

wiser® Price Trends: Branded vs. Private Label

Wiser analyzed prices in the **Ready-to-Drink Coffee and Tea category** on February 17, 2024, comparing branded** and private-label* products.


Ready-to-Drink Coffee Cans (Weights of 7.0 - 13.7 Oz)

Brand	Size	\$ per Oz
7-11 (Private Label)	12 oz	\$0.17
Starbucks	15 oz	\$0.20
Dunkin Donuts	13.7 oz	\$0.22
Bones Coffee	11 oz	\$0.27
Black Rifle	11 oz	\$0.27
Chamberlain	11 oz	\$0.27
Slate	11 oz	\$0.27
Wegman's (Private Label)	9 oz	\$0.28
HEB (Private Label)	9 oz	\$0.30
Pop & Bottle	8 oz	\$0.37

Ready-to-Drink Tea 12-Packs (Weight of 11.5 - 16.9 Oz)

HEB (Private Label)	\$4.66
Arizona	\$5.74
Lipton	\$6.97
Wegman's (Private Label)	\$12.99
Pure Leaf	\$13.98
Gold Peak	\$13.98
Snapple	\$18.76
Monster	\$21.98
Ito En	\$24.95

*Private-label products from other retailers are included for reference only and are not sold by the referenced retailer.

**All branded product prices collected from: 

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