



National Coffee Data Trends

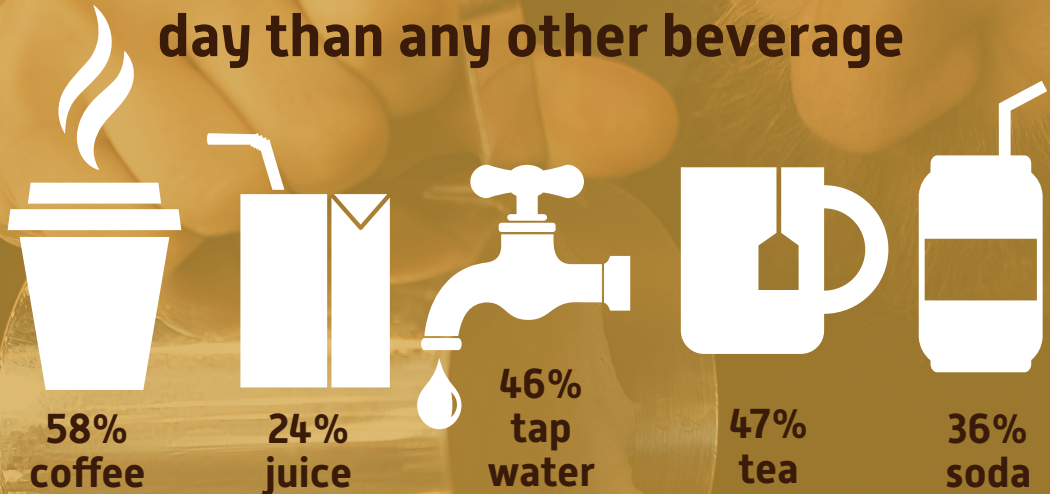
Media Highlights

Spring 2021

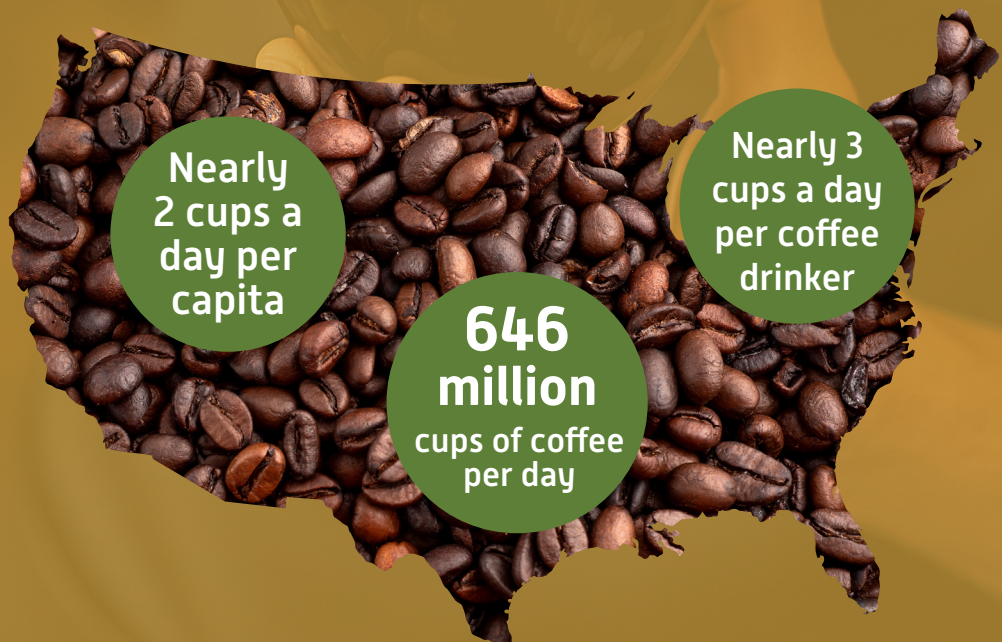


America's favorite beverage for a decade

More Americans choose coffee each day than any other beverage



Americans drink...



COVID-19 drives coffee drinking at home

At-home coffee hits record high



85% of coffee drinkers had at least one cup at home

Up more than 10% since 2017



Americans are embracing new coffee habits

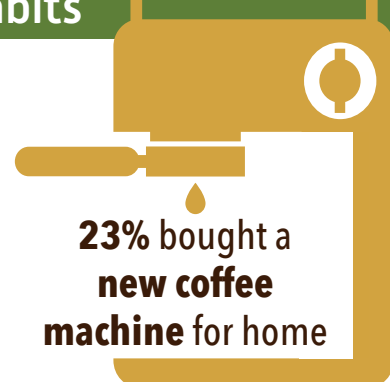
41% tried a **new type** of coffee during the pandemic

27% have tried to **replicate** a favorite coffee shop drink at home



25% bought **new types** of coffees

Drive-through & app ordering both up 30%



23% bought a **new coffee machine** for home

Pandemic restrictions cut away-from-home preparation by 30%



Ready for recovery, building a new normal



While many Americans enjoy their home coffee routines, **35% miss their favorite coffee businesses & beverages**



48% of Americans are already returning to their favorite coffee shops or plan to in the next month



Those returning to work are more comfortable

23% fewer workers are **cutting back on using shared coffee stations**, compared to September 2020

17% more are **returning to local coffee businesses**

How do you take your coffee? Top preparation methods

#1



42% drip coffee maker

#2



24% single-cup systems

#3



10% cold brewing

#4



8% instant & 8% ready to drink

Coffee o'clock



83% coffee at breakfast

18% coffee at lunch



9% coffee at dinner

Milk and sugar?



6 in 10 use milk or alternatives



4 in 10 use sugar/sweetener

