

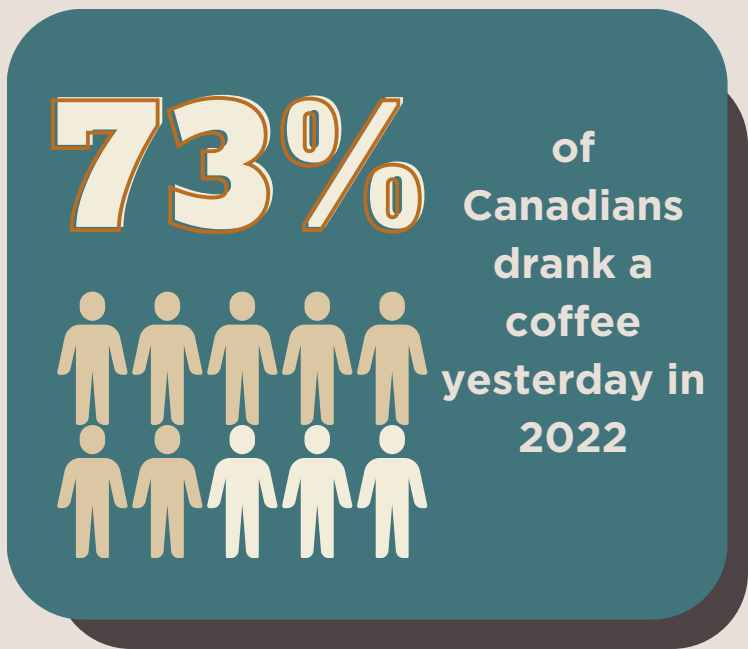


CANADIAN COFFEE CONSUMPTION

2022 - The Road Ahead

Presented by the
Coffee Association of Canada

Year 3 of the Covid-19 pandemic showcased the resilience of the coffee industry in Canada. In the summer of 2022, past-day penetration reached the highest since 2017.



Average Number of Coffee Cups Consumed Past-Day

2.7 Among Past-Day Coffee Drinkers



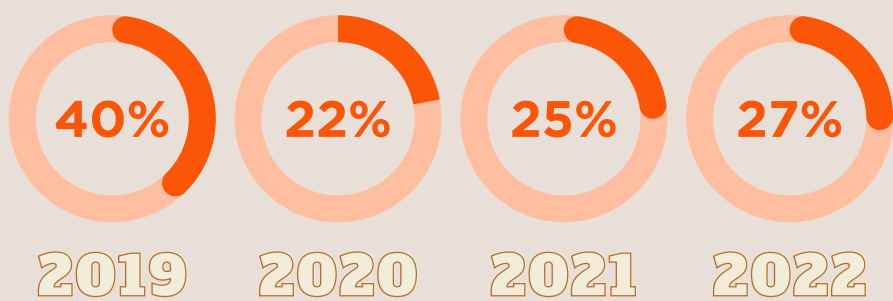
COFFEE AND TAP WATER ARE THE MOST COMMONLY CONSUMED BEVERAGES IN THE PAST-DAY

Percent Drank Yesterday



Had a coffee prepared OUT-OF-HOME yesterday

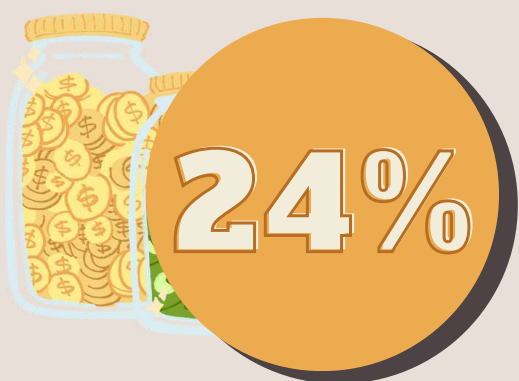
Among Past-Day Coffee Drinkers



As pandemic restrictions eased, out-of-home coffee preparation continued to recover

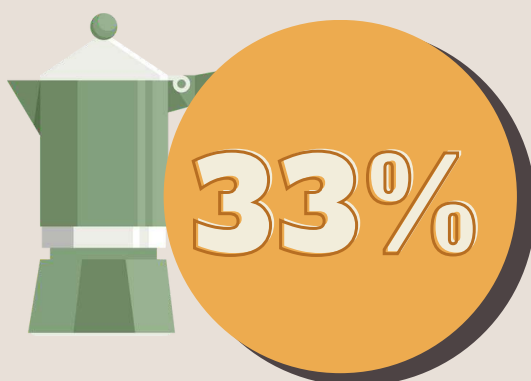


But then, inflation happened!



Said their financial situation is much/somewhat worse vs. the previous month.

This was one of the higher levels seen since the beginning of the pandemic.



said that 'it's more affordable to make my own coffee at home than to buy it'