America’s favorite beverage for a decade

More Americans choose coffee each day than any other beverage

- 58% coffee
- 24% juice
- 46% tap water
- 47% tea
- 36% soda

Americans drink...

- Nearly 2 cups a day per capita
- 646 million cups of coffee per day
- Nearly 3 cups a day per coffee drinker
COVID-19 drives coffee drinking at home

At-home coffee hits record high

- 85% of coffee drinkers had at least one cup at home
- Up more than 10% since 2017

Americans are embracing new coffee habits

- 41% tried a new type of coffee during the pandemic
- 25% bought new types of coffees
- 27% have tried to replicate a favorite coffee shop drink at home
- Drive-through & app ordering both up 30%
- 23% bought a new coffee machine for home

Pandemic restrictions cut away-from-home preparation by 30%
Ready for recovery, building a new normal

While many Americans enjoy their home coffee routines, 35% miss their favorite coffee businesses & beverages.

Those returning to work are more comfortable

23% fewer workers are cutting back on using shared coffee stations, compared to September 2020.

17% more are returning to local coffee businesses.

48% of Americans are already returning to their favorite coffee shops or plan to in the next month.

How do you take your coffee? Top preparation methods

1️⃣ 42% drip coffee maker
2️⃣ 24% single-cup systems
3️⃣ 10% cold brewing
4️⃣ 8% instant & 8% ready to drink

Coffee o’clock

- 83% coffee at breakfast
- 18% coffee at lunch
- 9% coffee at dinner

Milk and sugar?

- 6 in 10 use milk or alternatives
- 4 in 10 use sugar/sweetener

Sugar/sweetener use is down 10% since 2018.