



# National Coffee Day

September 29th



Each year, between September 29, National Coffee Day, and October 1, International Coffee Day, millions of coffee drinkers celebrate their favorite beverage. Swipe to learn more about coffee, consumers, and the industry.

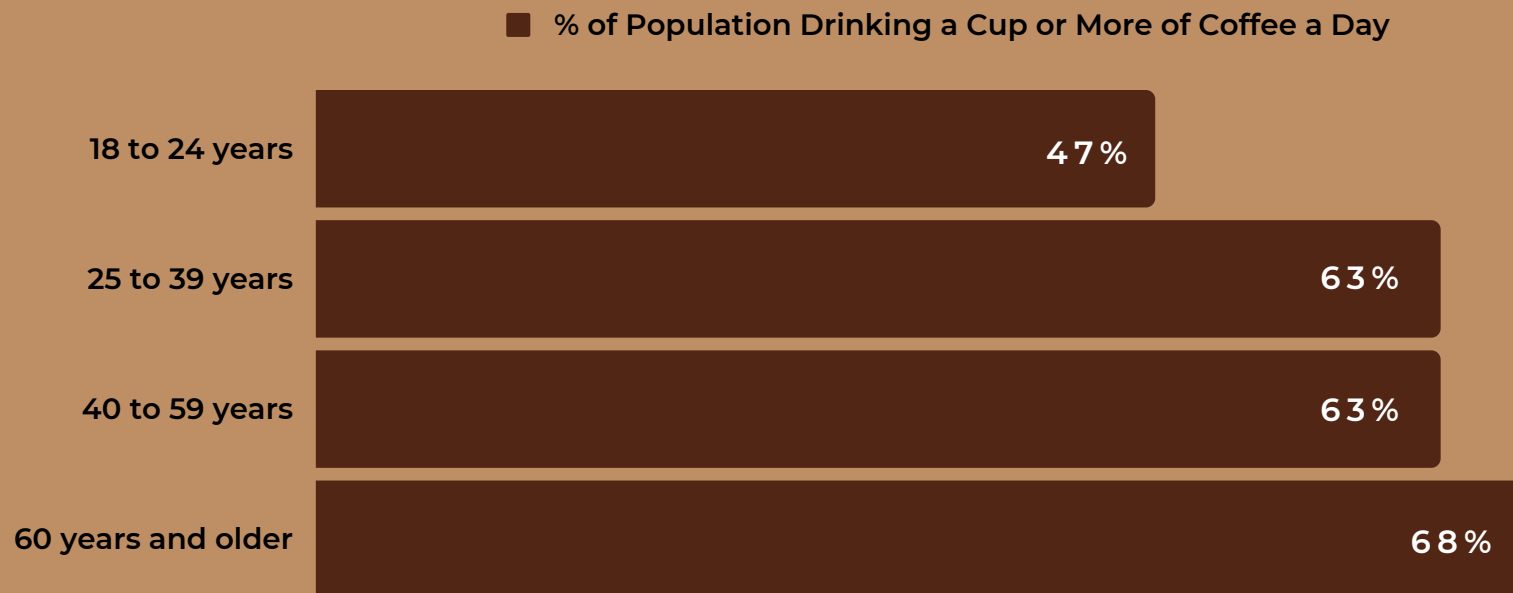
# Coffee Consumers

## The National Coffee Association

is the main market research, consumer information, and lobbying[2] association for the coffee industry in the United States.

According to the NCA, 64% of Americans, 18-years or older drank at least one cup of coffee a day.

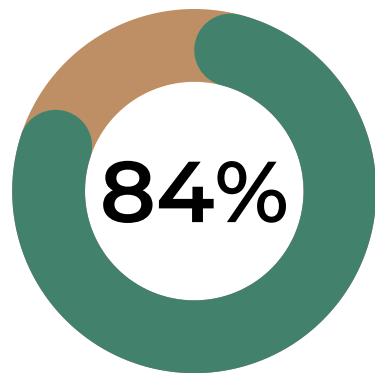
### Coffee drinking U.S. consumers by age group 2020:



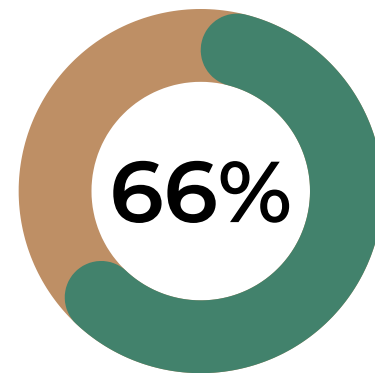
# Coffee Consumption Trends

The NCA conducted a survey, released in March 2022, to see how the pandemic affected American coffee consumption.


Since January 2020,



at home coffee consumption rose from 77% to 84% and steadily remained at above-pre-pandemic levels.



Americans choosing to drink coffee each day over any other beverage, including water, rose from 52% to 66%.

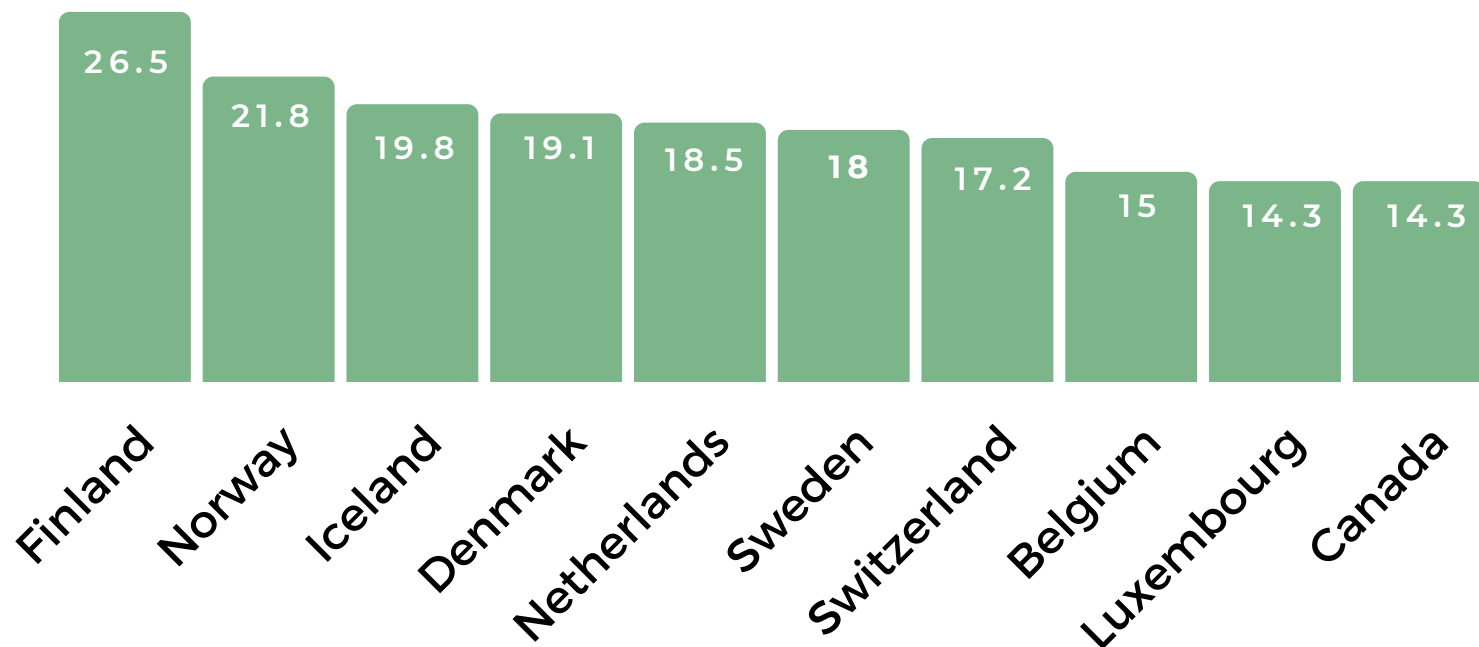


While at work coffee preparation fell 55% over the 16 months, on-the-go options, including app and drive-thru orders increased 30%.

# Coffee Consumption Across The World

According to World Atlas (2022), the following countries had the largest rate of coffee consumption.

Rates represent pounds (lbs.) of consumed per person per year.



#25

The United States ranks 25th with 9.26 lbs. of coffee consumed per person.

# Popular Coffee Chains

## Top Three Fast Food Chains in the U.S. Coffee Industry

### 1. Starbucks

**\$24,556,000,000 in U.S. Sales (2021)**

**15,450 National Stores**

**33,833 World Wide Stores**

2nd Highest Grossing Food Chain in the U.S. (2021)

### 2. Dunkin

**\$10,416,000,000 in U.S. Sales (2021)**

**9,244 National Stores**

6th Highest Grossing Food Chain in the U.S. (2021)

### 3. Tim Horton's

**\$602,000,000 in U.S. Sales (2021)**

**637 National Store**

77th Highest Grossing Food Chain in the U.S. (2021)

# Most Popular Types of Coffee

In 2022, the NCA reported for the first time that lattes are now as popular as cappuccinos among coffee drinkers, ranking both as #2.



1. Espresso



2. Cappuccino



2. Latte



3. Americano

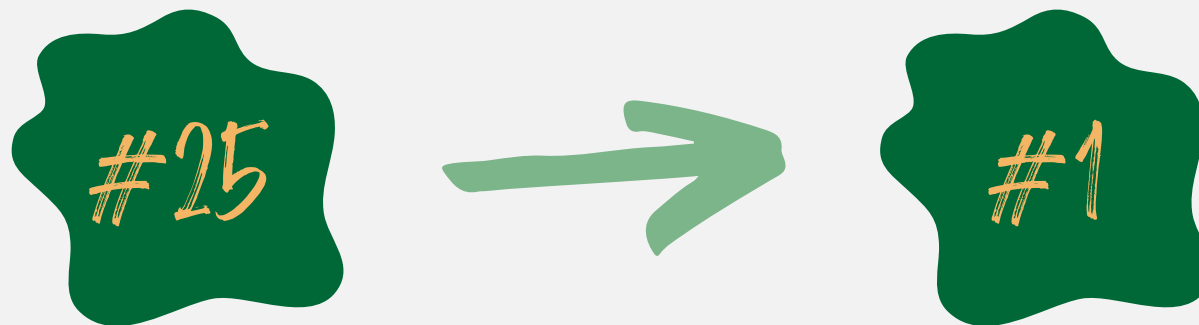


4. Cold Brew

Espresso continues to be the most popular coffee drink, while decaf coffee remains the least popular.

# Total Cups!

Even though the United States ranks 25th with 9.26 lbs. of coffee consumed per person.



The USA ranks 1st for total cups of coffee consumed per year. In 2019, the USA drank

*27,310 cups of coffee.*

Which is 3x HIGHER than the next country.