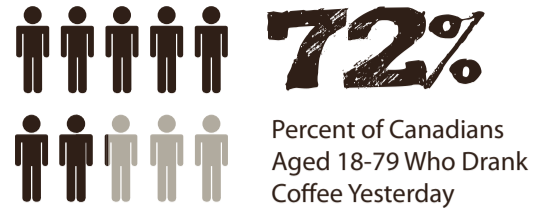
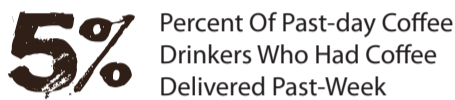
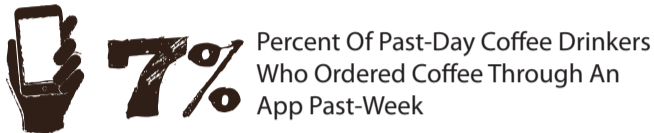


A report presented by  
the Coffee Association  
of Canada



## 2018 PAST-WEEK APP + DELIVERY + LOYALTY CARD USAGE:



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



## % CANADIANS AGED 18-79 WHO DRANK COFFEE TYPES YESTERDAY



### Total Coffee



### Traditional Coffee



### Non-Espresso- Based Beverages

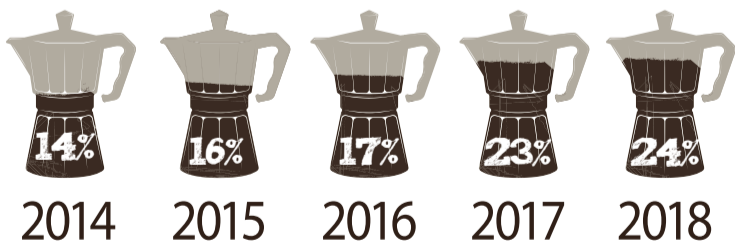


### Espresso-Based Beverages

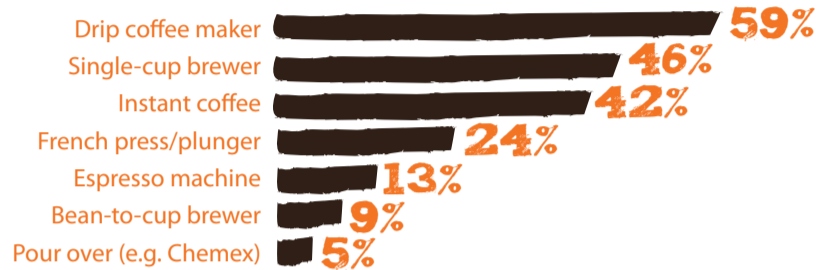


## Past-Day Penetration of Espresso-Based Beverages Is Steady Versus 2017

Percent Canadians Aged 18-79 Who Drank EBB Yesterday

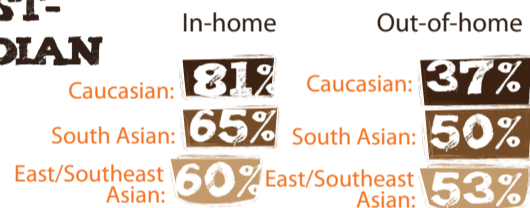


## % CANADIANS AGED 18-79 WHO HAVE BREWER AT HOME



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

Strong **in-home** preparation  
is driven by **Caucasians**



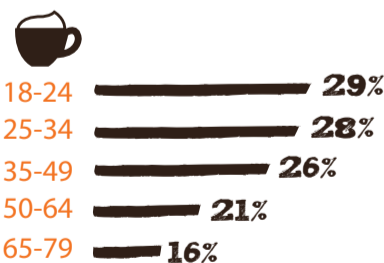
## AVERAGE NUMBER OF COFFEE CUPS CONSUMED PAST-DAY

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

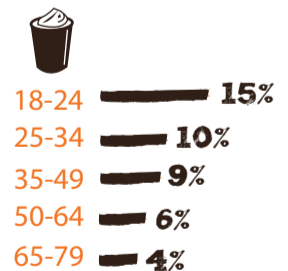
**3.2** Past-Day Coffee  
Drinkers Aged 18-79



Percent Canadians Aged 18-79  
Who Drank Espresso-Based  
Beverages Yesterday



Percent Canadians Aged 18-79  
Who Drank Non-Espresso-  
Based Beverages Yesterday



## COFFEE AND TAP WATER ARE THE MOST COMMONLY CONSUMED BEVERAGES

Percent Canadians Aged 18-79 Drinking Yesterday

