

2014

Coffee Consumption

83%

OF AMERICANS OVER THE
AGE OF 18
DRINK COFFEE EVERY DAY,
THAT SUP FROM
78% IN 2012.



THE AVERAGE
AMERICAN DRINKS
ABOUT 3 CUPS OF
COFFEE PER DAY



31%

OF COFFEE DRINKERS MAKE
COFFEE THE MOST IMPORTANT
PART OF A MORNING. BREWING A
CUP FIRST BEFORE ANY OTHER
MORNING BEHAVIOR



COFFEE REPRESENTS

75%

OF ALL THE CAFFEINE
CONSUMED IN THE US



IT IS ESTIMATED THAT
TOTAL ANNUAL COFFEE
SALES REVENUE EXCEEDS

\$30
BILLION

HOW MANY CUPS OF COFFEE, IF ANY, DO YOU DRINK ON AN AVERAGE DAY?



10%



9%



19%



26%



36%