

# CANADIAN COFFEE CONSUMPTION



**72%**

PERCENT OF CANADIANS DRANK COFFEE YESTERDAY

**81%**  
PER WEEK



**86%**  
PER YEAR

## PLACE OF PREPARATION AMONG PAST-DAY CANADIAN COFFEE DRINKERS

MORE THAN 50% ARE DRINKING TRADITIONAL COFFEE LIKE THE ONES WE SELL. A WHOPPING 82% OF COFFEE DRINKERS ARE MAKING THEIR FAVORITE BREW AT HOME.



	CAUCASIAN	SOUTH ASIAN	EAST/SOUTHEAST ASIAN
IN-HOME (NET)	82%	68%	64%
OUT-OF-HOME (NET)	37%	41%	53%

## AVERAGE NUMBER OF COFFEE CUPS CONSUMED PAST-DAY

**2.8**



PAST-DAY COFFEE DRINKERS

**2.0**



TOTAL SAMPLE (DRINKERS AND NON-DRINKERS)



## CANADIANS WHO DRANK COFFEE TYPES YESTERDAY



	2019 TOTAL	CAUCASIAN	SOUTH ASIAN	EAST/SOUTHEAST ASIAN
TOTAL COFFEE	72%	74%	66%	66%
TRADITIONAL COFFEE	51%	54%	42%	40%
ESPRESSO-BASED BEVERAGES (EBB)	24%	23%	24%	27%
NON-ESPRESSO-BASED BEVERAGES (N-EBB)	9%	8%	12%	14%