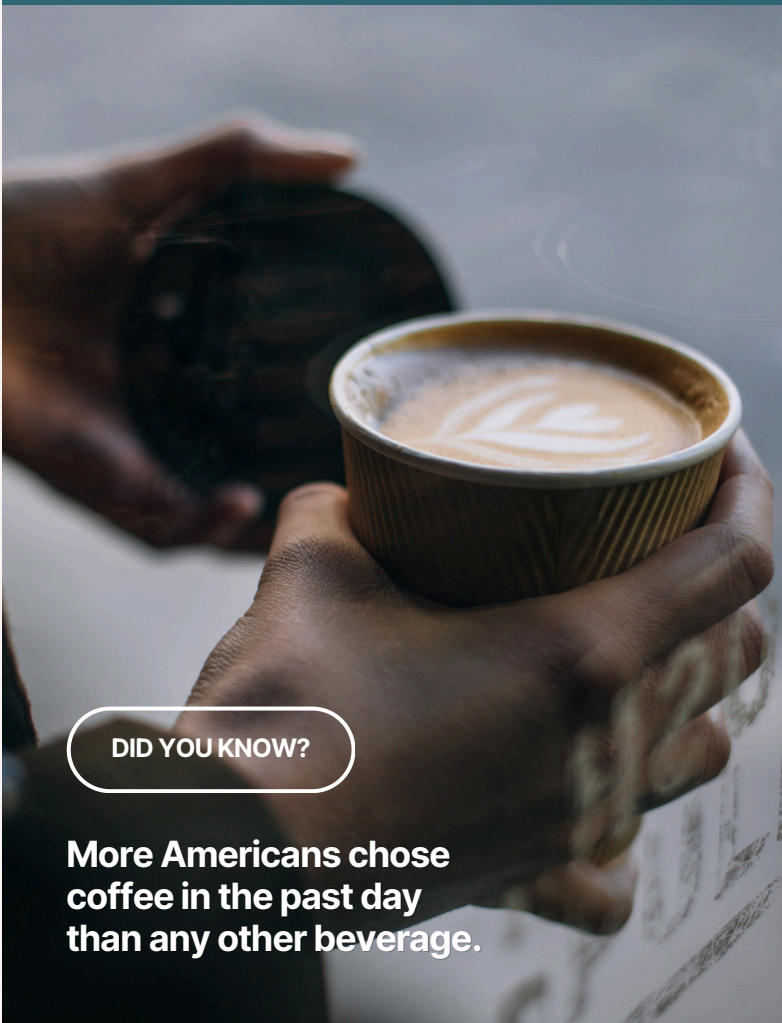


National Coffee Data Trends

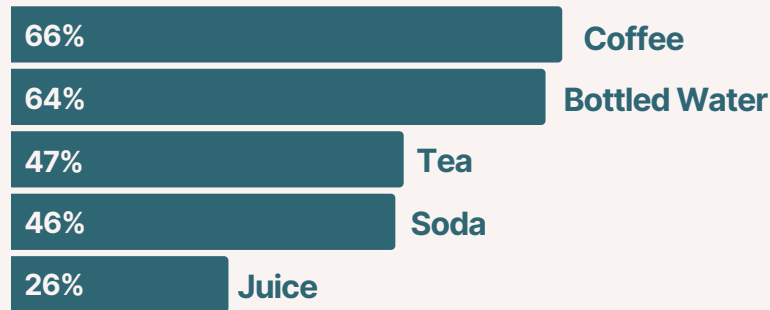
Spring 2026 Report
Media Highlights



DID YOU KNOW?

More Americans chose coffee in the past day than any other beverage.

Coffee is America's favorite beverage!



Past-day consumption, adults aged 18+

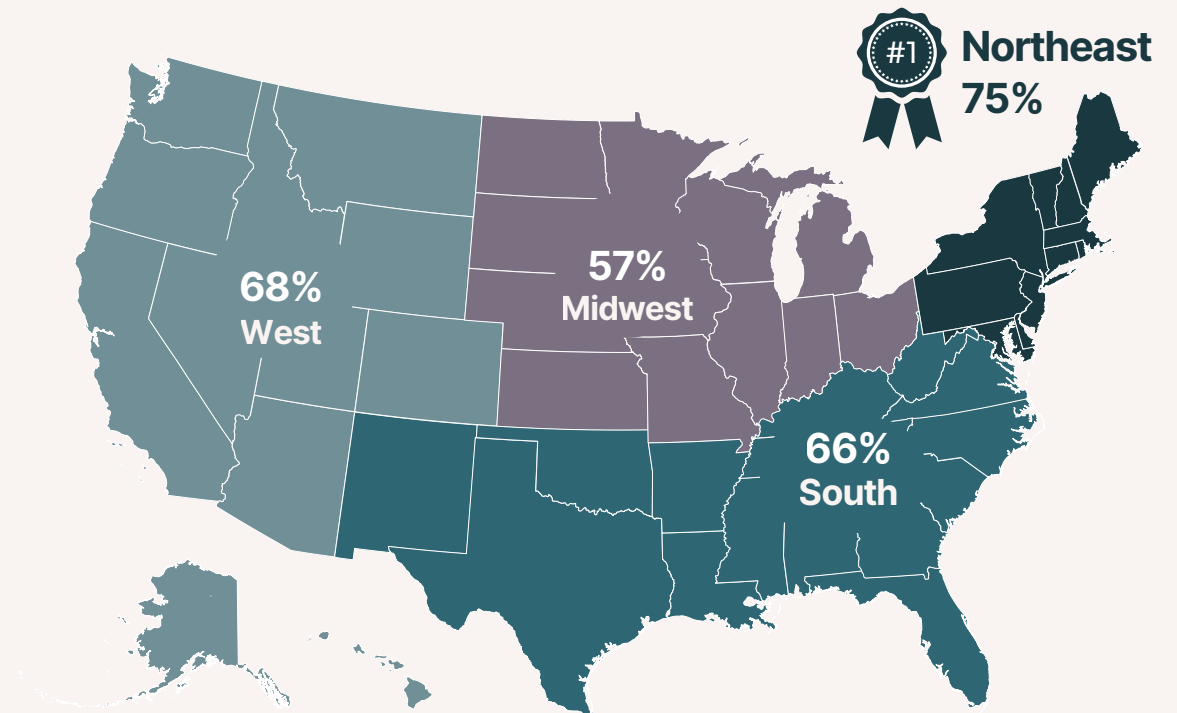
American coffee drinkers consume an average of **2.8**



cups per day

Regional Consumption

Past-day coffee consumption is highest in the **Northeast**



Spring 2026 | Tastes & Trends

In the past week...

62%

Had a **traditional** coffee

and

58%

Had a **specialty** coffee

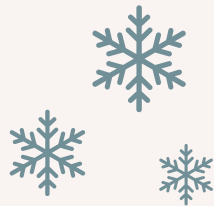
Past-week - Americans aged 18+

Temperature Trends

Hot coffee gets a **winter bump**

78%

of yesterday's cups were served hot—up 13% since summer 2025



BUT COLD COFFEE REMAINS POPULAR IN WINTER

17% of yesterday's cups were served cold or iced

5% of yesterday's cups were frozen blended

American adults drink about...

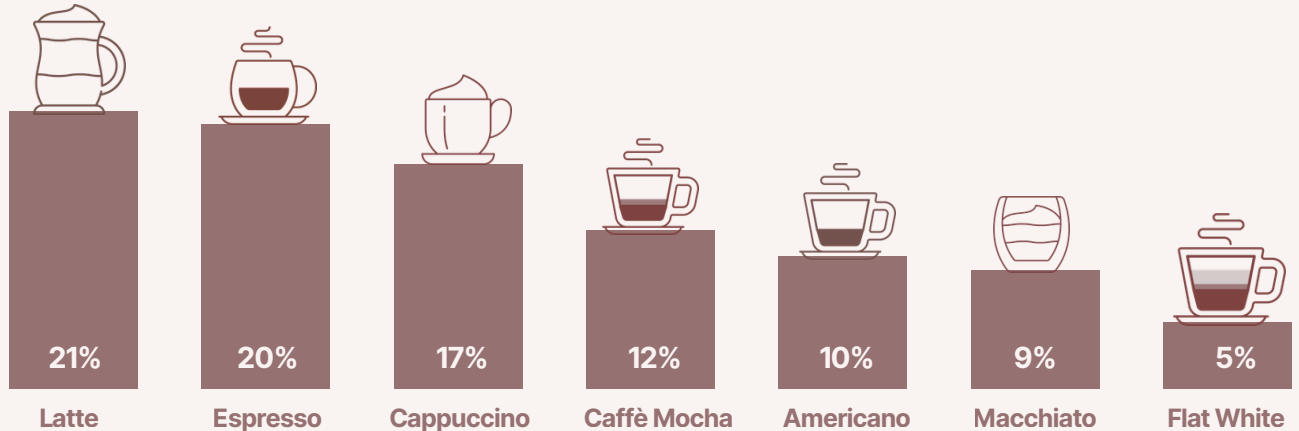
507

million cups of coffee every day

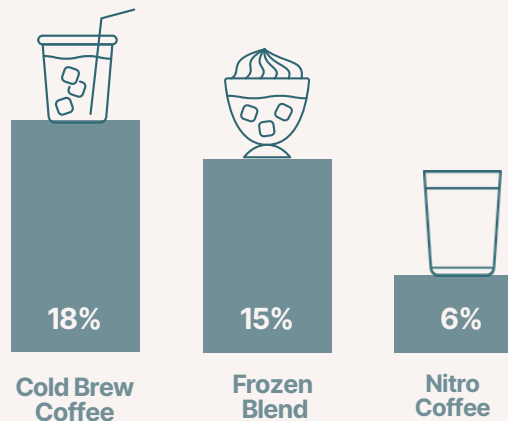


... that's enough to fill an Olympic-size swimming pool around **48** times.

up 31% since 2025



MOST POPULAR ESPRESSO-BASED BEVERAGES



MOST POPULAR NON-ESPRESSO-BASED BEVERAGES

America's Top Cups

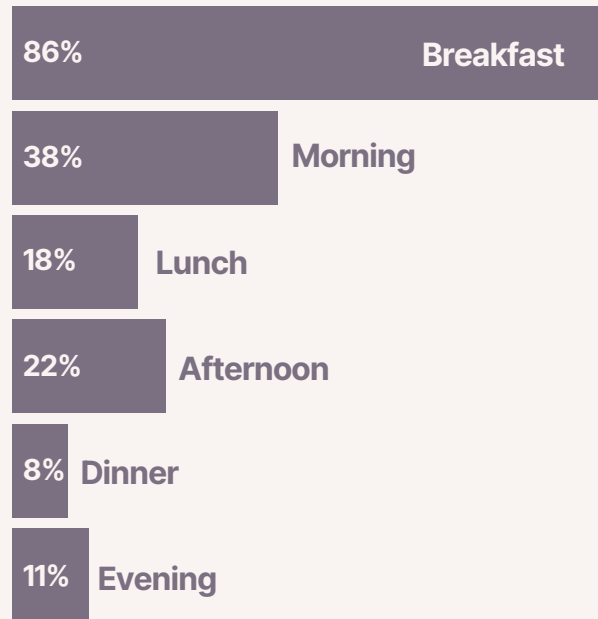
Past-week—Americans aged 18+



85%
of past-day coffee drinkers
drank coffee at home

Morning Pick-Me-Up

Past-day coffee drinkers aged 18+



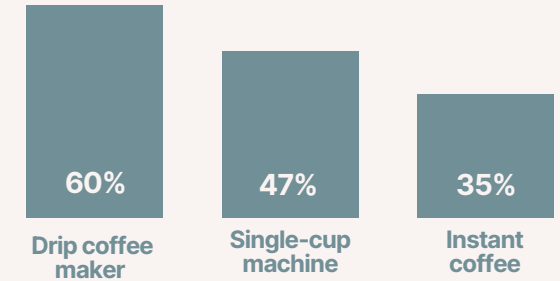
Past-Day Preparation Methods

Coffee at home & on the go

Past-day coffee drinkers aged 18+

85% drank coffee **at home** — the highest amount since **2012**

Top 3 brewing methods owned at home among Americans aged 18+:



36% drank coffee **out-of-home**

The most popular out-of-home consumption places were:

