



# National Coffee Data Trends Fall 2023

## Media Highlights



## Nearly two-thirds of Americans drank coffee in the past day



Coffee is still America's most popular beverage!

**63%\*** of Americans chose coffee *(in the past day)*

**61%** bottled water



**45%** tea



**45%** tap water



**41%** soft drinks



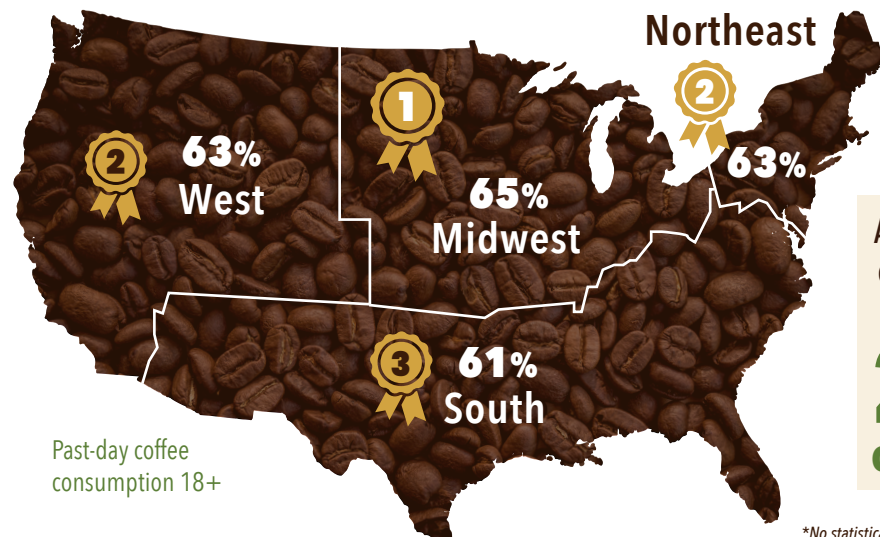
**22%** juice



0 10 20 30 40 50 60 70 80 90 100



More Americans choose coffee each day than any other beverage - including water!



Midwest takes over as top coffee drinking region

Americans coffee drinkers consume an average of

**2.8** cups per day



Past-day coffee consumption 18+

\*No statistically significant change since Spring 2023



# Tastes & trends

## America's top cups

most popular espresso-based beverages

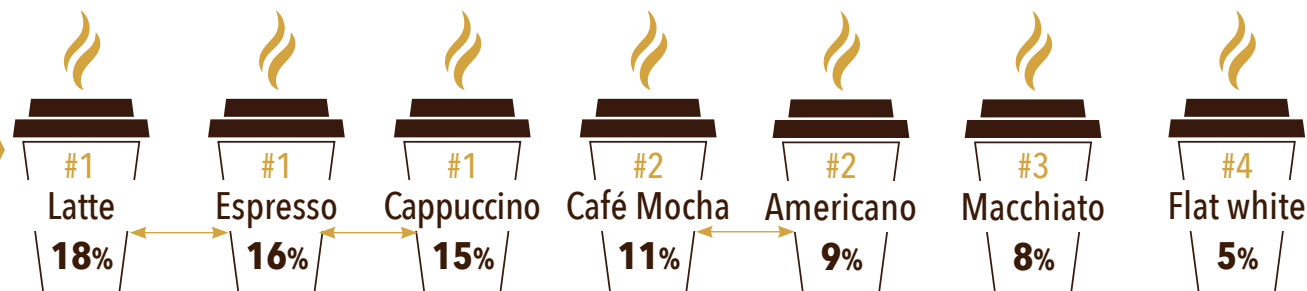


Americans drink  
an estimated

**440 million**

cups of coffee every day -  
enough to fill more than  
four Olympic-sized  
swimming pools

In the past week, **61%** of Americans had **traditional** coffee & **53%** had **specialty**



Coffee drinkers like  
a summer cool-down

Iced coffee  
consumption is  
**up by 64%**  
since Jan 2023

**...and cold brew popularity continues to heat up!**

Change in cold brew sentiments since 2019..





# Habits & routines

Fall 2023 NCDT Highlights



## Morning pick-me-up...

**81%** of American coffee drinkers have their brews with breakfast

38% in the morning  
15% with lunch  
19% in the afternoon  
7% with dinner  
10% in the evening



Americans aged 25-39 are most more likely than any other age group to...

- **Drink coffee** in the past day
- Choose an **espresso-based** beverage in the past day
- Drink a **specialty coffee** in the past day



Younger generations ★  
want something special

**65%** of Americans **aged 25-39**  
**51%** of Americans **aged 18-24**  
chose **specialty coffee** in the past week

**30% of Americans**  
drank a flavored coffee  
in the past week

