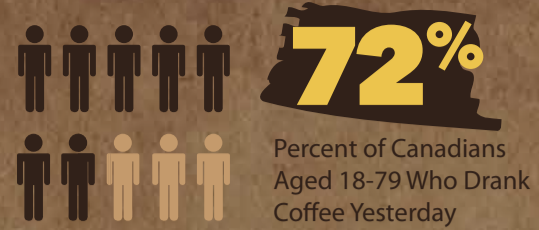
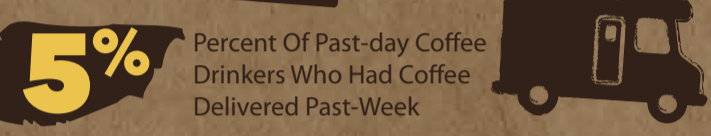
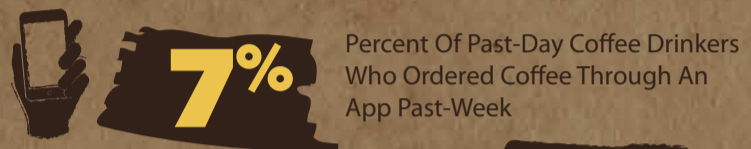


# Canadian Coffee 2019 Consumption

A report presented by  
the Coffee Association  
of Canada



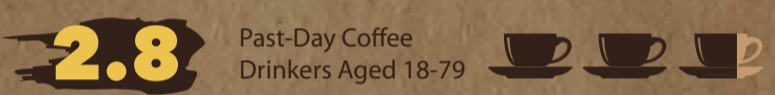
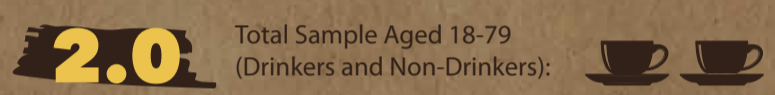
## 2019 PAST-WEEK APP + DELIVERY + LOYALTY CARD USAGE:



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

	Caucasian	South Asian	East/Southeast Asian
In-home (Net)	<b>82%</b>	<b>68%</b>	<b>64%</b>
Out-of-home (Net)	<b>37%</b>	<b>41%</b>	<b>53%</b>

## AVERAGE NUMBER OF COFFEE CUPS CONSUMED PAST-DAY



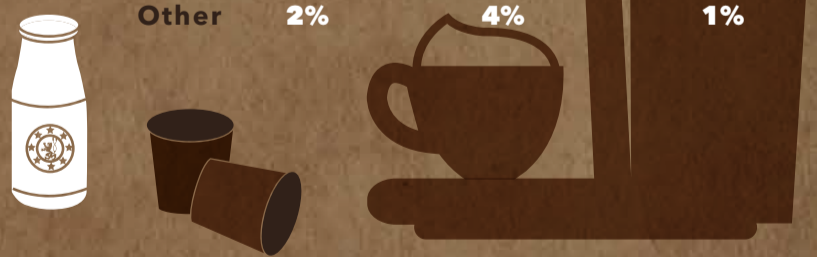
## CANADIANS AGED 18-79 WHO DRANK COFFEE TYPES YESTERDAY

	2019 Total	Caucasian	South Asian	East/ Southeast Asian
Total Coffee	<b>72%</b>	<b>74%</b>	<b>66%</b>	<b>66%</b>
Traditional Coffee	<b>51%</b>	<b>54%</b>	<b>42%</b>	<b>40%</b>
Espresso-Based Beverages (EBB)	<b>24%</b>	<b>23%</b>	<b>24%</b>	<b>27%</b>
Non-Espresso-Based Beverages (N-EBB)	<b>9%</b>	<b>8%</b>	<b>12%</b>	<b>14%</b>

	Ownership (among Total SC Owners)	Past-day Usage (among Past-day SC Users)	Purchase Intent (among those who would like to buy a SC brewer next year)
<b>Keurig</b>	<b>67%</b>	<b>72%</b>	<b>64%</b>
<b>Tassimo</b>	<b>21%</b>	<b>12%</b>	<b>20%</b>
<b>Nespresso</b>	<b>14%</b>	<b>11%</b>	<b>35%</b>
<b>Dolce Gusto</b>	<b>4%</b>	<b>2%</b>	<b>12%</b>
<b>Verismo</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>
<b>Other</b>	<b>2%</b>	<b>4%</b>	<b>1%</b>

## PERCENT USING RTD COFFEE AMONG PAST-DAY COFFEE DRINKERS

% RTD Coffee (Purchased ready-to-drink in a bottle or can)



## COFFEE AND TAP WATER ARE THE MOST COMMONLY CONSUMED BEVERAGES

Percent Canadians Aged 18-79 Drinking Yesterday

