

# CANADIAN COFFEE CONSUMPTION 2025

Canadian coffee drinking remains robust and healthy in 2025. Despite continued pressure on personal finances, there are some wins and watch-outs heading into the new year.

**71%** of Canadians drank a coffee beverage yesterday.



**45%**

had a Traditional Coffee



**29%**

had an Espresso-Based Beverage

While Canadians love their coffee beverages, the rise in coffee prices haven't gone unnoticed:

**8-in-10**



have noticed the price of coffee rise compared to last year.

## Cost of living may be leading Canadians to a quieter life:



**53%**

say they're now socializing less often because going out for food & drinks is so expensive.



**57%**

say they're being squeezed and forced to cut back on non-essentials

## Canadian consumers are being savvy with their coffee purchases:



**31%**

are stocking up on coffee when they see it on sale

**21%**

have reduced out-of-home coffee spending

**15%**

have tried a new brand of coffee to drink at home

## Past-Day Beverage Consumption

(percentage point change vs. June 2025)



**Coffee**

**71%**

(-1 pp)



**Bottled Water**

**46%**

(-11 pp)



**Tea**

**49%**

(+9 pp)



**Alcohol**

**34%**

(no chg)



**Juice**

**16%**

(-2 pp)