

## eCommerce Scorecard: Coffee

Coffee sales (pods, beans, grounds, ready-to-drink, instant) continue to grow online as busy schedules squeeze consumers' grocery shopping time. Coffee drinkers have turned to their favorite big-box retailers and grocers with an online presence to conveniently acquire their morning cup of joe. The online coffee category grew 23% over the last year, with the top 15 brands averaging 32% growth year-over-year (YoY). Although Starbucks has the biggest piece of the online pie, both name brands and specialty brands alike are vying for their fair share of the market. Moreover, boutique and niche brands that have capitalized on the craft, artisanal movement pose a threat to top coffee brands. Now, more than ever, it is important for brands to defend their position online.

This scorecard highlights key coffee brands' performance online and explores what actions brand have taken to obtain and defend their spot on this list. The Shopper Journey and Buyer Behavior metrics (a part of 1010reveal's eCommerce data suite) speak to how brands have been able to influence a consumer's path to purchase and how well they have been able to repeatedly reach into their consumer's pocket.

Coffee Brand	Market Benchmark		Shopper Journey			Buyer Behavior
	Sales Share	Dollar Spent Growth	Search Driven Conversion	Branded Search Conversion	Percent Winning Sessions	Share of Wallet
Starbucks	11.6%	30%	8	2	4	4
Green Mountain	6.7%	10%	7	3	9	11
Nespresso	6.3%	26%	14	1	1	1
Folger's	4.6%	45%	4	8	5	5
Dunkin' Donuts	4.3%	38%	2	5	12	10
San Francisco Bay Coffee	3.8%	-20%	12	9	6	6
Peet's Coffee	3.2%	40%	5	2	10	13
The Original Donut Shop	3.0%	5%	8	13	13	14
LavAZza	2.6%	28%	15	4	4	3
McCafe	2.4%	1	10	11	11	9
Maxwell House	2.3%	40%	3	7	3	7
Gevalia	1.7%	35%	6	10	7	12
Great Value	1.5%	106%	1	14	15	2
Eight O'Clock Coffee	1.4%	-16%	11	6	8	8
Solimo	1.3%	N/A	13	15	14	2
	Actuals			Ranked		
Analysis Timeframe: May 2018 - April 2019						

### Brands to Watch Out For

Coffee Brand	YoY Growth
High Brew Coffee	147%
Maud's Coffee	81%
SToK	105%
Black Rifle Coffee Company	81%

The brands above represent a change to the brand landscape in the coffee category as consumers shift their preference toward niche products from boutique brands. The sum of brands falling into this space is expected to encroach on larger well-known brands' share of the category over time.

### Column Definitions

The coffee category contains pods, beans, ground, ready-to-drink and instant subcategories

**Sales Share:** each brand's share of total category sales

**Dollars Spent Growth:** year-over-year growth in dollars spent

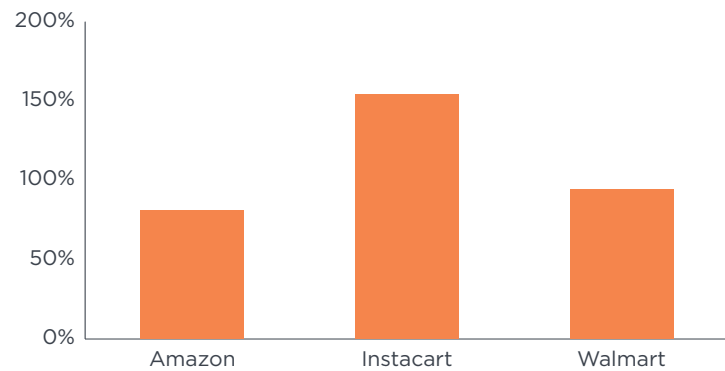
**Search Driven Conversion:** measures each brand's success in converting on-site searches into sales

**Branded Search Conversion:** measures each brand's success in converting on-site branded searches into sales

**Percent Winning Sessions:** measures each brand's success in winning sales when consumers also consider rival brands

**Share of Wallet:** among buyers of a brand, the percent of total category sales that brand captures

## 1 McCafe's YoY Growth in Sales Dollars



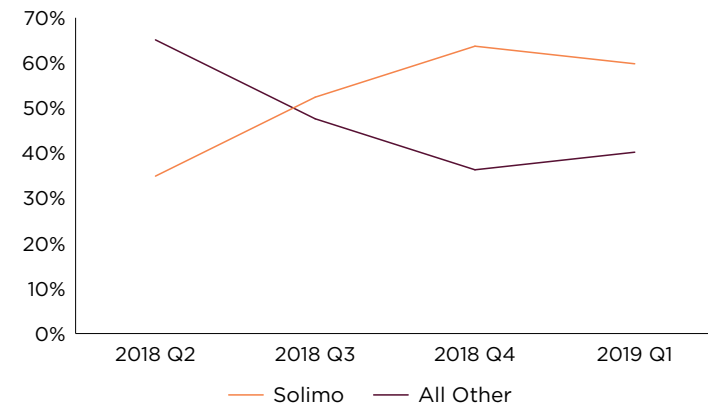
McCafe's rapid growth can be attributed to the brand's coffee pod success on key retailers driving online grocery growth. In particular, McCafe sales have grown upwards of 150% year-over-year on Instacart, a delivery service for grocery stores available in most major metro areas. Prepare to see more McDonald's brand coffee outside of their restaurants.

## 3 Top 10 Search Terms

1. Green Mountain Breakfast Blend K-Cups
2. K Cups
3. Coffee K Cups
4. Coffee
5. Green Mountain K Cups
6. Keurig K Cups
7. Coffee Pods
8. K Cups
9. Green Mountain Dark Magic K-Cups
10. Dark Magic Coffee K Cups

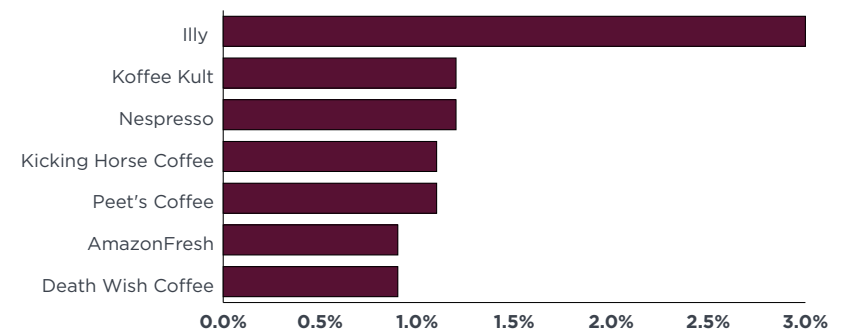
Green Mountain's conversions are most often tied to non-branded search terms. Green Mountain is the #1 brand in the coffee pods category, with top selling 72-count products that sell for less than several close competitors. Their low price point is likely what drives brand agnostic consumers to their products.

## 2 Solimo's Share of Wallet



Amazon's private label, Solimo, has captured 1.3% of the online coffee share since the brand was introduced in April 2018. At that point in time, the brand only captured 35% of Solimo drinker's share of wallet (SOW). Although they still rank last in the SOW metric, Solimo captured more than 60% of their consumers' sales in late 2018 and early 2019. This suggests that Amazon coffee drinkers are becoming more loyal to the Solimo brand.

## 4 % of Lavazza Winning Sessions Considered



Lavazza, the #1 ranked brand in the coffee beans category, increased their sales share to 14.3% in the last year by winning 86% of purchase sessions where they were considered. Premium and specialty brands such as Illy, Koffee Kult and Nespresso have most often lost to Lavazza. Lavazza has also been successful in growing their consumer's share of wallet and converting on branded search terms.

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