

Sip & Click: Omnichannel Success for Coffee

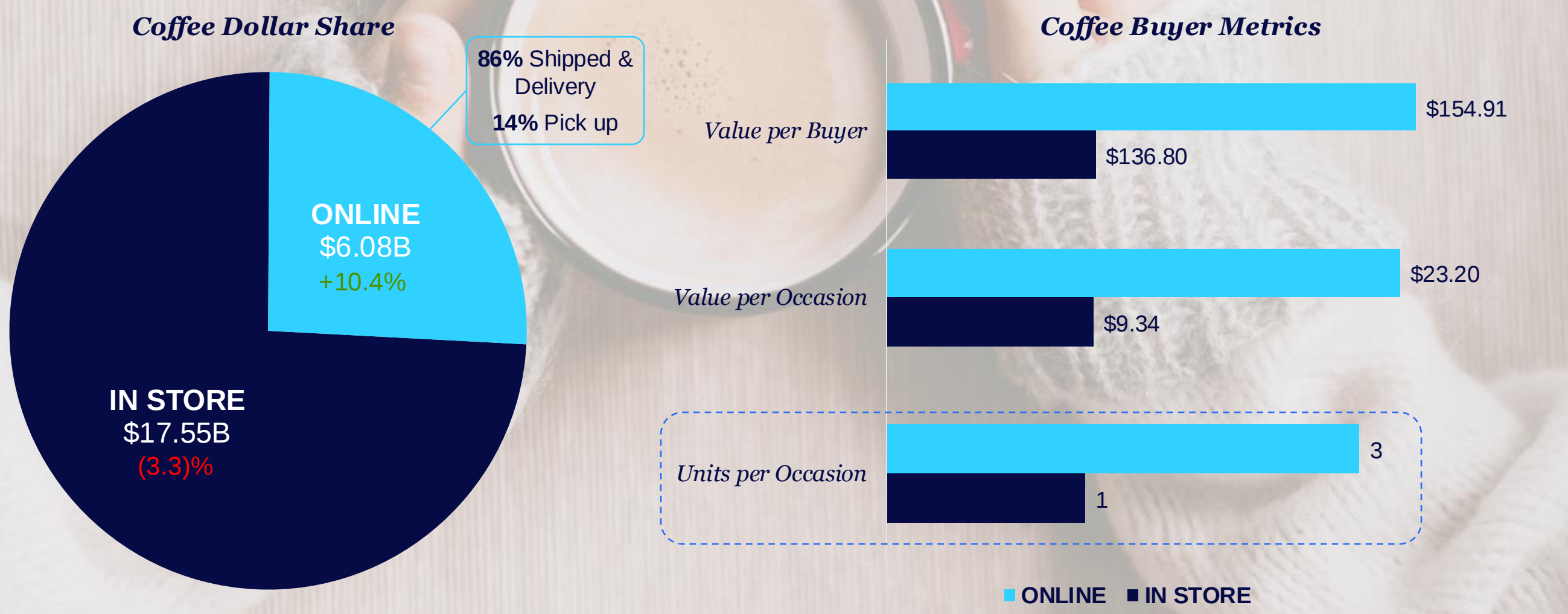
Coffee had an **Online 3YR CAGR of 13%**.
As Online continues to grow in importance,
how can manufacturers craft a successful
omnichannel strategy?

Online Coffee \$ share
grew
+2.5 pts
vs YA

Online Coffee buyer
spend
2.5x
more \$ per occasion
than In Store

Shoppers are making
2.2x
more, but less valuable
trips to In Store retailers for
Coffee

Meeting coffee consumers online is a valuable proposition for retailers & manufacturers
Higher units per trip signals online variety seeking; ensure assortment offers wider variety & purchase incentives

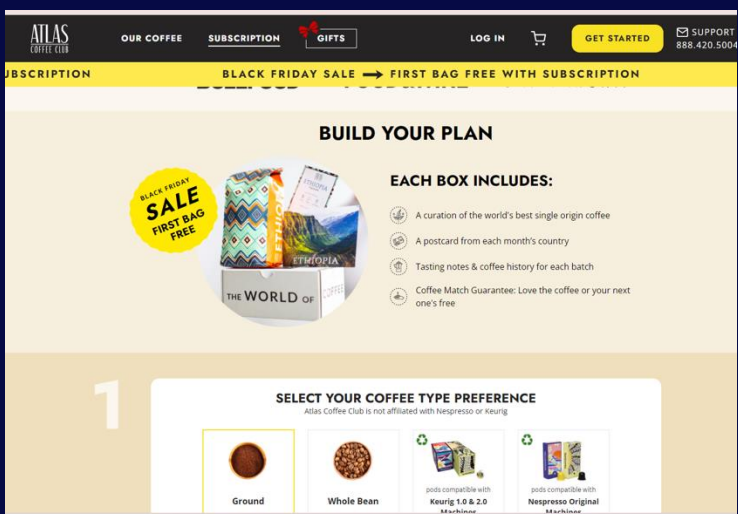


An omnichannel strategy can tap into subscription services & integrate social media
Ensure your brand is prepared to offer convenient shipping services & respond to social trends

Strategy 1: Tap into Shipped & Delivery

Shipped & Delivery grew **+2.1 share points** of
Total US Omni over the last year

Capitalize on this growth and offer ultimate
convenience such as brands like:



Strategy 2: Tap into Social Media



\$19M Coffee sales on TikTok shop

82% Agree Tik Tok shop has introduced
them to brands they didn't know

#1 Selling brand on Tik Tok is **javy**

Key Takeaways →

1. A strong omnichannel strategy is not only important, but extremely valuable for coffee manufacturers. Most online coffee sales are through ship and delivery, offering an opportunity for manufacturers to develop an omnichannel strategy by tapping into subscription services and direct to consumer purchasing.
2. Further, higher spend online suggests variety seeking. One way to capitalize on this is through subscription services that offer new flavors, formats, or sizes. Brands should highlight their unique offerings through the convenient format of subscriptions and direct to consumer offerings.
3. Non-traditional channels such as Tik Tok shop and social media are a valuable & unique way to stand out and strengthen your omnichannel strategy. These channels give coffee buyers variety through new experiences, illustrating the importance of innovation for manufacturers.

Reach out to your **NIQ** representative to learn how **NIQ**
Panel on Demand Omnishopper can strengthen your
brand's omnichannel strategy!



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