025

Total SS Coffee Alternatives - Sub-Category

Total US Dollars



% Dollar Change vs Year Ago

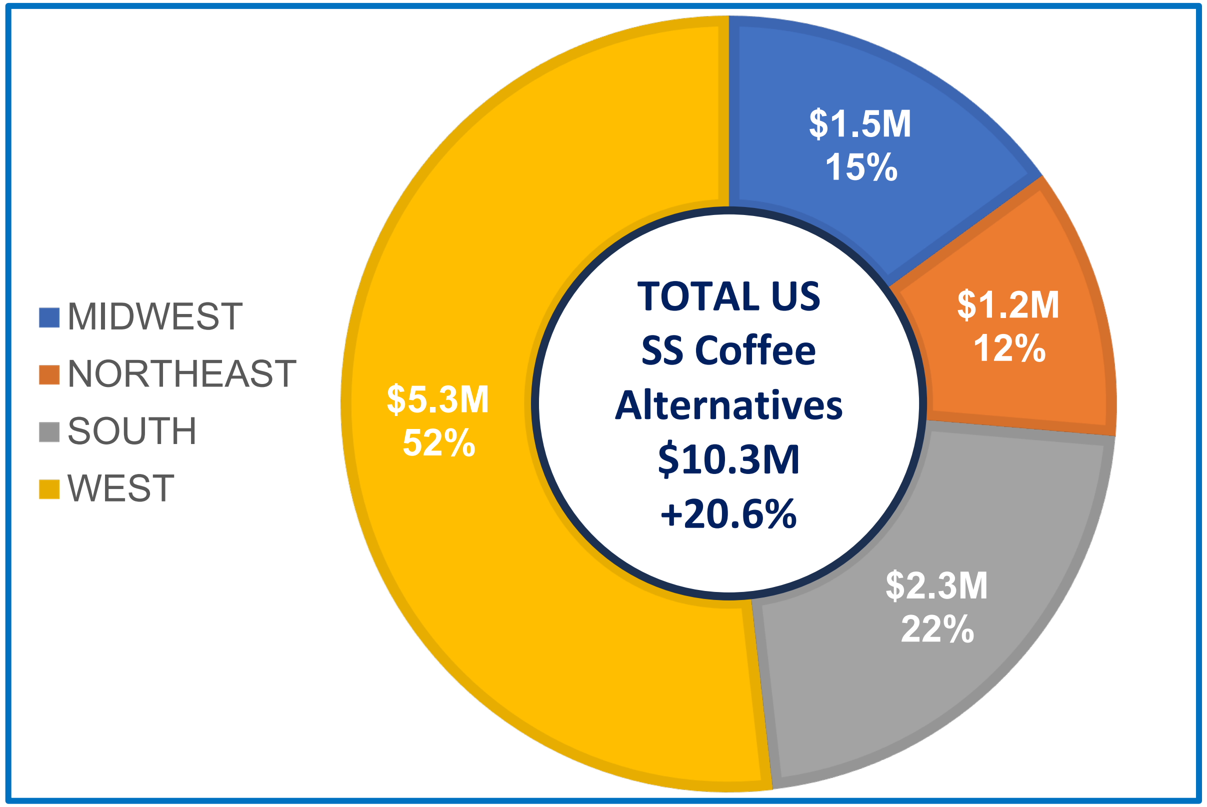


- Total US Coffee Alternatives sub-category is experiencing exceptionally high growth, to prior year, on a stand-alone channel and a combined basis.
- The Natural Channel plays a significant role in this sub-category, representing approx. 56% of the Total US Dollars sold.
- Sales dollars are showing growth in the Natural Channel, +7.9%, MULO, +41.8%, and Combined channels, +20.6%.

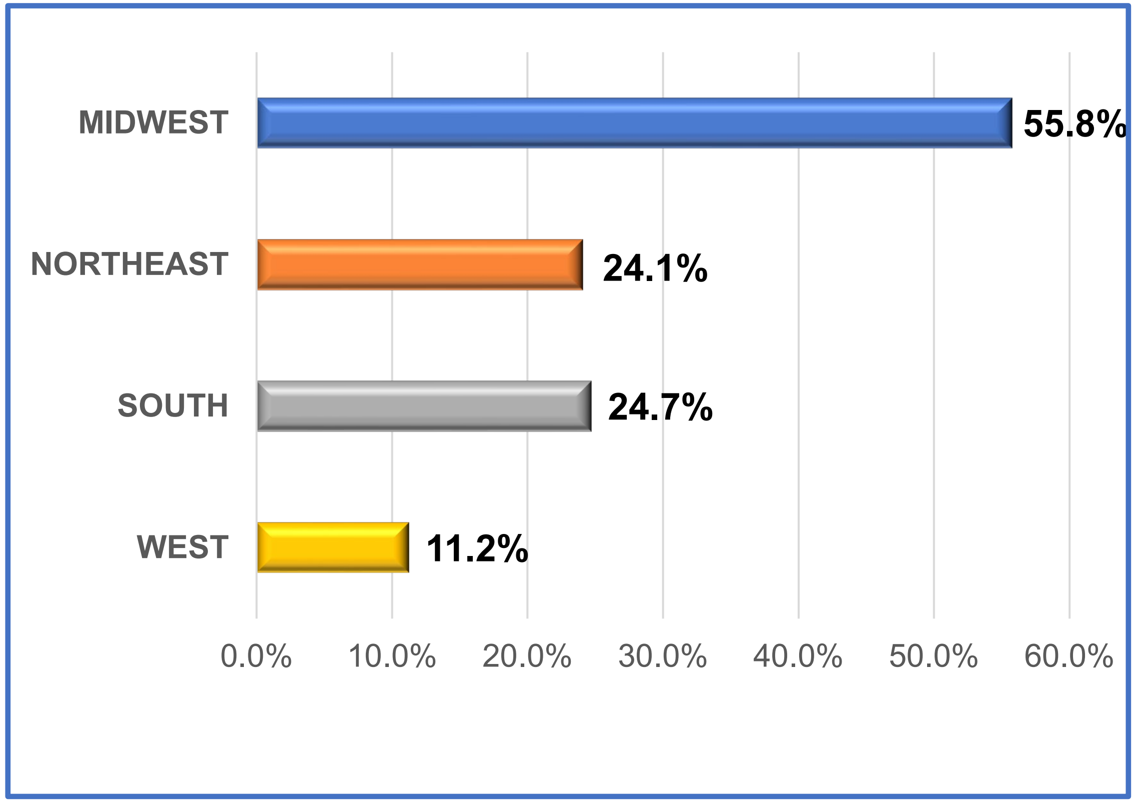
SPINS Satori – 52 weeks ending 10-05-25

Total SS Coffee Alternatives - By Region

Total Dollars and % Category Share by Region



% Dollar Change vs Year Ago

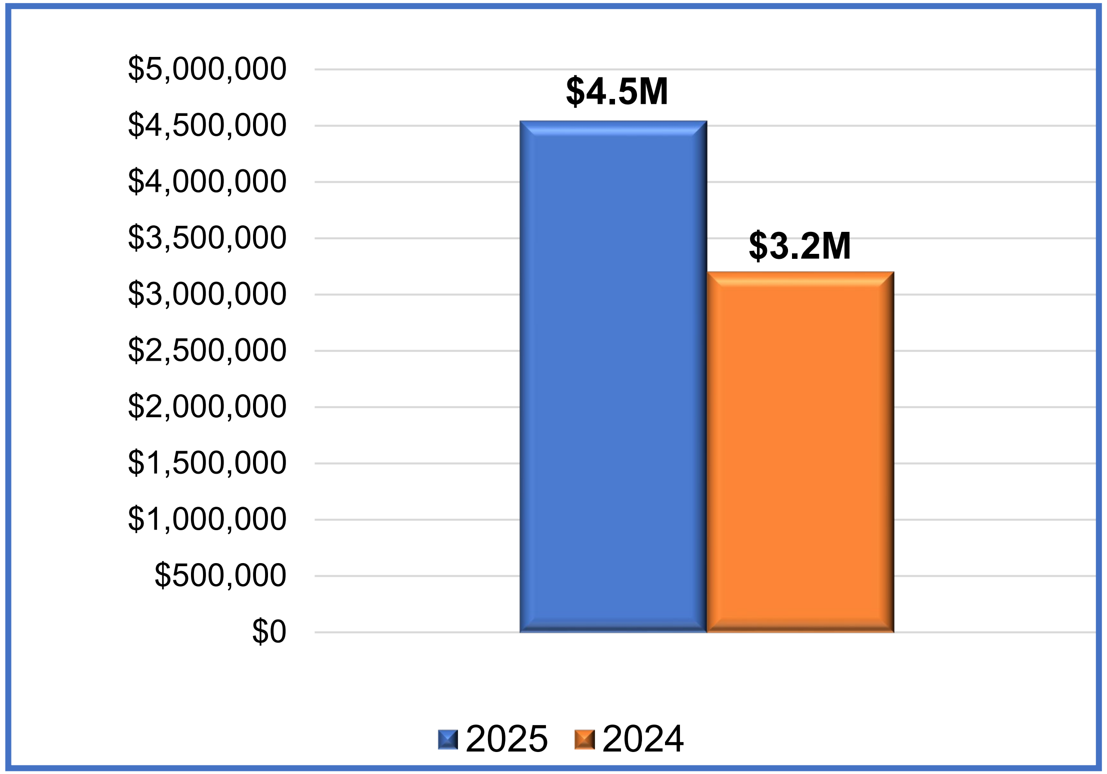


- The West is the most highly developed region for this sub-category, responsible for 52% of dollar volume, and growth at +11.2%.
- The 3 remaining regions, South, Northeast, and Midwest, are responsible for the remaining 48% of dollar volume, with respective dollar volume growth of +24.7%, +24.1%, and the Midwest showing highest growth at +55.8%.

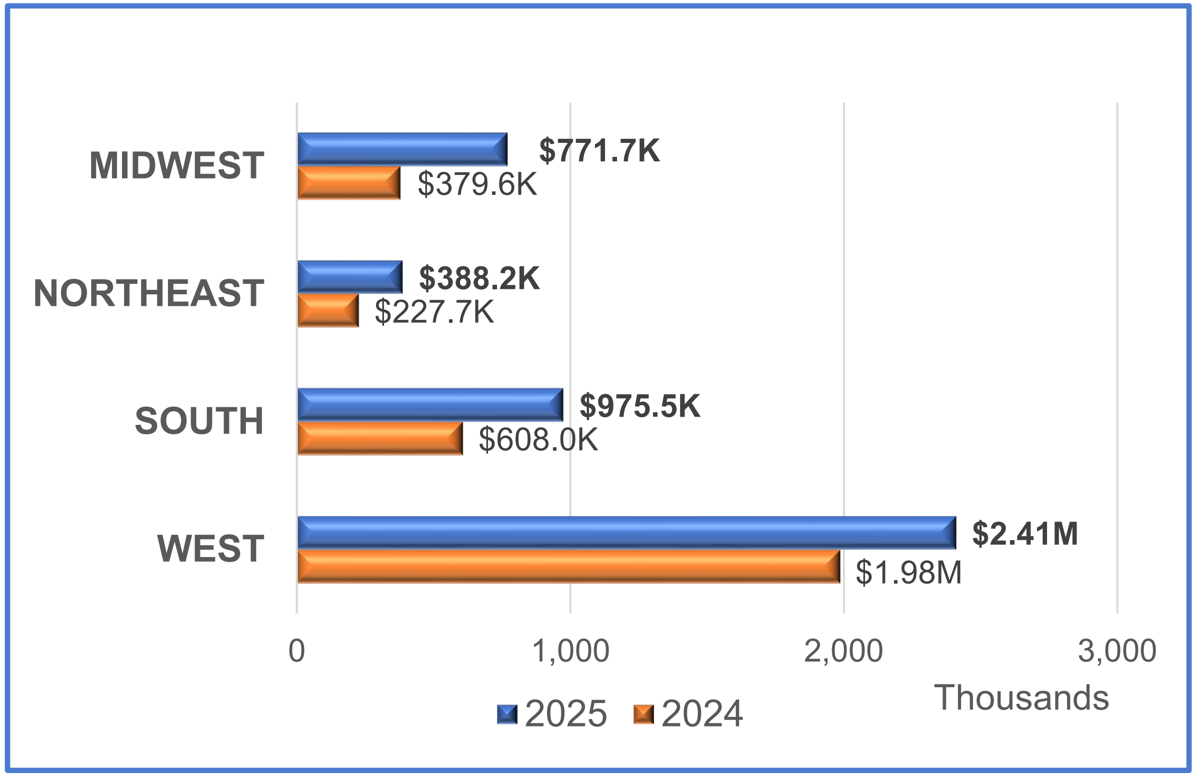
SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee Alternatives Sub-Category

<u>MULO Total US Dollars</u>



<u>Dollar Change vs Year Ago</u>

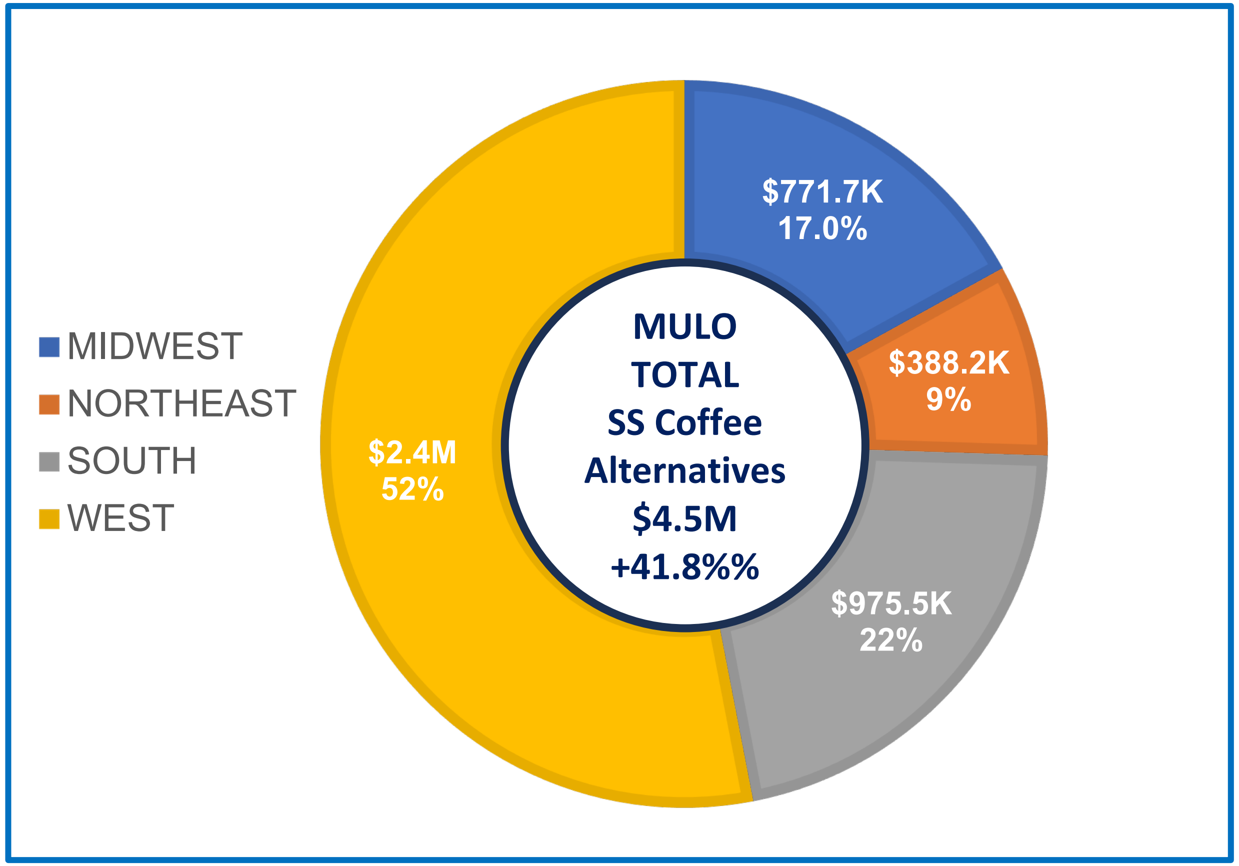


- Total US MULO $ volume of Coffee Alternatives is $4.5M and growing in dollar volume to prior year by +41.8%.
- The West is the largest $ volume region, followed by the South, Midwest, and Northeast, respectively.
- All <u>4</u> census regions and Total US are posting dollar sales increases to prior year.

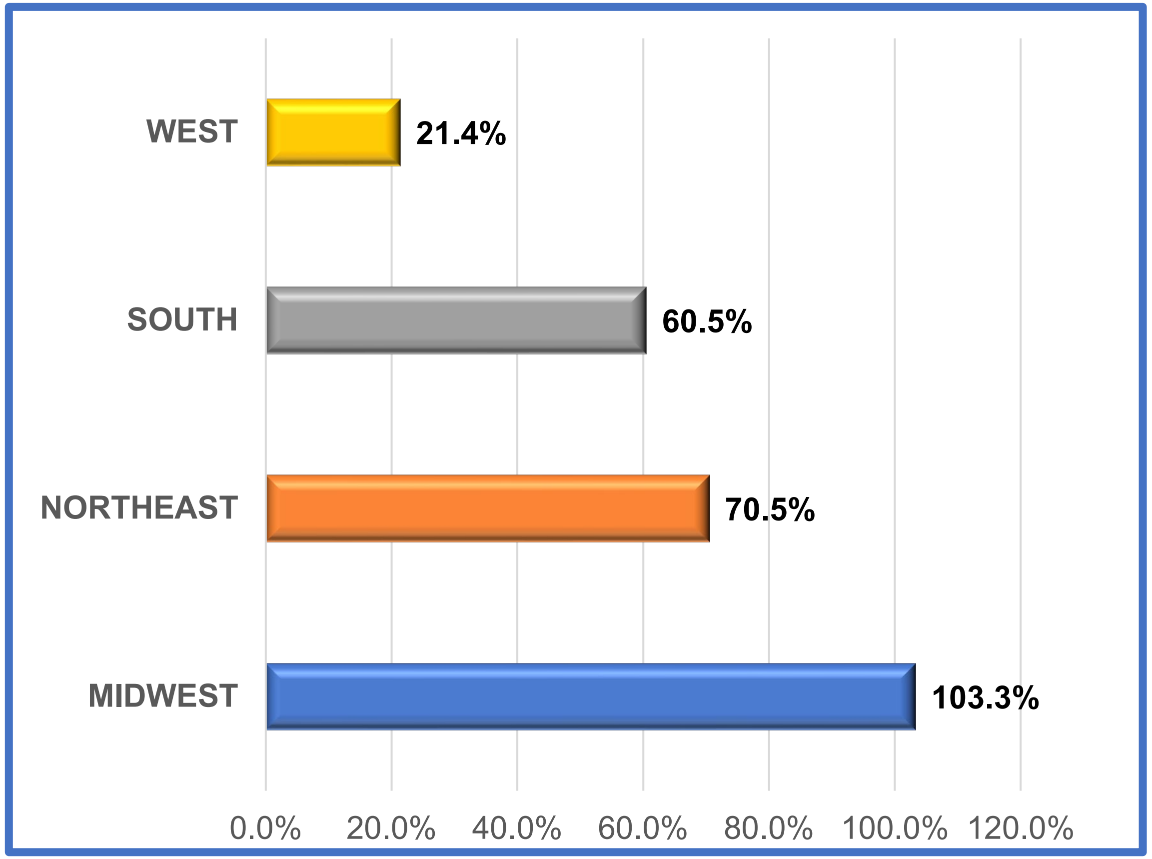
SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee Alternatives Sub-Category

MULO Dollars and % Category Share by Region



% Dollar Change vs Year Ago



- The West is the most highly developed region for this sub-category in the MULO channel, responsible for 52% of dollar volume, and is growing at +21.4%.
- The 3 remaining regions, South, Northeast, and Midwest, are responsible for the remaining 48%; with all showing high dollar growth to prior year.
- The Midwest is growing at an astounding rate at +103.3% to prior year.

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MULO: SS Coffee Alternatives
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	Average Items Selling	ARP	ARP, Yago
SS COFFEE ALTERNATIVES	$388,180	$227,651	70.5	21,713	15,172	43.1			$17.88	$15.01
MUD WTR	$339,538	$163,148	108.1	18,348	8,572	114	2.2	1.9	$18.51	$19.03
CLEVR BLENDS	$30,961	$23,559	31.4	1,919	1,384	38.6	0.5	1.0	$16.14	$17.02
CAFIX	$3,669	$23,133	-84.1	432	3,509	-87.7	0.1	1.1	$8.49	$6.59
TEECCINO	$3,536	$8,026	-55.9	257	663	-61.3	0.0	1.1	$13.78	$12.11
KAFFREE ROMA	$2,526	$2,741	-7.8	218	326	-32.9	0.0	1.0	$11.57	$8.42
OM	$2,406	$1,018	136.4	101	95	5.5	0.1	1.0	$23.92	$10.67
GOOSEFOOT ACRES	$2,356	$1,660	42	185	162	14.2			$12.73	$10.24
MORNING MADE	$1,628			110			0.1	1.0	$14.77	
ORGANIC TRADITIONS	$824	$1,234	-33.2	57	81	-29.4	0.0	1.0	$14.46	$15.30
PERO	$604	$2,166	-72.1	54	225	-76	0.0	1.0	$11.18	$9.61

- Coffee Alternatives in Northeast MULO is growing +70.5% in dollar volume over prior year and is also growing in unit volume, +43.1%.
- Mudwater is the leading brand within this sub-category in the Northeast, with $339K in dollar volume, growing at +108.1% and responsible for 87% of the total sub-category sales.
- Interestingly, there is no Private Label product within the entire sub-category currently; perhaps since the sub-category is not very large it does not warrant Private Label.

SPINS Satori – 52 weeks ending 10-05-25

MULO: SS Coffee Alternatives
Top Markets Northeast Census Region

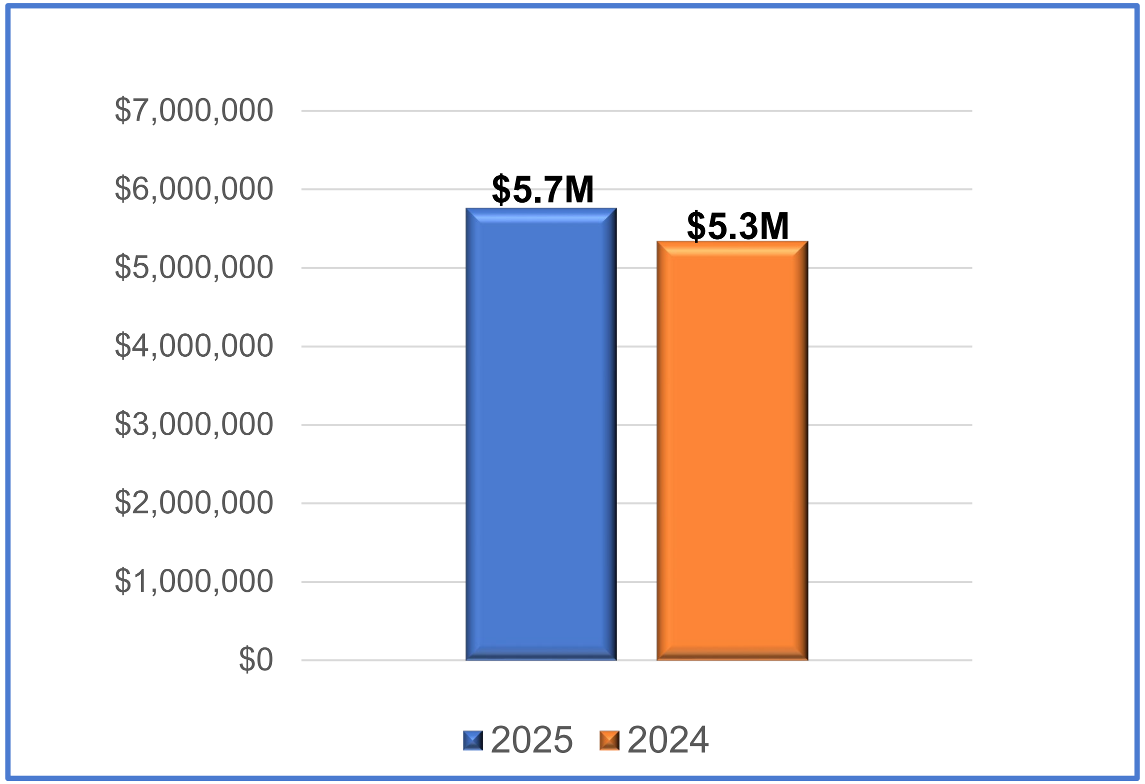
Geography	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	TDP	TDP, Yago	ARP	ARP, Yago
BALTIMORE, MD/WASHINGTON D.C. - MULO	$85,578	$47,411	80.5	4,800	2,673	79.6	15.7	9.9	$17.83	$17.74
NEW YORK, NY - MULO	$66,152	$55,377	19.5	3,816	4,194	-9.0	7.8	10.8	$17.33	$13.21
PHILADELPHIA, PA - MULO	$65,716	$34,451	90.8	3,638	2,031	79.1	14.6	10.6	$18.06	$16.96
HARRISBURG/SCRANTON, PA - MULO	$53,082	$31,485	68.6	2,999	1,785	68.0	11.0	9.2	$17.70	$17.63
BOSTON, MA - MULO	$46,617	$26,859	73.6	2,592	1,967	31.7	9.7	12.6	$17.99	$13.65
RICHMOND/NORFOLK, VA - MULO	$37,071	$30,482	21.6	2,281	1,804	26.4	13.1	11.7	$16.25	$16.90
BUFFALO/ROCHESTER, NY - MULO	$31,453	$16,088	95.5	1,746	935	86.7	9.7	10.0	$18.01	$17.21
HARTFORD, CT/SPRINGFIELD, MA - MULO	$23,029	$21,351	7.9	1,299	1,739	-25.3	7.8	17.6	$17.73	$12.28
NEW ENGLAND - MULO	$21,471	$9,776	119.6	1,182	530	122.9	3.5	3.8	$18.17	$18.44
PITTSBURGH, PA - MULO	$19,199	$4,937	288.9	1,015	268	278.2	11.3	5.8	$18.92	$18.40
ALBANY, NY - MULO	$17,032	$7,756	119.6	942	416	126.5	10.9	10.3	$18.09	$18.66
SYRACUSE, NY - MULO	$15,128	$3,535	327.9	833	189	341.9	8.9	8.8	$18.15	$18.74
ROANOKE, VA - MULO	$13,678	$5,507	148.4	747	294	154.1	4.0	2.5	$18.31	$18.73
PROVIDENCE, RI - MULO	$10,881	$6,198	75.6	603	392	53.7	14.2	15.0	$18.05	$15.80

- Baltimore is the largest market for Coffee Alternatives in MULO, posting dollar sales growth of +80.5%, with an increase in units of +79.6%.
- New England, the 9th largest market, responsible for $21K in sales, is showing a very large dollar increase to prior year, at +119.6% and a larger increase in units of +122.9%
- All Northeast markets are growing in both dollars and units; except New York, down -9% in units, and Hartford/Springfield -25.3% in units.

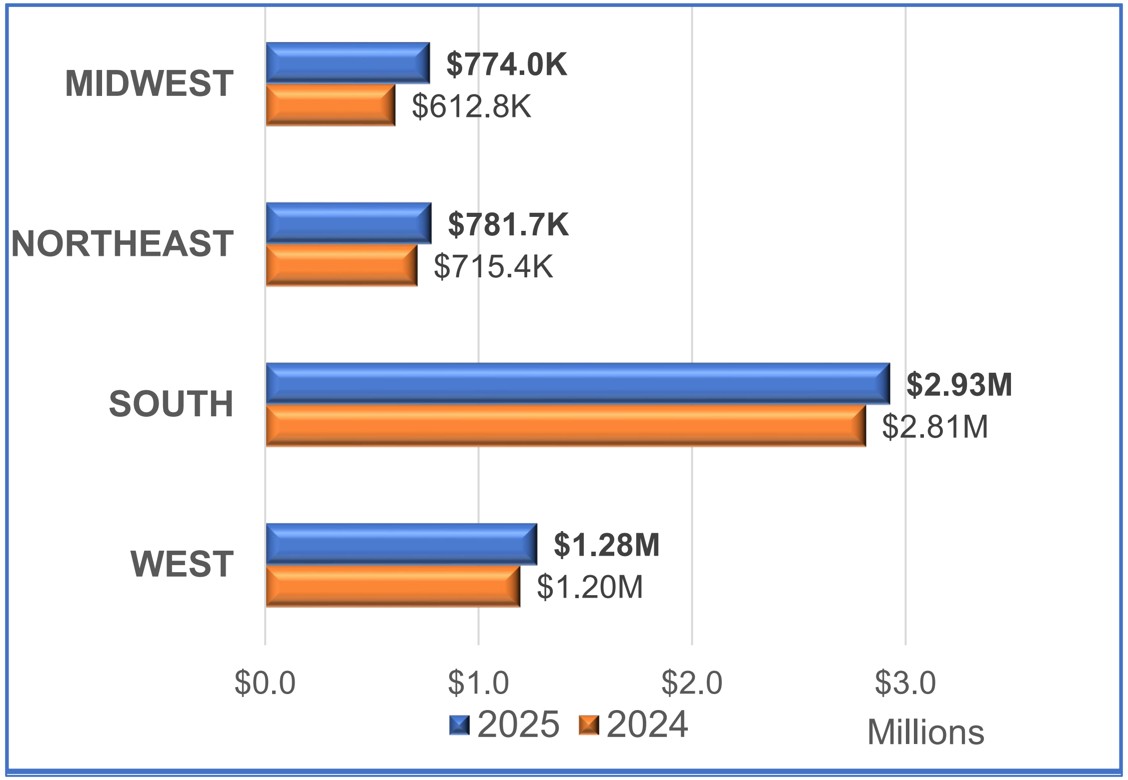
SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Coffee Alternatives - Sub-Category

Natural Channel Total US Dollars



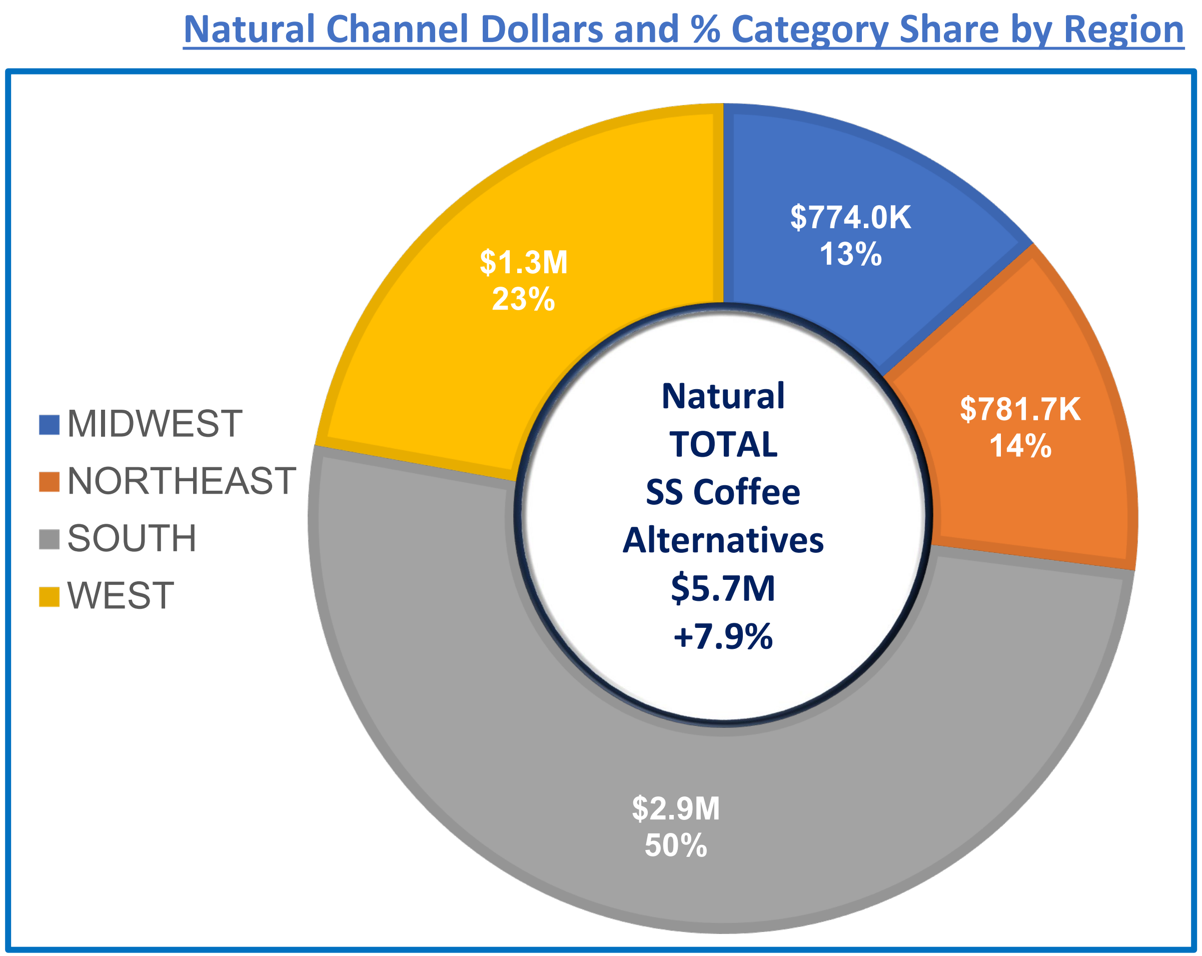
Dollar Change vs Year Ago

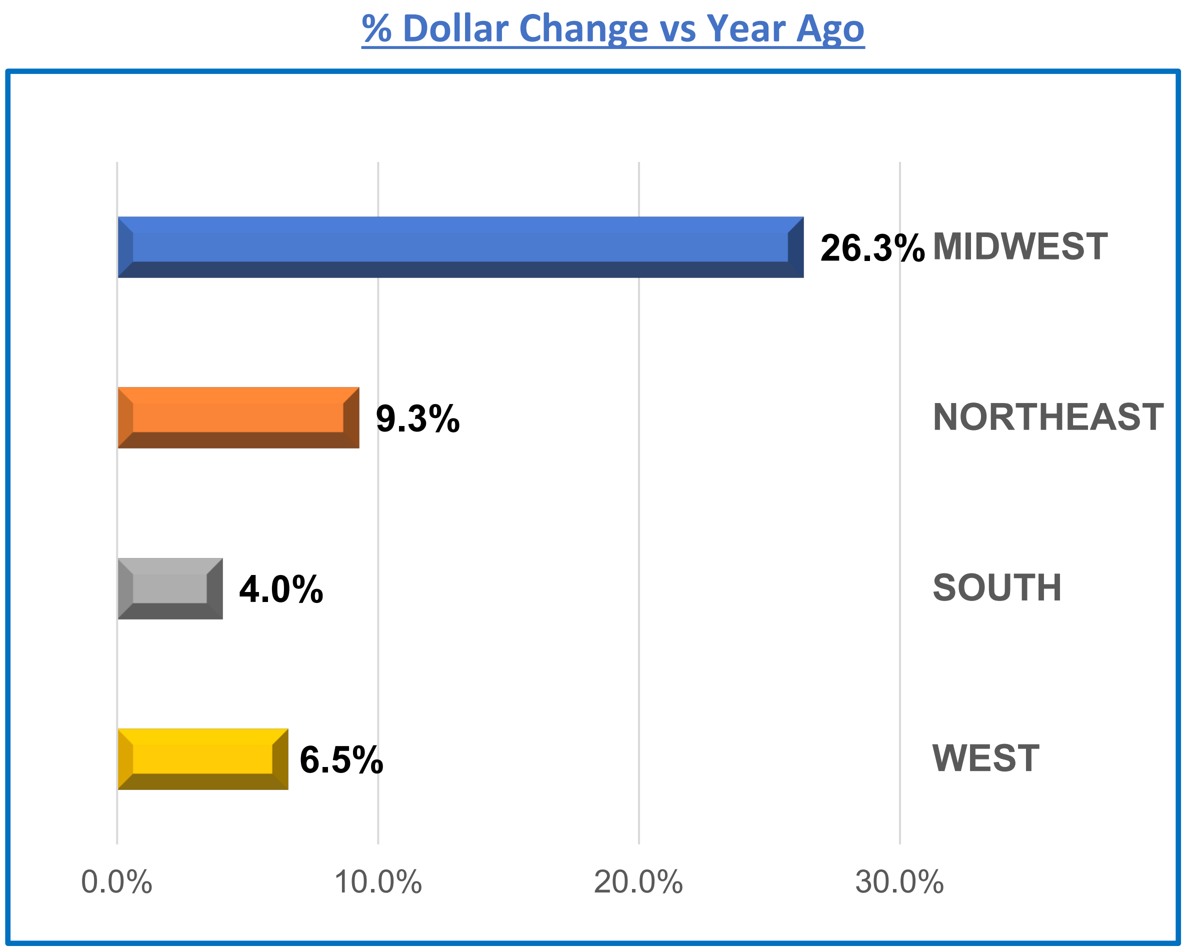


- Total Natural Channel $ volume for the Coffee Alternatives sub-category is $5.7M and is growing +7.9%, over prior year.
- The South is the largest $ volume region, followed by the West, Northeast, and Midwest, respectively.
- All 4 census regions are posting dollar sales higher than the prior year.

SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Coffee Alternatives - By Region





- The South is the most highly developed region for this sub-category in the Natural channel, responsible for 50% of dollar volume, with growth in dollar volume at +4.0%.
- The West region, the 2nd largest market, is showing a positive dollar increase to prior year of +6.5%.
- The 2 remaining regions; Northeast is growing to prior year dollars, +9.3%, while the Midwest is experiencing the highest dollar growth to prior year, +26.3%.

SPINS Satori – 52 weeks ending 10-05-25

NATURAL: SS Coffee Alternatives
Top 10 Brands Northeast Census Region

Description	Dollars	Dollars, Yago	Dollars % Chg, Yago	Units	Units, Yago	Units % Chg, Yago	Avg % ACV	ARP	ARP, Yago
SS COFFEE ALTERNATIVES	**$5,760,020**	**$5,340,485**	**7.9**	**439,044**	**437,444**	**0.4**		**$13.12**	**$12.21**
TEECCINO	$1,635,365	$1,709,663	-4.3	123,534	135,584	-8.9	32.6	$13.24	$12.61
MUD WTR	$1,054,799	$553,665	90.5	79,823	26,563	200.5	15.0	$13.21	$20.84
GOOSEFOOT ACRES	$1,014,007	$947,304	7.0	57,982	56,574	2.5	11.2	$17.49	$16.74
VITACUP	$400,281	$432,943	-7.5	26,788	36,565	-26.7	11.3	$14.94	$11.84
OM	$380,558	$421,845	-9.8	50,049	65,930	-24.1	15.6	$7.60	$6.40
PERO	$289,250	$286,554	0.9	28,940	29,716	-2.6	13.6	$9.99	$9.64
KAFFREE ROMA	$223,588	$310,973	-28.1	23,332	33,726	-30.8	6.9	$9.58	$9.22
CAFIX	$203,416	$312,706	-34.9	18,273	29,424	-37.9	6.9	$11.13	$10.63
KOKORA	$138,887			4,173			1.8	$33.29	
RASA	$82,900	$16,018	417.5	4,507	602	648.6	1.8	$18.39	$26.60
CRIO BRU	$72,056	$83,829	-14.0	5,647	6,735	-16.2	1.6	$12.76	$12.45

- Northeast Natural Channel is showing +7.9% dollar growth over prior year and is growing slightly in unit volume +0.4%.
- Teeccino, the largest $ volume brand, garners 28% of the sub-category $ sales but is experiencing decline in both dollars and units, down -4.3% and -8.9%, respectively.
- Mud Water, the 2nd largest brand in $ volume, is experiencing high dollar growth in the sub-category, +90.5% in dollars, and +200.5% in units. This brand is no doubt a major competitor for Teeccino and may be responsible for Teeccino's decline in market share.

SPINS Satori – 52 weeks ending 10-05-25

SS COFFEE & HOT COCOA

Category & Subcategory Reports

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