





2019 PAST-WEEK APP + DELIVERY + LOYALTY CARD USAGE:



Percent Of Past-Day Coffee Drinkers Who Ordered Coffee Through An App Past-Week



Percent Of Past-day Coffee Drinkers Who Had Coffee **Delivered Past-Week**



Percent Of Past-Day Coffee Drinkers Who Used a Loyalty Card When Ordering Coffee In The Past-Week

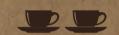


PLACE OF PREPARATION AMONG PAST-DAY **CANADIAN COFFEE DRINKERS AGED 18-79**

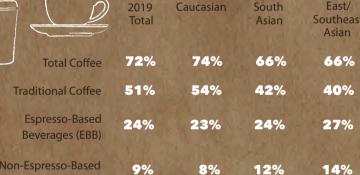
	Caucasian	South Asian	East/Southeast Asian
In-home (Net)	82%	68%	64%
Out-of-home (Net)	37%	41%	53%

AVERAGE NUMBER OF COFFEE CUPS CONSUMED PAST-DAY

Total Sample Aged 18-79 (Drinkers and Non-Drinkers):



CANADIANS AGED 18-79 WHO DRANK COFFEE TYPES YESTERDAY



Past-Day Coffee Drinkers Aged 18-79



	2019 Total	Caucasian	South Asian	East/ Southeast Asian
Total Coffee	72%	74%	66%	66%
Traditional Coffee	51%	54%	42%	40%
Espresso-Based Beverages (EBB)	24%	23%	24%	27%
Non-Espresso-Based Beverages (N-EBB)	9%	8%	12%	14%

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PERCENT USING RTD COFFEE AMONG	
PAST-DAY COFFEE DRINKERS	
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2014 2015 2016 2017 2018 2019

3% 2% 3% 3% 4% 5%



(among Total SC Owners)

Keurig 67% Tassimo 21%

Nespresso 14% **Dolce Gusto** 4%

Verismo

Other 2%



Past-day Usage (among Past-day

SC Users)

Purchase Intent (among those who would like to buy a SC brewer next year)

72% 64% 12% 20% 11% 35% 12% 2% 1% 3% 4% 1%



1%





COFFEE AND TAP WATER ARE THE MOST COMMONLY CONSUMED BEVERAGES

Percent Canadians Aged 18-79 Drinking Yesterday



Coffee

66%

Tap

Water



Water



Tea





Beverages









Sports **Drinks**

Energy Drinks/ Shots

DIG

Prepared by DIG Insights

Note: Data doesn't appear in infographic if sample sizes are less than n=50

