

CANADIAN COFFEE CONSUMPTION

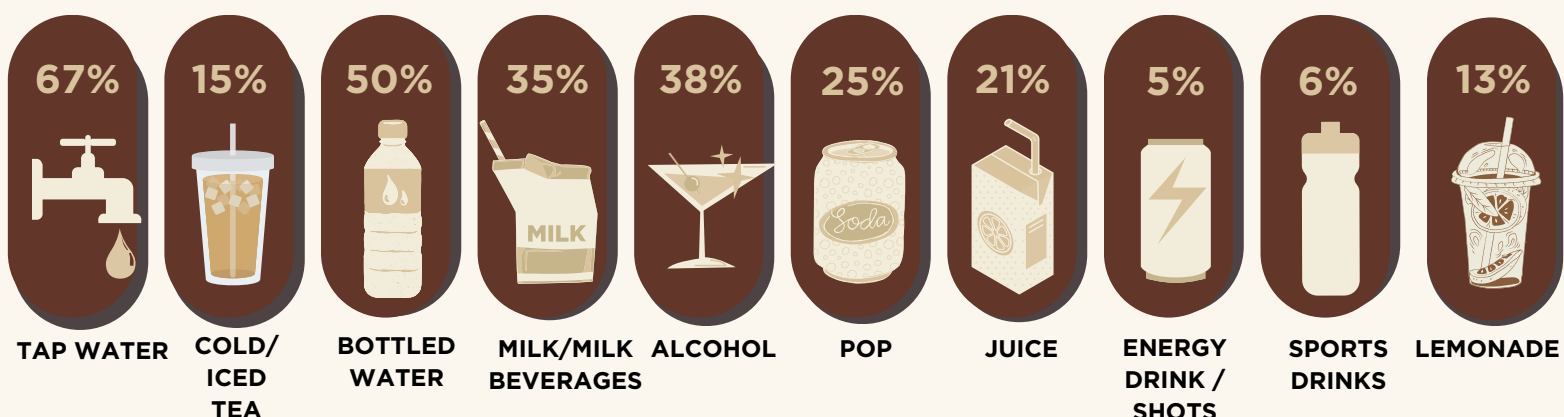
June 2023

Presented by the
Coffee Association of Canada

71%

of Canadians drank a coffee
yesterday

Beverages Canadians Consumed Yesterday (%)



During the hot summer months, Canadians reach for cold specialty coffee beverages.

(Percent Drank In the Past Week)



Cold brew is driven by younger coffee drinkers compared to older consumers

Age 18-34

24%

Age 35-49

19%

Age 50+

7%

9%

vs. 5% in
2019

drank at least one cold
traditional coffee in past
week

20%

vs. 13% in
2019

had at least one cold
specialty coffee in
past week

While still niche, more
Canadians are embracing
cold coffee beverages

Cold Brew has a good reputation in Canada



RECOMMENDED

72% have heard positive comments about cold
brew coffee from friends and family

69% Agree cold brew coffee can make
a wide variety of beverages



64% Agree cold brewing makes better
tasting coffee than other brewing methods