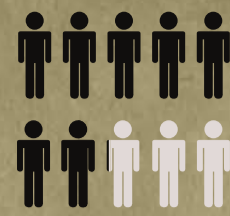


COVID-19 & Canadian Coffee Consumption 2020

A report presented by the Coffee Association of Canada



71%

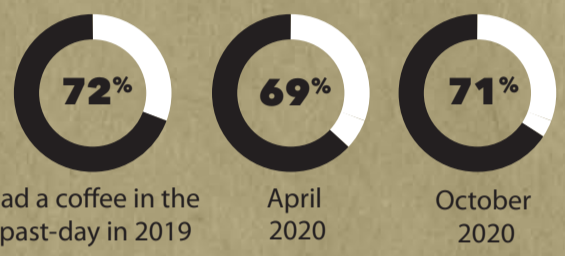
of Canadians aged 18-79 who drank a coffee yesterday in October, 2020. This is steady vs. 2019.

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.

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.

AVERAGE NUMBER OF COFFEE CUPS CONSUMED PAST-DAY (OCTOBER 2020)

COFFEE CONSUMPTION



2.7

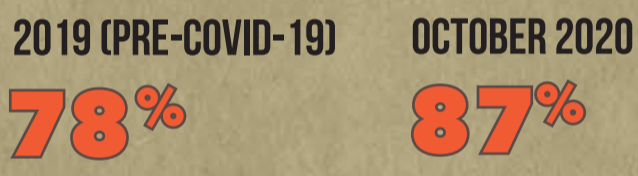
Past-Day Coffee Drinkers Aged 18-79



Where Canadians had their coffee prepared shifted dramatically...



PERCENTAGE WHO HAD A COFFEE PREPARED IN-HOME YESTERDAY (AMONG PAST-DAY COFFEE DRINKERS AGED 18-79)



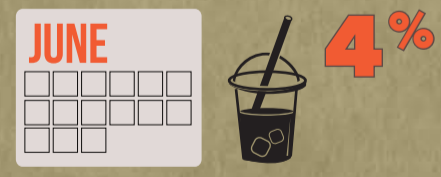
As lockdown restrictions shifted and the seasons changed...

29% OF PAST-WEEK COFFEE DRINKERS BOUGHT A COFFEE USING THE DRIVE-THROUGH (VS. 18% IN 2019).

WITH THE WARM WEATHER ARRIVING, PAST-DAY PENETRATION OF COLD BREW COFFEE DOUBLES TO **4%**



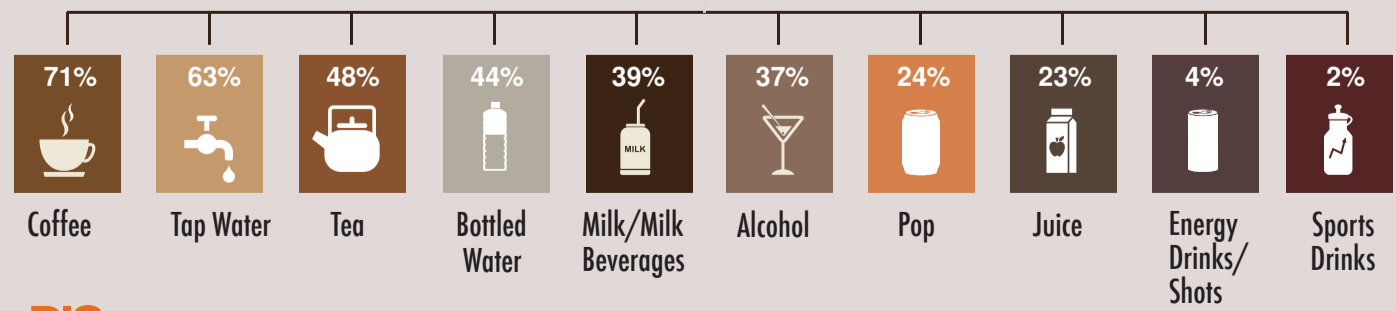
RECOVERY AND A RETURN TO NORMAL CONTINUES.



HAD A COFFEE PREPARED AT WORK, THE HIGHEST SEEN SINCE APRIL. **9%**

COFFEE AND TAP WATER ARE THE MOST COMMONLY CONSUMED BEVERAGES

Percent Canadians Aged 18-79 Drinking Yesterday (October 2020)



Prepared by DIG Insights

Note: Data doesn't appear in infographic if sample sizes are less than n=50

