







2018 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



CANADIANS AGED 18-79 VHO DRANK COFFEE YESTERDAY

Total Coffee

Caucasian: 73% South Asian: 67%

East/Southeast Asian: 71%

Traditional Coffee

Caucasian: 56%

South Asian: 36%

East/Southeast Asian: 42%



Non-Espresso-**Based Beverages**

Caucasian: 8% South Asian: 10%

East/SoutheastAsian: 11%



Espresso-Based Beverages

Caucasian: 22%

South Asian: 32%

East/SoutheastAsian: 32%

% CANADIANS AGED 18-79

WHO HAVE BREWER AT HOME

Drip coffee maker Single-cup brewer Instant coffee French press/plunger Espresso machine Bean-to-cup brewer Pour over (e.g. Chemex)

PLACE OF PREPARATION AMONG PAST-DAY CANADIAN

COFFEE DRINKERS Caucasian: 81%

South Asian: 65%

In-home

South Asian:

Strong in-home preparation

is driven by Caucasians

Caucasian: 37

Out-of-home

AVERAGE NUMBER OF COFFEE CUPS CONSUMED PAST-DAY

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

Past-Day Coffee Drinkers Aged 18-79

26%



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

Percent Canadians Aged 18-79 Who Drank EBB Yesterday



2014

2015



2016





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



29% 28%

21%

16%

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



15%

9% 35-49

50-64 - 6%

65-79 🕶 4%

COFFEE AND TAP WATER ARE THE MOST COMMONLY CONSUMED BEVERAGES

Percent Canadians Aged 18-79 Drinking Yesterday



Coffee

Tap Water



Bottled

Water



Tea



40%

Beverages



Pop







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

