# Coffee Pods

Subscription Overview

designalytics

COFFEE PODS is $3.2 billion-dollar category dominated by a few major manufacturers. Though package sizes and formats remain highly consistent across brands, there is dramatic variation in color, graphical elements, brand personality, and overall design aesthetics. Since this is a visually dynamic category with fierce competition, it's critical that brands focus on clearly communicating claims, reinforcing key brand equities, and increasing mental availability with distinctive, attention-grabbing designs.
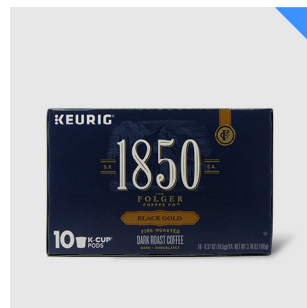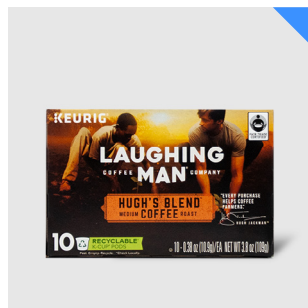
COFFEE POD
BRANDS TRACKED IN 2019
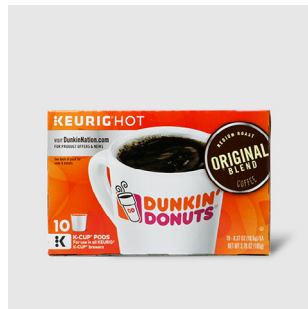
STAND-OUT
Who grabs and holds attention?
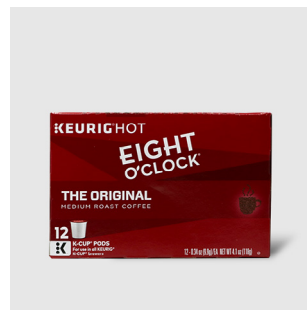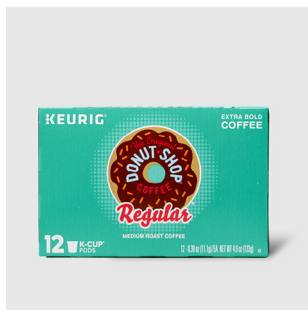
FINDABILITY
Who's the easiest to locate?

COMMUNICATION
Who owns the messages that drive purchase in the category?

MENTAL AVAILABILITY
Who's the most recognizable at a distance, and why?

DISTINCTIVE ASSETS
Who has visual elements that are well-known and truly unique?

RESONANCE
Which specific elements are most liked and disliked by consumers, and why?

Wildcard

SNEAK PEEK

6.9 FT   9.5 FT

FOLGERS is the most easily recognizable package when viewed from afar, with nearly 1.5 times the range of Peet's.

STARBUCKS' visibility is 36% greater when it occupies a single facing rather than multiple facings, suggesting that it could have a greater advantage on e-commerce websites than in brick-and-mortar retail environments.
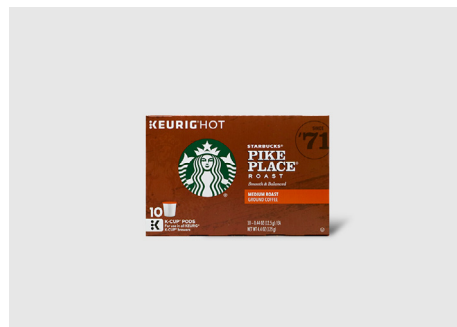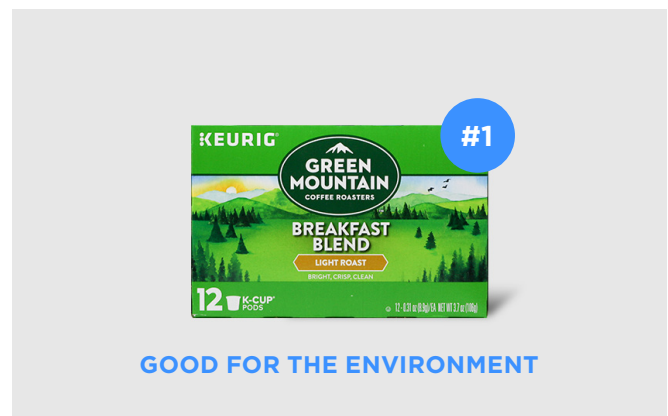
SINGLE

BLOCKED

100   117   100

MCCAFE'S signature swirl is a well-liked, distinctive brand asset—a building block for developing and nurturing mental availability.
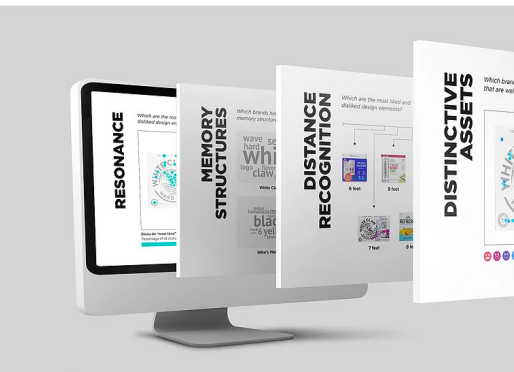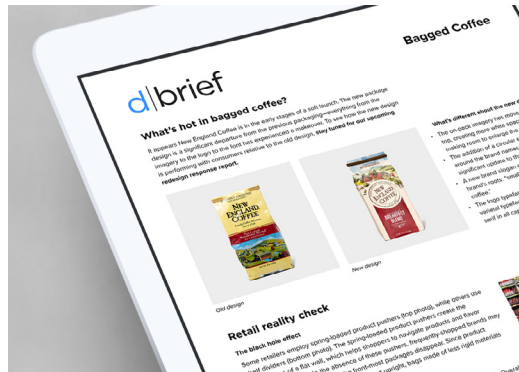
GOOD FOR THE ENVIRONMENT

GREEN MOUNTAIN ranks number one on "good for the environment," an increasingly important purchase driver in this category.
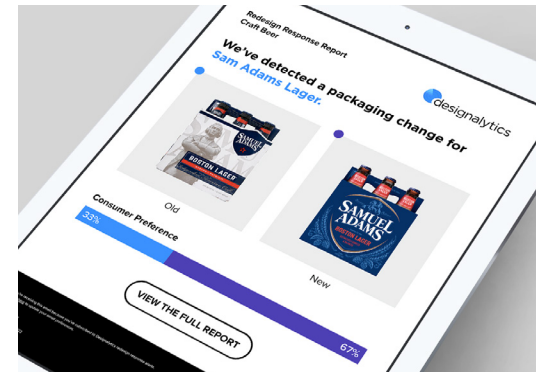
THE TOTAL PACKAGE

**ANNUAL
CATEGORY REPORT**

**MONTHLY CHANGE ALERTS
& INDUSTRY NEWS**

**REDESIGN RESPONSE
ANALYSES**

ANALYSIS

- Annual deep-dive report of top 10 category leaders plus two "wildcard" challengers

- Full-spectrum design performance analysis

- New, innovative consumer exercises

TRACKING

- Real-time online and offline design change detection

- Quick-turn consumer evaluation of old versus new designs

TRAINING

- Extensive content covering design trends, macro-analyses, and case studies to elevate your organizational design competency

- Turn-key training for new managers, including online master classes in design management

LOW COST, BIG BENEFITS

- Get better-than-custom research at a fraction of the cost

- Save hundreds of thousands of dollars for each misguided redesign attempt that is avoided

- Develop better, more strategic briefs that drive focused creative with greater sales impact

- Become a more design-savvy organization with ongoing insights and training

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designalytics.com/categories

TO LEARN MORE, CONTACT US:

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