

CANADIANS ENJOY THEIR COFFEE IN MANY DIFFERENT WAYS

69%

25%

20%

19%

19%

17%













DRIP COFFEE

ICED COFFEE

LATTES

ESPRESSO

CAPPUCCINO

AMERICANO

ON AVERAGE, **CANADIANS DRINK**

2.3 cups

WHAT IS MOST IMPORTANT TO COFFEE DRINKERS

96%

value

90%

price

proximity

79%

70%

sustainability

69%

experience

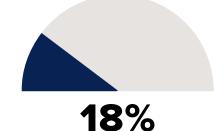
63%

health

Is coffee consumption changing?



FOUR IN TEN SAY THEIR COFFEE PURCHASING HAS CHANGED IN THE PAST YEAR. THIS INCLUDES:



NOW BREW MORE COFFEE AT HOME 10%

CHANGED THE TYPE OF COFFEE THEY **BREW AT HOME**

13%

OVERALL COFFEE CONSUMPTION HAS INCREASED

WHERE IS COFFEE TYPICALLY PURCHASED?

39% **67%** coffee shop chain supermarket

Roaster or boutique coffee shop

31%

Half of Canadians consider their coffee's environmental impact when they select:



38%



27% THE ORIGIN OF THEIR COFFEE



11% WHICH MILK TO USE

