

AWAY-FROM-HOME BEVERAGE FUTURES 2026

www.foodserviceIP.com

BACKGROUND

Beverages remain one of the most profitable categories in foodservice, but growth is increasingly being driven by premium, customizable, and functional offerings rather than traditional beverages alone. Operators are seeking ways to drive traffic, increase check averages, and create differentiated beverage programs while managing labor, equipment, and operational constraints. To better understand these shifts, Foodservice IP completed a comprehensive study examining emerging beverage trends, operator priorities, consumer behavior, and future growth opportunities across the away-from-home marketplace.

STRATEGIC INVESTIGATION AREAS

- **Assess the size and growth outlook** of emerging beverage categories in foodservice
- **Understand consumer motivations** surrounding health, indulgence, energy, and customization
- **Identify operator priorities**, barriers, and investment plans
- **Evaluate opportunities** for functional beverages, refreshers, frozen beverages, and wellness-oriented products
- **Provide strategic guidance** for manufacturers seeking growth in foodservice beverage channels

APPROACH

- **500 consumer surveys** among away-from-home beverage purchasers
- **230 operator surveys** across eight foodservice segments
- **Executive interviews** with manufacturers, distributors, and industry experts
- **Market sizing, forecasting, and strategic analysis**

NEXT STEPS

To purchase FSIP's **Away-from-Home Beverage Futures 2026** study, please complete the purchase agreement on the following page or contact:

TIM POWELL
Managing Principal
312.600.5131
tpowell@foodserviceip.com

SCOPE

- Functional beverage adoption
- Energy drinks and hydration products
- Refreshers and specialty beverages
- Beverage customization and premiumization
- Frozen and blended beverage opportunities
- Beverage pricing and willingness-to-pay
- Operator investment priorities
- Equipment and labor barriers
- Segment-specific beverage opportunities
- Three-year market forecasts

STUDY DELIVERABLES

- Executive Summary
- Consumer Research Findings
- Operator Research Findings
- Market Sizing & Forecasts
- Strategic Implications
- Manufacturer Recommendations

FSIP's RESEARCH ADVANTAGE

- In-depth analysis from experienced consultants exclusively focused on the food industry
- Value-priced intelligence that answers the "so what" and "what now"
- Truly strategic guidance tailored to your business needs

foodservice IP
Authentic strategic thinking.

PURCHASE AGREEMENT

AWAY-FROM-HOME BEVERAGE FUTURES 2026

☐ YES, I'd like to purchase the study for $12,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to: Tim Powell at tpowell@foodserviceIP.com.

Thank you for your business.

foodservice IP
Authentic strategic thinking.