



NATIONAL COFFEE ASSOCIATION USA EST. 1911

# National Coffee Data Trends 2022

## Media Highlights



# Coffee consumption In the U.S. is at a two-decade high!

66% of Americans drank coffee in the past day

They choose coffee more than any other beverage yesterday, including tap water. Up 14% since January 2021

42% drink tap water



54% drink bottled water



38% drink soft drinks



48% drink tea



23% drink juice



0 10 20 30 40 50 60 70 80 90 100



Americans drink an estimated

**517 million** cups of Coffee per day



2 cups per day per person

3.1 cups daily per coffee drinker



**Classic** never goes out of style- 19% of past-day coffee drinkers make black coffee their drink of choice

Coffee drinkers are Americans 18+ that have had any coffee beverage in the past-day



# At and away from home, Coffee recovers from COVID-19...and reaches new heights



Coffee is a core part of coffee drinkers' **morning routine** - **84%** have it with breakfast



Coffee consumption **after breakfast** is **up 15%** since July 2021 - Americans getting back to work are having **coffee during commutes or during a morning break**



Americans are still working from home: **84%** of past-day coffee drinkers had **coffee prepared at home**



Coffee drinkers are venturing out too - **27%** had **coffee away from home** (up 8% since Jan 2021) but not yet back to pre-pandemic levels




Espresso-based beverages on the rise: **26%** of Americans enjoyed an **espresso-based beverage in the past-day**



**43%** chose **specialty coffee** in the past day, **up 20%** since Jan 2021 and the highest level to date!

Coffee's popularity is ageless. 

- Consumption among **18-24 y/o** is **up 14%** since Jan 2021.
- **72%** of coffee drinkers **60+** had coffee in the past day

Coffee drinkers are Americans 18+ that have had any coffee beverage in the past-day



## Americans' most popular espresso-based beverages drank in the past week



## Coffee drinkers' favorite drinks and preparation methods

**#1**

**41% drip coffee maker**

Drip coffee makers remain the favorite method, but usage has been steadily falling since 2016

**#2**

**27% single-cup systems**

The "most often" used machines by in-home coffee brewers using multiple methods are drip (29%) and single-cup (27%)

**#3**

**13% cold brewing**

Even with winter polling, cold brew maintains an edge over espresso-machines and continues to be the 3rd most used brewing method

**#4**

**8% espresso machine**

The use of espresso machines softened during the pandemic as more coffee drinkers relied on at-home brewing methods

App usage stays steady among Americans, with **34%** of past-day coffee drinkers **ordering their brews via apps**



**Drive-through use** continues to see elevated levels compared to pre-pandemic, **up 8%** since January 2020

