2020 National Coffee Data Trends

What is in the 2020 NCDT?

Background / Research Methodology

Key Observations

Past-Day Consumption
- Trending
- New Beverage Types for 2020
- Long Term Trending
- Beverage Penetration by Age
- Penetration of Coffee by Age
- Penetration of Coffee by Type
- Penetration of Coffee Types by Age
- Penetration of Coffee Types by Region
- Penetration of Coffee by Type by Ethnicity

Past-Week and Past-Year Consumption
- Penetration of Coffee – Past – Day/week/year
- Penetration of Coffee Types by Age
- Penetration of Coffee Types by Region
- Penetration of Coffee by Type by Ethnicity
- Penetration of Gourmet Sub-Types by Age
- Penetration of Gourmet Sub-Types by Region
- Penetration of Gourmet Sub-Types by Ethnicity
- Traditional vs Gourmet Coffee Beverage by Age
- Past-Year Penetration of Coffee by Type
- Penetration of Coffee by Gourmet Sub-Types

How Coffee is Consumed
- Method of Preparation Among Past Day Drinkers
- Coffee Consumers by Coffee Roast
- Additives Past-Day – Total Coffee
- Coffee Consumers by Additive Type
- Additives Past-Day by Age
- Number of Cups per Day – Past-Day
- Cups of Coffee per Day by Age – Past-Day
- Share of Cups – Gourmet vs Non-Gourmet
- Cup Size

When and Where Coffee Is Consumed
- Past-Day Consumption – By Time of Day
- Past-Day Consumption – By Time of Day – by Age
- Past-Day Place of Preparation – Total Coffee
- Source of Coffee for Coffee Prepared At-Home
- Package Format – Brewed Coffee Prepared At-Home
- Coffee Grind – Brewed Coffee Prepared At-Home
- Past-Day Place of Consumption – Total Coffee
- Past-Day Place of Consumption – Total Coffee by Age
- Penetration of Coffee Types by Region
- Penetration of Coffee by Type by Ethnicity
- Share of Coffee by Location Consumer
- Share of Coffee Drinkers by Past-Day Consumption Location

Drive-throughs, Apps & Delivery Usage
- Drive-through Use
- App Use – Past-Day and Past-Week
- Use of Delivery – Past-Week

Cold Brew Coffee
- Awareness & Usage
- Consumption Intent
- Preparation Method
- Perceptions
- Opinions

Ready-to-Drink (RTD) Coffee
- Awareness & Usage
- Consumption Intent
- Preparation Method
- Perceptions
- Opinions

Brewer Types
- Ownership of Different Brewing Methods At-Home
- Purchase Intent of Different Brewing Methods
- Historical Single-Cup Brewer Ownership Data

Workplace Coffee
- Presence of Workplace Coffee Area
- Satisfaction
- Satisfaction with Preparation Methods
- Preparation Options – Available/Desired

Coffee Origins
- Origins
- Perceptions of Quality Produced by Country

Impact of Coffee Claims on Purchase Intent
- Tracking

Coffee Equities
- Tracking
- Drinkers vs Non-Drinkers

Perceived Financial Situation
- Vs. 6 months ago
- Vs. 6 months ago by Age

Familiarity with CBD

Annex Tables

Questionnaire Enhancements 2010-2017