What Are We Drinking?

coffee consumption trends

Based on NCA Generational Report Data

59% of coffee cups consumed daily in the US are now classified as gourmet

Out-of-home coffee consumption reached a high of 46% in 2017

Coffee drinkers under 35 years are nearly 1/3 more likely to get coffee at a café or donut shop

33% of coffee drinkers between 13-18 say “using a computer” is a major reason to have more coffee at home

77% of daily coffee drinkers aged 65+ only drink coffee at home

The National Coffee Association
Generational Report: Coffee Through the Ages is available at ncausa.org