

Founded in 1911, **The National Coffee Association** was one of the first trade associations organized in the United States. National Coffee Association membership is comprised of producers, importers, roasters, wholesalers/distributors, retailers and allied trade.

The National Coffee Association is the most experienced, broadly based and reliable advocate for the coffee industry, drawing on over 100 years of experience to address the multiple interests and concerns of our members.

The mission of **The National Coffee Association** is to be the foremost trade association representing the entire coffee industry in the United States. We are committed to the growth and well-being of the industry through our roles as:

- A proactive advocate for the industry, acting as the industry's recognized spokesperson and voice for promoting consumption.
- An educator for our members and consumers who lead the industry in facilitating research, and gathering and disseminating relevant research data.
- A forum for interaction that addresses key issues confronting the domestic and international industry.

STUDY HIGHLIGHTS 2

BACKGROUND 5

RESEARCH METHODOLOGY 8

PAST-DAY CONSUMPTION 13

PAST-WEEK AND PAST-YEAR CONSUMPTION 26

HOW COFFEE IS CONSUMED 41

WHERE AND WHEN COFFEE IS CONSUMED 50

SINGLE-CUP AWARENESS AND ACQUISITION 61

WORKPLACE COFFEE 65

HOW THE ECONOMY IS AFFECTING COFFEE CONSUMPTION 70

COUNTRY OF ORIGIN ASSOCIATIONS 76

COFFEE CERTIFICATION PROGRAM EXPERIENCE 78

COFFEE EQUITIES 80

BARRIERS AND DRIVERS OF COFFEE CONSUMPTION 82

ANNEX TABLES 89

Copyright 2015 by The National Coffee Association of U.S.A. Inc.

No part of this publication may be reproduced, re-recorded or published in any form including print, photocopy, microfilm, electronic or electromagnetic record without written permission from The National Coffee Association, 45 Broadway Suite 1140, New York, NY 10006.



The **NCA** Market Research Series

nca
NATIONAL COFFEE ASSOCIATION USA EST. 1911