

COFFEE BY THE NUMBERS



MOST POPULAR BEVERAGE*

Coffee is the most popular beverage among adult Canadians over 16 – even more than tap water.



DAILY AVERAGE INTAKE*

The average # of cups of coffee Canadian adults drink daily, with more choosing larger sized cups vs 2018.



LOWERING HEALTH RISKS

The # of cups of coffee a day that may be associated with a lower risk of death and developing heart disease compared to drinking no coffee at all.



A HEALTHY DRINK OPTION

Unsweetened coffee is listed as one of only 4 "healthy drink options" other than water in the new Canada Food Guide.



READY-TO-DRINK GROWING*

The % of Canadians purchasing ready-to-drink coffee in a bottle or can (which has more than doubled in the last 5 years).



YOUNGER "GOURMET" COFFEE DRINKERS*

Canadians under this age are more likely to drink "gourmet" coffee beverages: espresso based (cappuccinos, macchiatos americanos etc.) and non-espresso-based beverages (nitro, cold brew, frozen blended).



CANADIANS DRINK MORE

The % of Canadians 16-79 who drank coffee yesterday (compared to 63% of Americans).



INDUSTRY NETWORKING

The # of coffee experts who came together at the Coffee Association of Canada Conference on September 23 in Toronto. The next Conference is on September 21st, 2020.



LIVING A LONGER LIFE

The # of participants in a 2018 study that found that coffee may boost chances for a longer life including in those drinking at least 8 cups per day, in both slow and fast metabolizers of caffeine, and in consumers of ground, instant, and decaffeinated coffee.