

National Coffee Data Trends

2026 Fall Report
Media Highlights



Coffee is America's favorite beverage



Past-day consumption, adults aged 18+

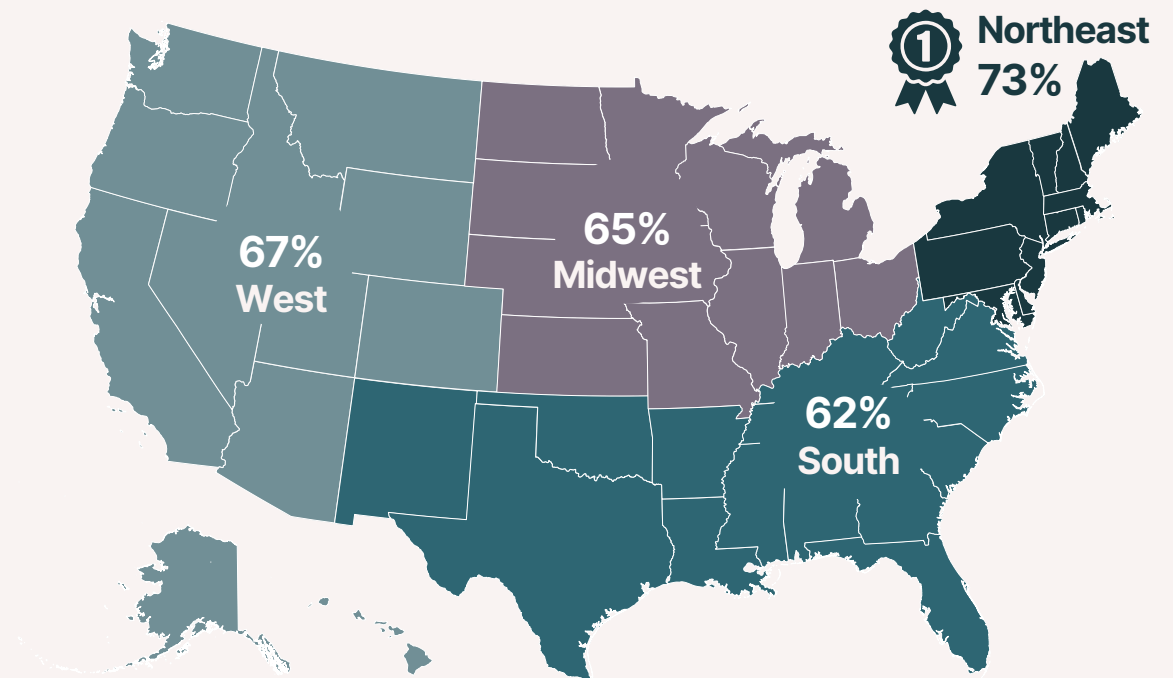
American coffee drinkers consume an average of **2.6**



cups per day

Regional Consumption

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



In the past week...

59%

of Americans
had a
traditional
coffee

and

59%

had a
specialty
coffee

Temperature Trends

21%

of past-day coffee drinkers
had cold/iced coffee—up
nearly 17% from Jan 2026

Cold coffee gets a
summer bump

But hot coffee
remains popular no
matter the season

8%

of past-day coffee drinkers
had frozen blended coffee—
up from 5% in Jan 2026

71%

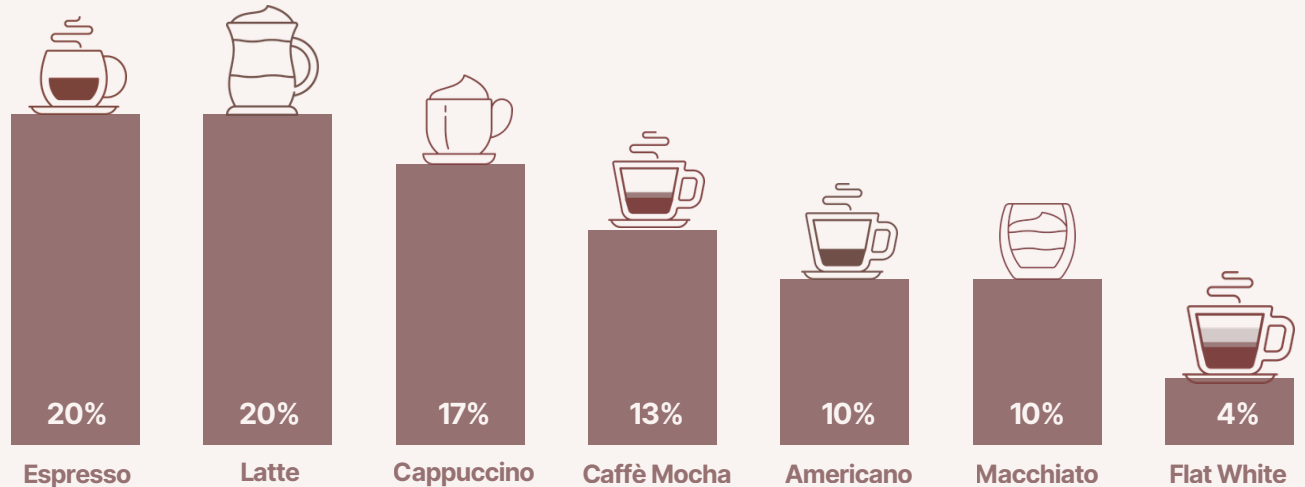
of past-day coffee drinkers
had hot coffee—down
from 78% in Jan 2026

American adults
drink about...

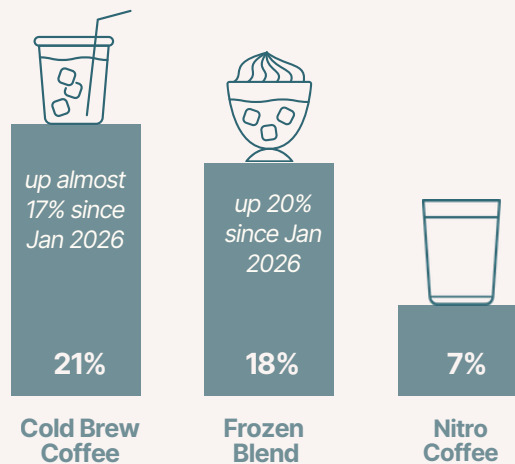
454

million cups
of coffee
every day


... that's enough to fill an
Olympic-size swimming pool
around **43** times.



MOST POPULAR ESPRESSO-BASED BEVERAGES



MOST POPULAR NON-ESPRESSO-BASED BEVERAGES

America's
Top Cups

Past-week—Americans aged 18+

84%

of past-day coffee drinkers had their brews with breakfast.



Why America Loves Coffee

% of Americans aged 18+ who said coffee:

Improves their mental focus - **71%**
Helps them get things done - **70%**
Is good for their health - **56%**
Improves their physical endurance - **53%**

Coffee at Home & on the Go

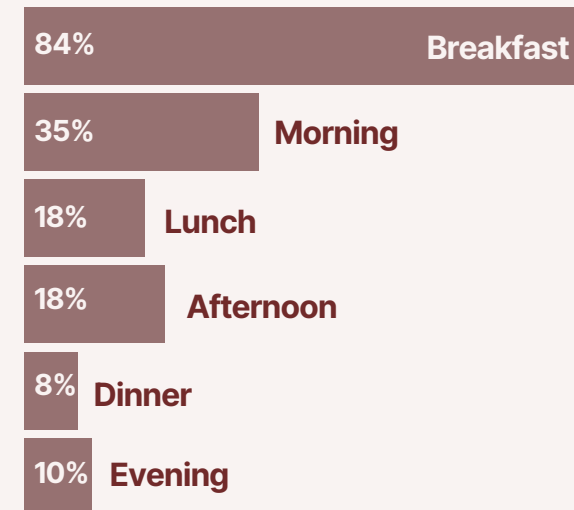
Place of consumption among past-day coffee drinkers aged 18+

83% drank coffee **at home**

38% drank coffee **out of home**

Morning Pick-Me-Up

Past-day coffee drinkers aged 18+



Preparation Methods

Past-day coffee drinkers aged 18+

