

## Coffee in Canada Fact Sheet

Every year, the Coffee Association of Canada (CAC) commissions a Coffee Drinking Study of Canada on behalf of its members. These are highlights from the **2015 CAC Coffee Trends** report.

### Did You Know?

- Coffee is the most popular beverage amongst adult Canadians over 16 - even more than tap water
- Two thirds of adult Canadians enjoy at least one cup of coffee a day with the average at 3.2 cups/day
- Coffee is the #1 beverage consumed out of home (34.3%) ahead of Soft Drinks (19.5%) and Tea (8.3%).
- Coffee consumption at breakfast dominates all other day parts (85%)
- Specialty coffees (cappuccino, espresso, latte, café mocha, macchiato and caffè Americano) are becoming more popular (up 3% from 2011 to 2015)

### Where and How Do We Drink Coffee?

- 7 out of 10 cups of coffee are consumed at home
- Drip coffee makers are the most popular at home (53%\*), with single cup machines in second (25%\*)
- More Canadians (38%\*) own a single cup system than Americans (27%\*)
- Out of home, most Canadians drink their coffee at the eating establishment where they purchased it (39%), in the car (23%) or at work (17%)

### The Coffee Industry in Canada:

- \$6.2 billion industry
- \$4.8 billion sales in Foodservice
- \$1.4 billion sales in Grocery / Retail Sales
- \$325,000+ sales in the Office Coffee sector

### Coffee Creates Jobs in Canada:

- 160,000+ jobs in Cafes and Coffee Shops
- 5,000 jobs in Manufacturing and Roasting
- 5,000 independent café and coffee shop owners and several thousand franchise owner-operators
- Attractive entry-level positions for young people
- Jobs in support sectors such as packaging, cup suppliers, food manufacturing etc.



### **Coffee and Trade**

- Of the traditional importing markets for coffee – North America, Europe and Japan, Canada is showing, by a considerable degree, the fastest sustained growth in the last decade.
- Over 30 developing countries export coffee to Canada.
- Canada continues to be the number one source of value added coffee products imported into the United States.

### **Coffee and Age**

- Traditional coffee is most likely to be consumed by those aged 65-79
- Specialty coffee beverages and frozen blended coffee are strongest among those aged 18-49
- Consumers aged 50-79 are significantly more likely to have drunk coffee yesterday (73-76%) compared with 18-24 years olds (58%), 25-34 years olds (63%) and 35-49 years olds (68%)
- Millennials (age 18-34) over-index for off-premise coffee servings – drinking in the car or at work\*\*.
- Millennials (age 18-34) are more interested in coffees that are ethically sourced and/or certified – eg. Fair Trade, Rainforest Alliance, Organic

\*\*CREST YE March 2015