RoastCo - Coffee Category Insights

What drives category growth in coffee? For RoastCo, that question underpins every shelf, promo, and pricing decision. This analysis helped the brand break down 65,000+ rows of POS data to understand what moves product, and what just takes up space.

RoastCo Organic was the standout performer, with strong velocities in Western provinces and above-average response to endcap promotions. Meanwhile, RoastCo Bold and Original showed greater price sensitivity, offering margin leverage in high-promo environments but needing careful floor pricing elsewhere.

We used K-Means clustering to group retailers into behaviour-based segments. Some leaned heavily on promotion to drive velocity, while others pushed baseline price with minimal uplift. This suggested the need for tiered promotional strategies, not one-size-fits-all.

By combining promo type, price, and retailer behaviour into a regression model, we also identified which combinations generated the most incremental lift. Endcap displays and BOGO offers consistently overperformed, especially for RoastCo Decaf in regional banners.

This kind of insight isn’t just academic, it directly supports category management conversations with retail partners. The result? Better promo calendars, tailored pricing, and smarter shelf decisions in the seasons ahead.