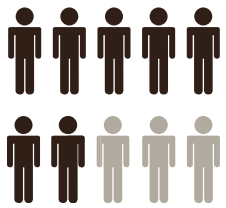# Canadian Coffee
2017
Consumption

A report presented by the Coffee Association of Canada

in **2017**

a new sub-category was created to recognize Non-Espresso-Based Beverages (N-EBB) within the specialty coffee category. N-EBB consists of frozen blended coffee, cold brew and nitro coffee. Percent Canadians Aged 18-79 Who Drank N-EBB Yesterday 2017: **8%**

71%
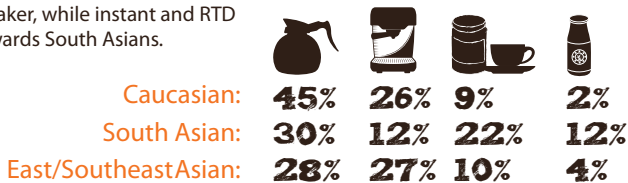Percent of Canadians Aged 18-79 Who Drank Coffee Yesterday
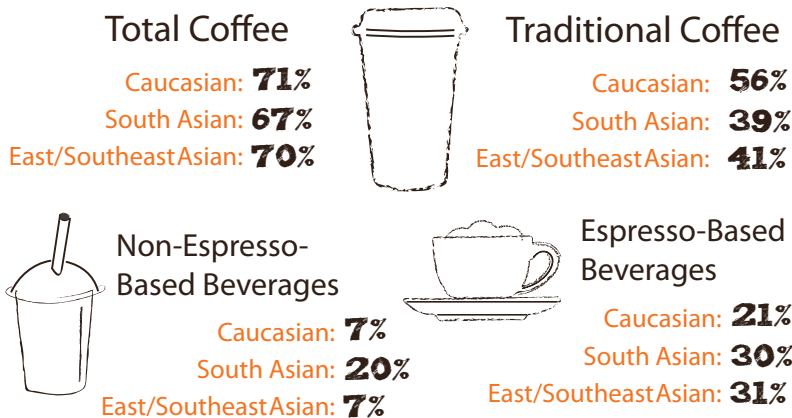
85% Past-Year

81% Past-Week

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

Among past-day coffee drinkers, Caucasians are most likely to use a drip coffee maker, while instant and RTD skew towards South Asians.
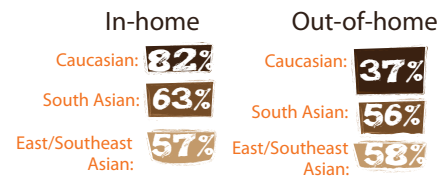
	Drip	Espresso	Instant	RTD
Caucasian:	45%	26%	9%	2%
South Asian:	30%	12%	22%	12%
East/Southeast Asian:	28%	27%	10%	4%

% CANADIANS AGED 18-79 WHO DRANK COFFEE TYPES YESTERDAY

Total Coffee
Caucasian: **71%**
South Asian: **67%**
East/Southeast Asian: **70%**

Traditional Coffee
Caucasian: **56%**
South Asian: **39%**
East/Southeast Asian: **41%**

Non-Espresso-Based Beverages
Caucasian: **7%**
South Asian: **20%**
East/Southeast Asian: **7%**

Espresso-Based Beverages
Caucasian: **21%**
South Asian: **30%**
East/Southeast Asian: **31%**

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

2013	2014	2015	2016	2017
13%	14%	16%	17%	23%

SINGLE-CUP BREWER PENETRATION STAGNATES
Percent Canadians Aged 18-79 Who Own A Single-Cup System

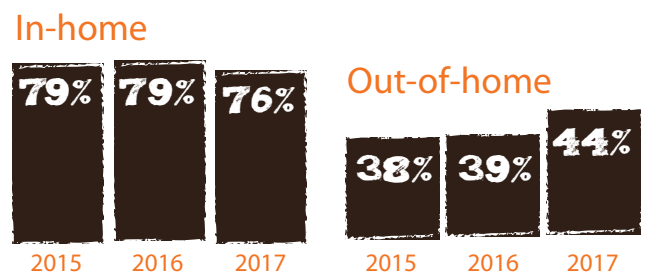| Year	Percent
2012	15%
2013	20%
2014	27%
2015	38%
2016	38%
2017	36%

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

Strong in-home preparation is driven by Caucasians

In-home
Caucasian: **82%**
South Asian: **63%**
East/Southeast Asian: **57%**

Out-of-home
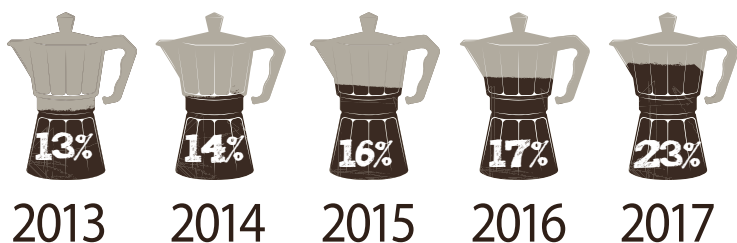Caucasian: **37%**
South Asian: **56%**
East/Southeast Asian: **58%**

% PLACE OF CONSUMPTION AMONG PAST-DAY CANADIAN COFFEE DRINKERS AGED 18-79
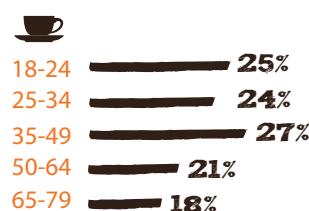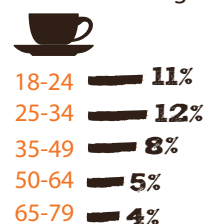Coffee consumption shifts in favour of out-of-home

In-home
2015	2016	2017
79%	79%	76%

Out-of-home
2015	2016	2017
38%	39%	44%

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

Age	Percent
18-24	25%
25-34	24%
35-49	27%
50-64	21%
65-79	18%

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

Age	Percent
18-24	11%
25-34	12%
35-49	8%
50-64	5%
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	Alcohol	Milk/Milk Beverages	Juice	Pop	Sports Drinks	Energy Drinks
71%	67%	44%	48%	43%	43%	32%	29%	3%	3%