



National Coffee Data Trends

Media Highlights

Fall 2021

America's favorite beverage for a decade

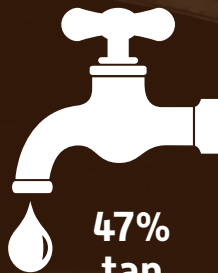
60% of Americans had a coffee in the past day, more than any other beverage including tap water



**60%
coffee**



**22%
juice**



**47%
tap
water**



**47%
tea**



**39%
soda**



Americans drink...

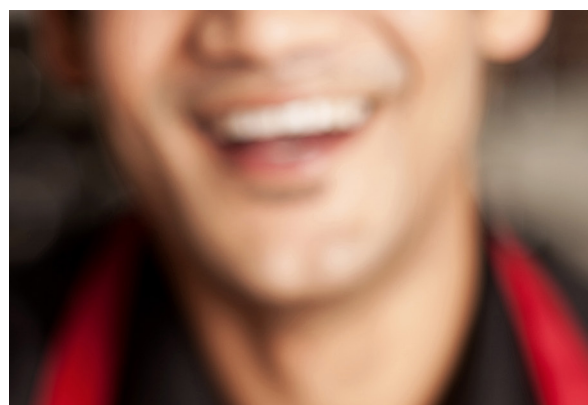
**656 million cups
of coffee per day**

2 cups/day per person

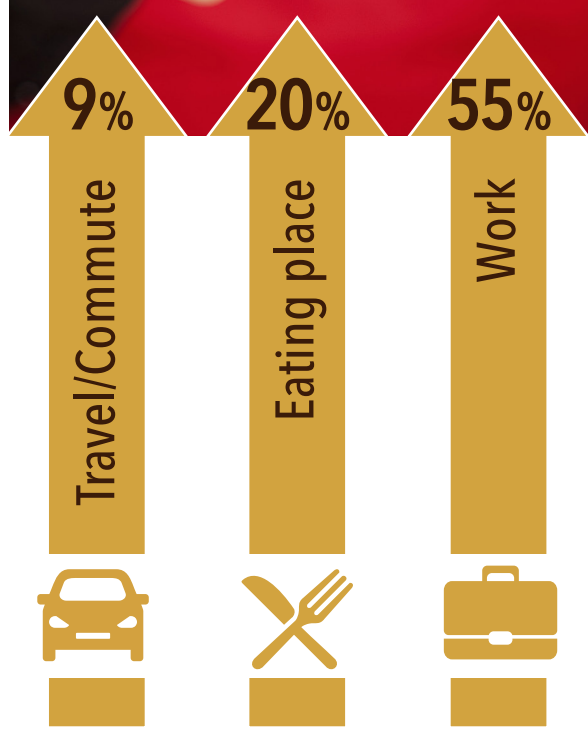
3 cups/day per daily
coffee drinker



Trending toward recovery of pre-pandemic routines



Out-of-home coffee consumption is up 16% since January 2021, nearly back to January 2020 levels



Signs point to Americans venturing away from home again

24% of coffee drinkers had an espresso-based beverage in the past day

EBBs are most commonly prepared away from home



COVID restrictions hit young people hard, but younger generations' coffee drinking is on the rise again

46% of 18-24 year olds drank coffee in the past day, up nearly 10% since Jan 2021

65% of 25-39 year olds drank coffee in the past day, an NCDT record

Cold is hot and out is in

First-ever summer polling data shows popularity of cold, iced, & frozen coffee



16% of Americans had a cold coffee* in the past day, up 23% since January 2021 and up 60% since first polled in January 2014

**Non-espresso-based beverages (all prepared cold)*

24% of past-day coffee drinkers had a **cold coffee, up 50% since January 2021**



Americans get back to coffee shops

71% of Americans are already visiting coffee shops or plan to in the next month

Up nearly 50% since January 2020

Ordering out via Drive-through and app remain well above pre-pandemic levels

Drive-through

55% of past-day cafe/gas station/convenience purchasers

Up 15% since Jan 2020

Peaked at 62% in Jan 2021

App ordering

35% of past-week cafe/gas station/convenience purchasers

Up 46% since Jan 2020

Peaked at 39% in Sep 2020

Cold brew breaks into top 3 most popular preparation methods

#1



Drip coffee maker

- Used by 40% of past-day coffee drinkers
- Down 31% since January 2013

#2



Single cup brewer

- Used by 23% of past-day coffee drinkers
- Up 15% since January 2013

#3



Cold brew

- Used by 15% of past-day coffee drinkers
- Up 50% since January 2021

#4



Espresso machine

- Used by 10% of past-day coffee drinkers
- Popularity peaked in 2017 at 15%