

What Are We Drinking?

coffee consumption trends

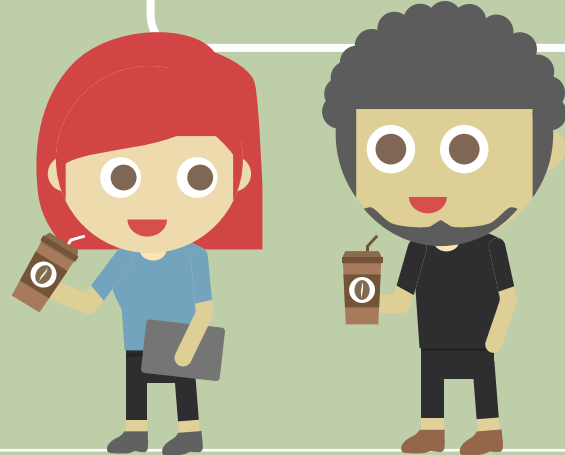
Based on NCA Generational Report Data

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



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

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



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

