In April 2020, the Coffee Association of Canada pivoted the annual coffee drinking study to a monthly tracker. The data below reflects a highlight reel of Canadians’ beverage drinking behaviour during COVID-19 from April-October, 2020.

### Average Number of Coffee Cups Consumed Past-Day (October 2020)

- Past-Day Coffee Drinkers Aged 18-79

### Percentage Who Had a Coffee Prepared In-Home Yesterday (Among Past-Day Coffee Drinkers Aged 18-79)

- **2019 (Pre-COVID-19)**
  - 78%
- **October 2020**
  - 87%

### Coffee and Tap Water Are the Most Commonly Consumed Beverages

- **71%** of Canadians Aged 18-79 who drank a coffee yesterday in October, 2020. This is steady vs. 2019.

### Recovery and a Return to Normal Continues.

- As lockdown restrictions shifted and the seasons changed…

- **29%** of Past-Week Coffee Drinkers Bought a Coffee Using the Drive-Through (vs. 18% in 2019).

- **4%** of Past-Week Coffee Drinkers had a coffee prepared at work, the highest seen since April.

- **4%** of Past-Week Coffee Drinkers bought a coffee using the drive-through (vs. 18% in 2019).

### Where Canadians had their coffee prepared shifted dramatically…

- Following the declaration of COVID-19 as a global pandemic and provinces issuing stay-at-home orders, Canadians hunkered down. Despite the many changes to our daily lives, coffee consumption was steady.

- Where Canadians had their coffee prepared shifted dramatically…

- **29%** of Past-Week Coffee Drinkers Bought a Coffee Using the Drive-Through (vs. 18% in 2019).

- **4%** of Past-Week Coffee Drinkers had a coffee prepared at work, the highest seen since April.

- **4%** of Past-Week Coffee Drinkers bought a coffee using the drive-through (vs. 18% in 2019).

### With the Warm Weather Arriving, Past-Day Penetration of Cold Brew Coffee Doubles To

- **AUGUST**
  - Recovery and a return to normal continues.

- **JUNE**
  - Had a coffee prepared at work, the highest seen since April.