2021 National Coffee Data Trends
Specialty Coffee Report

The National Coffee Association of USA

© 2021 National Coffee Association of U.S.A., Inc.

Produced in collaboration with the Specialty Coffee Association

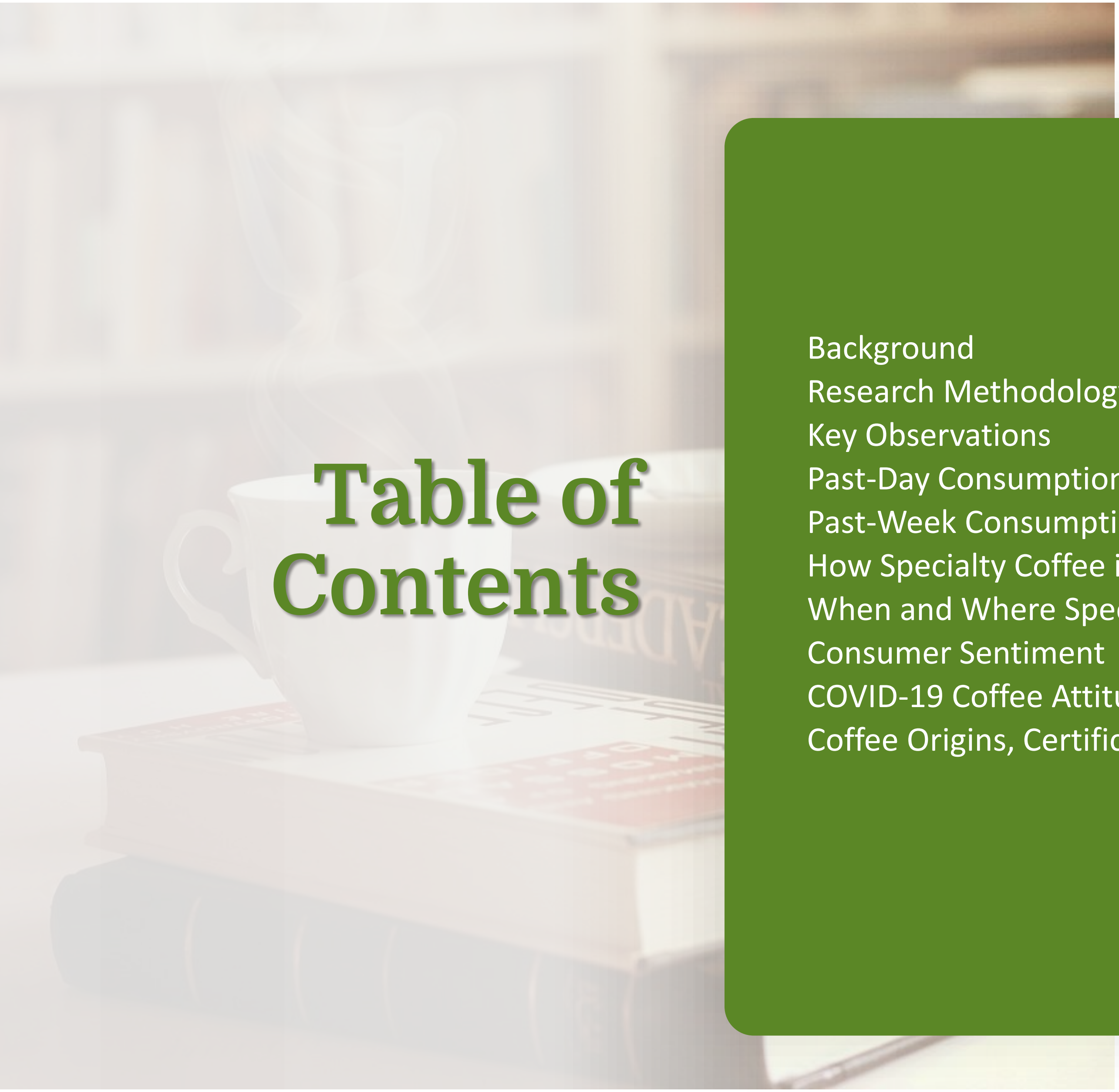


Table of Contents

Page

Copyright 2021 by The National Coffee Association of U.S.A. Inc.

No part of this publication may be reproduced, re-recorded or published in any form including print, photocopy, microfilm, electronic or electromagnetic record without written permission from The National Coffee Association, 45 Broadway Suite 1140, New York, NY 10006.

NATIONAL COFFEE ASSOCIATION USA EST. 1911

National Coffee Association of U.S.A.

- Founded in 1911, The National Coffee Association was one of the first trade associations organized in the United States. National Coffee Association membership is comprised of producers, importers, roasters, wholesalers/distributors, retailers and allied trade.
- The National Coffee Association is the most experienced, broadly based and reliable advocate for the coffee industry, drawing on over 100 years of experience to address the multiple interests and concerns of our members.
- The mission of The National Coffee Association is to be the foremost trade association representing the entire coffee industry in the United States.
- We are committed to the growth and well-being of the industry through our roles as:
  - A proactive advocate for the industry, acting as the industry's recognized spokesperson and voice for promoting consumption.
  - An educator for our members and consumers who lead the industry in facilitating research, and gathering and disseminating relevant research data.
  - A forum for interaction that addresses key issues confronting the domestic and international industry.

Specialty Coffee Association

The Specialty Coffee Association (SCA) is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. SCA's purpose is to foster global coffee communities to support activities to make coffee a more sustainable, equitable, and thriving activity for the whole value chain.

From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community.

Background and Recent Enhancements

NATIONAL COFFEE ASSOCIATION USA EST. 1911

Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

Background

Since 1950, the National Coffee Association of U.S.A. has commissioned an annual survey of Americans regarding their consumption of coffee and, since 1993, their habits and practices related to espresso-based beverages.

The study provides the longest available statistical series on consumer drinking patterns related to coffee and other beverages. In the earliest years, the study was sponsored by the Pan American Coffee Bureau and then the International Coffee Organization. Since 1991, the study has been financed and conducted by the National Coffee Association of U.S.A.

In 2021, the National Coffee Data Trends tracking study will be conducted twice; the first wave in January, the second in July, 2021. This allows the NCA to understand the dynamics and impact of the Covid-19 pandemic on coffee consumption throughout the year.

Impact of COVID-19 in the United States
Recap of 2020

On March 11, 2020, the World Health Organization (WHO) declared Covid-19 (Coronavirus) a pandemic.

In the early days of the pandemic (mid-March to May), Americans prioritized staying home to prevent the spread of Covid-19. Non-essential services, including restaurants, bars, cafes & coffee shops were closed in most states and/or operating at a much reduced capacity (e.g. take-out/delivery only). Schools across the nation largely shifted to virtual classes. Shelter-in-place orders and recommendations were largely regional.

In June 2020, pressure from all levels of government to re-open the economy as recessionary times loom ahead with the national unemployment rate at *11.2% in June (+4% from previous year). Against a back drop of racial protests and social unrest in many cities, hardships continued to mount for many Americans.

Covid-19 had, and continues to have a devastating impact on businesses, including the broader food and beverage industry. With consumers not visiting out-of-home venues as frequently vs. pre-Covid-19, unease with lingering if they do, and many pivoting to working from home (if they can), Covid-19 is projected to have a lasting impact on out-of-home coffee consumption.

On August 26th, 2020, the NCDT fielded a smaller, **second wave** of coffee and beverage tracking; the intent to update and compare coffee consumption behavior and attitudes in the era of Covid-19. On this day, the US reported **5.8MM cumulative cases of Covid-19. During this time, the economy had re-opened partially – access to sit-down dining in restaurants & cafes were again, largely regional.

By January 8th, 2021, there were 22M+ confirmed cases of COVID-19 in the United States, around 374,000 fatalities, and more than 13M reported recoveries. Shelter-in-place orders were highly regional.

*US Bureau of Labor Statistics
**John Hopkins University & Medicine

Additions & Enhancements to Jan 2021

All behavioral metrics reported in the past day & past week sections of the annual January report have been retained. While not every data point has been included in reporting, the data is available via excel tables for further investigation.

The following changes have been made to the January 2021 survey:

- In the **Workplace Coffee** section: “Offer a “hands-free” coffee brewer where you scan a QR code and get coffee without touching the machine” was added to the measures desired in the workplace coffee area.
- The **Coffee Origins** and **Coffee Equity** sections were reinserted (these metrics were not included in the August 2020 wave).
- The **COVID-19 changes to coffee behavior** section was removed, except for the personal financial perceptions question which was modified to account for the past 4 months (i.e. since the last survey wave).
- In the **COVID-19 Coffee Attitudes & Perceptions** a new question to understand whether consumers have tried new types of coffee since the start of the pandemic was added.
- The term “Gourmet” was replaced with “Specialty” and began a collaboration with the Specialty Coffee Association (SCA) on a report on the Specialty market segment.

Research Methodology

NATIONAL COFFEE ASSOCIATION USA EST. 1911

Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

Data Collection

- The 2021 National Coffee Data Trends study (January wave) was conducted among both males and females, 13 years of age or older, who consumed a beverage other than tap water the day prior to being interviewed. The sample reported in this study is representative of the population of the U.S. (328,239,523* aged 18 years or older).

- The methodology for the online survey was:

    - Nationally representative sample of **1,528** people aged 18 years and older.
    - Respondents randomly selected from online panels.
    - Interlocking quotas were used for age, gender, region and ethnicity (with three specific ethnicities tracked – Non-Hispanic American and Non-African American, Hispanic American and African American)
    - Within the Hispanic-American sample, quotas were established for languages spoken at-home (English dominant, bilingual and Spanish dominant). This was used as a proxy for acculturation.
    - The survey was available in English and Spanish.
    - All respondents drank a beverage other than tap water past-day. Drinking coffee is not a requirement to participate in the research.
    - Data collection: mid-to-late January 2021 with daily quotas to ensure a balanced mix of days of the week. Timing is consistent with 2015-2020 and earlier than in previous years, when field dates tended to be late-January to late-February. However, due to the Covid-19 pandemic, sample sizes have been reduced to allow for an additional wave of reporting in the summer.

Based on United States Census Bureau: https://www.census.gov/topics/population.html

Ethnic Sample and Weighting

In order to obtain a solid read of coffee consumption and attitudes among the Hispanic-American population, a total of n=270 Hispanic-American consumers aged 18+ were interviewed in the 2021 NCDT.

The final dataset was weighted based on age, gender, region and ethnicity to match the U.S. population based on the US Census Bureau's 2019 Current Population Survey. Because the sample profile was structured to mirror the population on these attributes, the weighting did not significantly affect the sample distribution.

	Base – Un-weighted	Percent – Unweighted	Base - Weighted	Percent - Weighted
Total	1,528	100	1,523	100
Ethnicity				
Total Non-Hispanic	1,258	82	1,255	82
Total Hispanic-American	270	18	269	18
Caucasian-American	1,027	67	1,023	67
African-American	200	13	193	13
Asian and Other	123	8	127	8
Hispanic Country of Heritage				
Puerto Rican	39	3	45	3
Mexican	146	10	168	11
Cuban	25	2	27	2
Dominican	10	1	13	1
Some other Hispanic or Spanish-speaking ethnicity	63	4	71	5

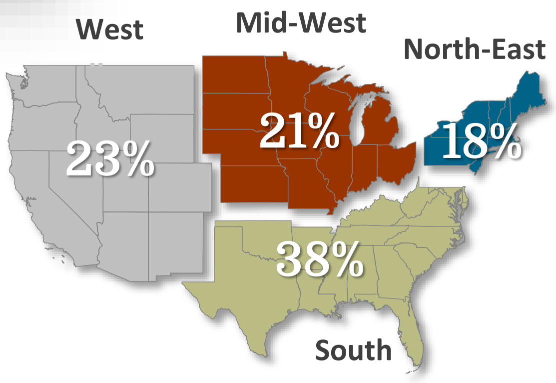
Methodology Summary

This report corresponds to the first wave of the NCDT study for 2021. Data for this report was collected between January 8 and January 20, 2021.

Respondents were screened to meet the following criteria:

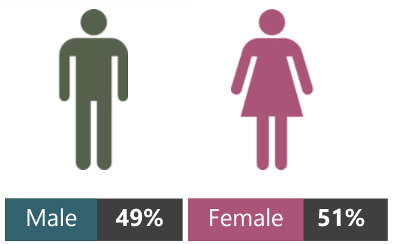
- N=1,528 respondents, aged 18+.
- The weighted sample reflects the American population 18+, with interlocking quotas for age, gender, region and ethnicity.
- All respondents drank a beverage other than tap water past-day (drinking coffee is not a requirement to participate in the research).
- Daily quotas were implemented to ensure a balanced sample by day of week.

Region

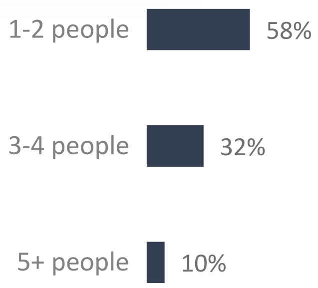


Age

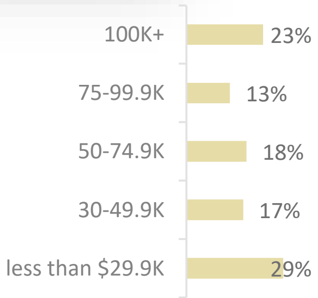
Gender



HH Size

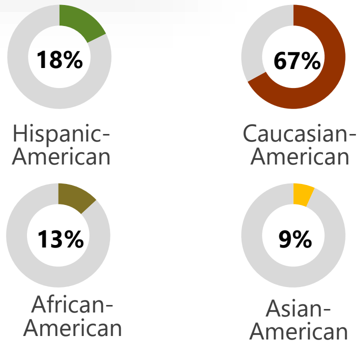


HH Income



HH income excludes those who said "don't know" or "prefer not to say".

Ethnicity



Significance Testing & Margin of Error

Data in this report have been tested for statistical significance.

- Numbers that are significantly higher (at the 95% confidence level) are indicated with an oval
- Numbers that are significantly lower (at the 95% confidence level) are indicated with a rectangle

When numbers are tested across columns in a table, the following notation is used:

	Column A	Column B	Column C
Row 1	70	42	41
Row 2	55	30	41
Row 3	32	27	37 **B**

The 30% in column B is significantly lower than both Column A and Column C

The 70% in column A is significantly higher than both Column B and Column C

The 37% in column C is significantly higher than only Column B

When more than one year's data is reported on one chart, upwards/downwards triangles ▲▼ are used to indicate the number is significantly higher / lower than previous year (at the 95% confidence level).

The margin of error on a sample size of 1,528 is +/- 2.5%. The results from September's wave have a slightly higher margin of error vs. previous years of annual tracking due to a smaller sample size. **For context, January 2020's margin of error on a sample size of 2,838 is +/- 1.8%.**

Day Parts

Each respondent was interviewed regarding the beverages that they consumed "yesterday"— i.e., the day before being contacted. Specifically, consumption information was collected for each of six time periods:

Breakfast	defined to respondents as "the first meal after rising, even if you only had fruit juice or coffee"
Morning	defined as "between breakfast and lunch"
Lunch	
Afternoon	defined as "between lunch and dinner"
Dinner	
Evening	defined as "after dinner"

If coffee was consumed during one or more of these time periods, details of coffee consumption practices for each time period were collected. In addition to this time-period-specific information, coffee drinkers were asked, in detail, about more general coffee consumption practices, as well as attitudes and perceptions with respect to coffee beverages.

Classification of Coffee Types

As of 2020, there are 13 coffee preparation options included in the NCDT: ten are classified as brewed, two are classified as instant and one is classified as ready-to-drink:

Classified as Brewed									
Drip coffee maker	Espresso machine	French press/plunger	Moka stove top (style brewer) octagonal Italian	Percolator	A machine that uses a pre-measured, sealed disk or capsule of coffee to make a single-cup	Coffee strainer	Pour over (e.g. Chemex) (added in 2014)	*Cold brewing (leaving coffee in cold water for a longer period of time) (added in 2015)	Bean-to-cup brewer (the machine grinds whole coffee beans to brew one cup of coffee) (added in 2018)

Classified as Instant	
Instant coffee (adding hot water to coffee granules, powder or syrup in a cup)	Coffee concentrate (that you buy in a bottle and add water to) (added in 2015)

Classified as Ready-to-Drink (RTD)
Purchased ready-to-drink in a bottle or can

Nomenclature

Total Coffee:
Includes all coffee types.

Traditional Coffee – Specialty (TC-S):
Traditional Coffee drunk hot or iced that is brewed from premium whole bean or ground varieties.

Traditional Coffee – Not Specialty (TC-NS):
Traditional Coffee (Traditional Coffee, drunk hot or iced) that is not brewed from premium whole bean or ground varieties.

Espresso-Based Beverages (EBB):
Cappuccino, espresso, latte, café mocha, macchiato, flat white and caffè Americano.

Instant Coffee:
instant coffee from a can or jar (adding hot water to coffee granules or syrup in a cup) or instant coffee from single pre-measured stick pack (adding hot water to coffee granules in a cup). Instant coffee also includes coffee made from coffee concentrate.

Non-Espresso Based Beverages (NEBB):
Frozen blended coffee, cold brew coffee (not traditional iced coffee - made by steeping coffee in cold water for several hours) and nitro coffee (sometimes called draft) - iced or cold brew coffee infused with nitrogen).

Decaffeinated Coffee:
A cup of coffee that was decaffeinated or partially caffeinated (e.g. half caff).

Café con leche can be included in:
Traditional Coffee – Specialty; or Traditional Coffee – Not Specialty. The distinction is based on the respondent believing that the Café con leche was or was not specialty coffee — that is, brewed from premium whole bean or ground varieties. Café con leche is not included in Espresso-Based Beverages.

Specialty Coffee Beverages (SCB) (NET):
Traditional Coffee – Specialty, Espresso-Based Beverages, Non-Espresso-Based Beverages, and ready-to-drink coffee.
In 2021, the term "Gourmet" was replaced with "Specialty". For example, Specialty Coffee Beverages (SCB) was previously "Gourmet Coffee Beverages (GCB)".

"Past-Day" penetration refers to respondents who drank any coffee the day before they were interviewed. These respondents may not necessarily consume coffee or Specialty Coffee Beverages every day.

Consumer Group Definitions

This Specialty Coffee report contains analysis among three <u>mutually exclusive</u> <u>past-day</u> coffee drinker groups:

Exclusive Drinkers of Traditional (Not Specialty):

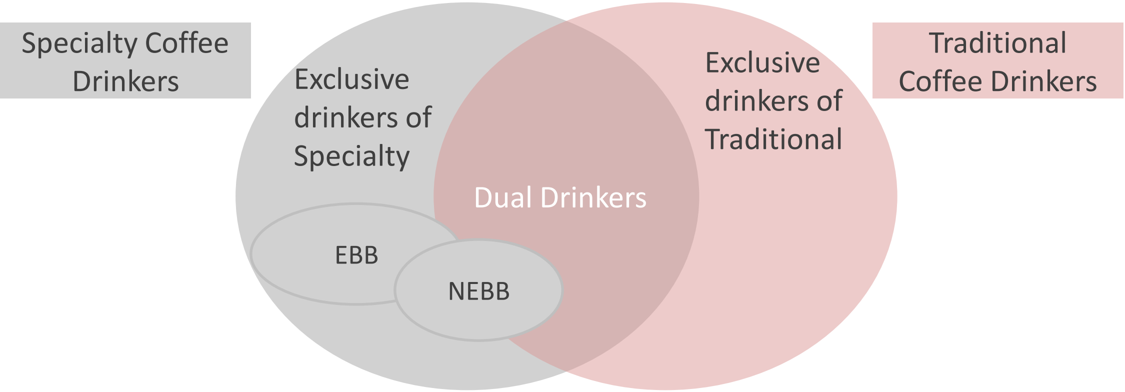
Those who **exclusively** drink Traditional Coffee (Traditional Coffee, drunk hot or iced) and claim their coffee was NOT brewed from premium whole bean or ground varieties.

Exclusive Drinkers of Specialty:

Those who **exclusively** drink: Traditional Coffee – Specialty, Espresso-Based Beverages, Non-Espresso-Based Beverages, or ready-to-drink coffee.

Dual Drinkers:

Those who drink <u>both</u> Traditional Coffee – Not Specialty, and Specialty Coffee Beverages.



Other consumer groups reported include:

Specialty Coffee Drinkers:

Those who drink Traditional Coffee – Specialty, Espresso-Based Beverages, Non-Espresso-Based Beverages, and ready-to-drink coffee.

Traditional Coffee Drinkers:

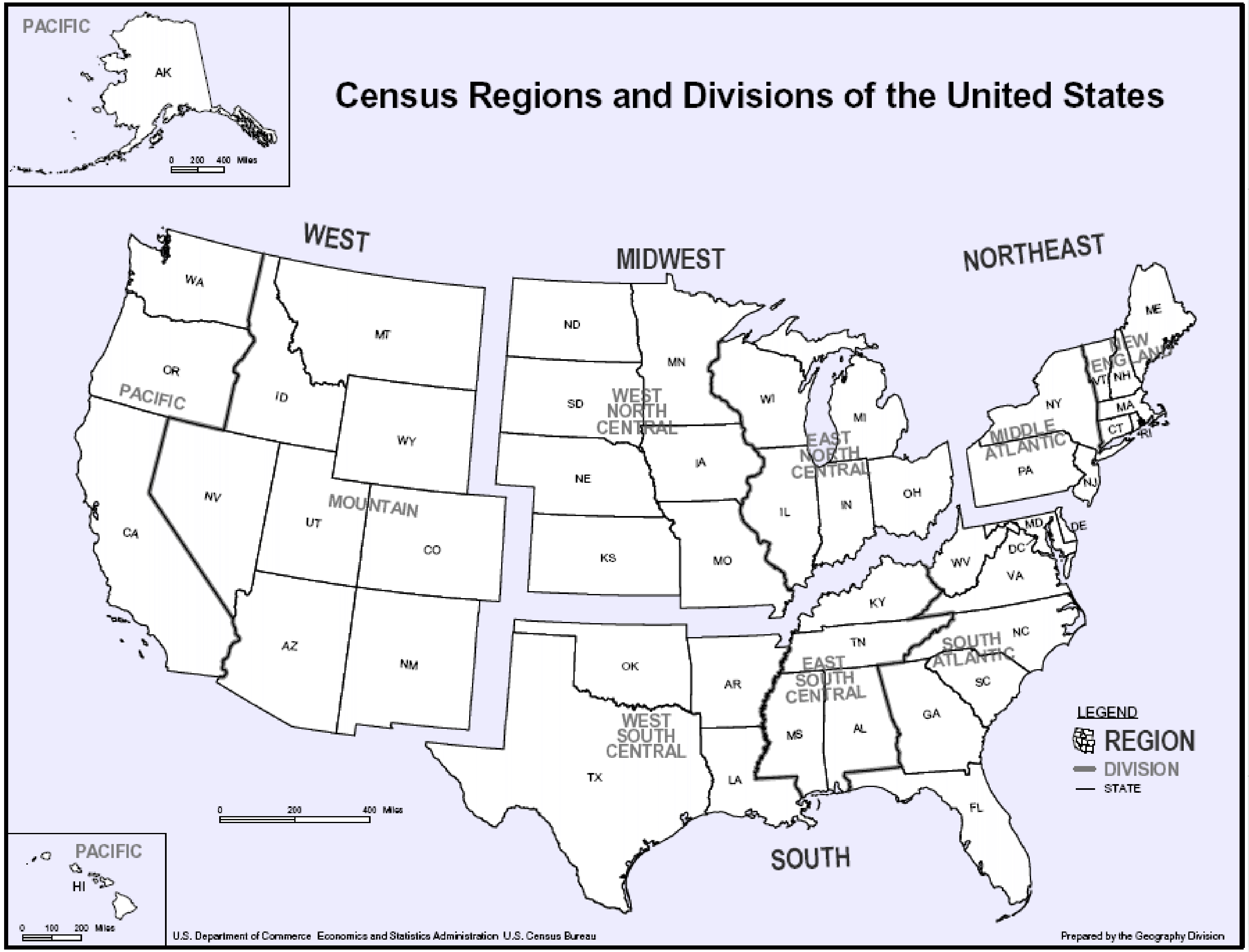
Those who drink Traditional Coffee (Traditional Coffee, drunk hot or iced) that is NOT brewed from premium whole bean or ground varieties.

EBB Drinkers:

Those who drink Espresso-based beverages (Not exclusively).

NEBB Drinkers:

Those who drink Non-Espresso-based beverages (Not exclusively).



Regions

- The region breaks used in this report are based on the U.S. Census Regions and Divisions.
- The states within each region are shown in the map.

NATIONAL COFFEE ASSOCIATION USA EST. 1911

Key Observations

Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

Profiling the Specialty Coffee Drinker

- In January 2021, 36% of Americans aged 18+ drank a specialty coffee yesterday. Specialty coffee is defined as any espresso-based beverage (lattes, cappuccinos etc.), non-espresso-based beverage (frozen blend, cold brew, nitro) and traditional coffee that consumers perceive to be brewed from premium coffee beans/grounds.
- 22% drank an espresso-based beverage yesterday, while 13% drank a non-espresso-based beverage.
- Overall, Specialty coffee drinkers skew to the under 40 years demographic, with one-fifth living in urban centers.
- Hispanic-Americans and Asian-Americans are the strongest consumers of specialty.
- Attitudinal perceptions and behaviors show specialty coffee drinkers are generally more engaged with coffee.

The specialty coffee consumer profile

Almost two-in-five Americans aged 18+ drank a specialty coffee yesterday. Specialty coffee drinkers skew young adults (20-39) with no kids, living in downtown areas. Their personal financial outlook is better compared to traditional coffee drinkers. On average, specialty drinkers consumed almost three cups of coffee in the past day, and are more likely to: use dark roasts, use sweet additives, and drink flavored coffee compared to traditional drinkers. More than half of specialty coffee drinkers claim they are missing their OOH coffee experiences during this pandemic. Although almost 60% experiment with coffee at home during COVID, two-in-five says it's not the same as their usual OOH coffee.

Drank a Specialty Coffee Yesterday **36%**

Type of Specialty Coffee Drank Yesterday

22% Espresso Based Beverage

13% Non-Espresso Based Beverage

GENDER

Male		Female
50%	Specialty	50%
52%	Espresso-based	48%
47%	Non-Espresso based	53%

HHLD COMPOSITION

40% Households with children under 18

60% No children in household

2.8 people

INCOME

- 43% Under $50K
- 32% $50K to $99K
- 25% $100K or more

AGE

- 13-19: 15%
- 20-39: 38%
- 40-59: 29%
- 60+: 18%

LIVING AREA

- 21% - Downtown Area
- 38% - Suburbs of City
- 28% - Small/Large Town
- 12% - Rural Area

SPECIALTY COFFEE DRINKERS ARE MORE LIKELY* TO

Specialty coffee drinkers behavior:

2.7 Cups on average per day

- 44% Use dark roasts
- 51% Flavor their coffee
- 11% Sweeten their Coffee
- 13% Use espresso sized cups

Specialty coffee drinkers attitudes:

26% Believe their personal financial situation is Much / Somewhat better vs 4 months ago.

- Drinking at home allows me to experiment 58%
- Miss social aspect of OOH coffee 53%
- Miss going to their coffee shops 52%
- Miss treating themselves with specialty coffee OOH 51%
- Tried to make their usual OOH coffee at home, but it's not the same 39%

Over-indexes Total by 20% (>120)

Under-indexes Total by 20% (<80)

*Compared to Traditional Coffee drinkers.

National Coffee Data Trends (NCDT), January 2021

nca NATIONAL COFFEE ASSOCIATION USA EST. 1911

Specialty Coffee Association

Softer consumption of specialty during pandemic

- The Specialty coffee category has been affected by the pandemic: Past-day penetration of specialty coffee has softened from 39% in JAN 2020 to 36% in JAN 2021.

- Looking back even further to pre-pandemic levels, specialty coffee penetration within the past-day was at 41% in 2017-2018.

- The main contributor to this downward trend has been the ‘Traditional Coffee – Specialty’ (TC-S) segment, which has seen a reduction of -4pp vs last year. Espresso-Based and Non - Espresso Based Beverages are largely stable during Covid-19, which speaks to the resilience of these beverages.

- After experiencing a dip in September 2020, past-day penetration of Espresso-Based Beverages (EBB) recovered 2pp, back up to 22%. This is comparable to pre-pandemic levels. Recovery can be attributed by sustained levels of sub-types such as Cappuccinos (6%), Lattes (6%) and Espressos (5%) which are comparable to the levels seen one year ago.

Specialty is strong among Hispanic & Asian-Americans; key to category sustainability

- Among the different ethnic groups represented in this study, the past-day penetration of Specialty coffee beverages is stronger among Hispanic Americans (44%) than among Caucasian- (35%) and African-American (28%) groups. This is driven by strong consumption of Espresso-Based Beverages, with 31% of Hispanic-Americans drinking EBB varieties in the past-day.
- 38% of Asian-Americans had a specialty coffee beverage yesterday; consumption among this group is comparable to Hispanic-Americans.
- Specialty coffee consumption is weakest among African-Americans, but it is worth noting that this is mainly driven by the EBB and Traditional Coffee – Specialty segments. Penetration of Non-Espresso based beverages are comparable between African-Americans and other ethnic groups. There is an opportunity to better understand the dynamic between African-Americans and NEBBs.
- Overall, the momentum of the specialty category seen in recent years will likely include ethnicity as a 'key consumer lens' to ensure the category's sustainable growth.

Specialty drinkers like it sweet & flavorful

- Compared to Traditional coffee drinkers, those who drink Specialty coffee are more likely to say that their coffee was flavored (51%), and sweetened (14%), which speaks to the wider variety of options (and innovation opportunities) in this sub-category.
- Despite it being the most popular roast level overall, medium-roasted beans are less prominent among Specialty coffee drinkers: 43% claim their coffee beans were 'medium-roast' vs 60% among Traditional coffee drinkers.
- Specialty coffee drinkers are slightly heavier coffee drinkers compared to traditional coffee drinkers, with 2.8 and 2.6 average number of coffee cups consumed per day respectively.

Specialty coffee is more likely to be drunk outside of home, and later in the day.

- While coffee is known to be a morning beverage, the importance of specialty coffee during post-breakfast dayparts is paramount to its sustained growth. For example: Among past-day drinkers, penetration of Specialty coffee in the afternoon is 14%, compared to 7% for Traditional coffee.

- Specialty coffee is more likely than traditional coffee to be prepared out-of-home in places like coffee shops (13%) and quick-serve restaurants (6%). During the pandemic (and similar to other coffee beverages), at-home is the most popular place to prepare Specialty coffee (75% within the past-day).

- Drip coffee makers and single-cup machines are the two most widely-used preparation methods within the past-day. This is also true among Specialty coffee drinkers. However, compared to traditional coffee, specialty coffee beverages are more likely to be prepared using ‘niche’ preparation methods like Bean-to-cup brewers (6%), French Press (5%), Moka stove top (3%), or Pour over (2%). This illustrates the engagement of specialty drinkers with the coffee category overall.

More positive financial outlook and open to trying new coffee types

- Specialty coffee drinkers are more likely to say their personal financial situation has gotten better (26%) in the past four months. A more positive financial outlook may be key to encouraging growth of the specialty category.
- Specialty coffee drinkers are more likely to say they have discovered new coffees to make at home (47%), and overall, are more into coffee experimentation. Attitudinally, specialty coffee drinkers miss their regular out-of-home coffee shops and activities. Traditional drinkers on the other hand, skew towards concern about affordability and the convenience of having coffee at home during COVID-19.

NATIONAL COFFEE ASSOCIATION USA EST. 1911

Past-Day Consumption

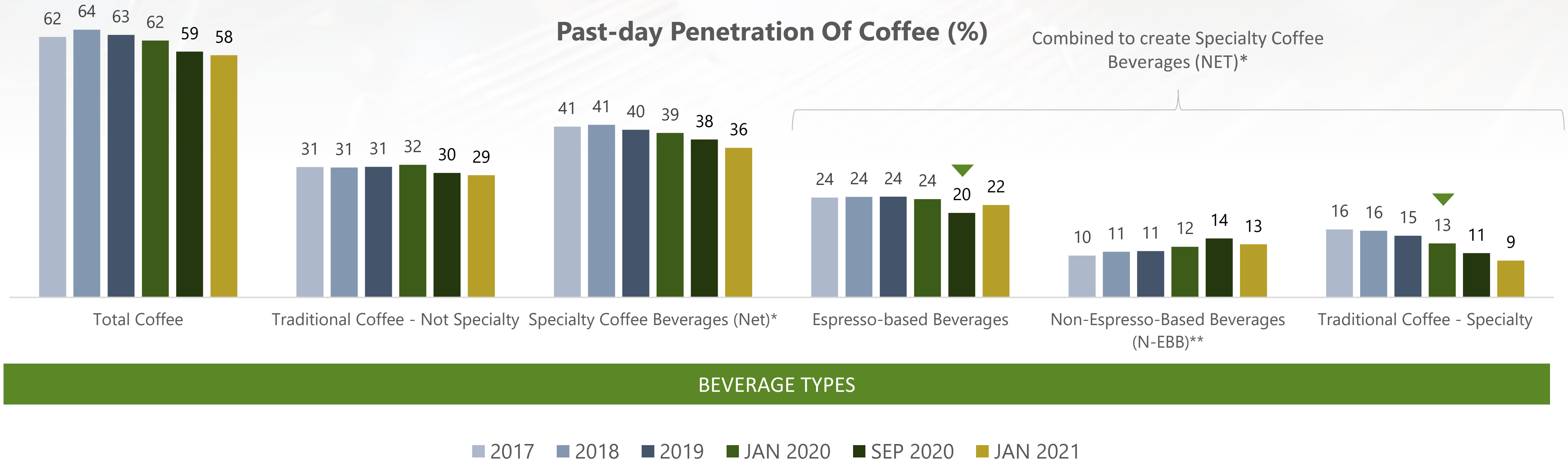
Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

Past-Day Penetration of Coffee by Type

In January 2021, 58% of Americans had at least one cup of coffee yesterday. Since the start of COVID-19, we can observe the impact the pandemic has had on the Specialty Coffee Beverages category: there is softer consumption of specialty beverages at the past-day level compared to pre-pandemic. In JAN 2021, 36% had a specialty coffee yesterday, compared to 40-41% from 2017-2019.

This softer consumption can be attributed to the Traditional Coffee –Specialty (TC-S) subcategory (9% in JAN). TC-S includes coffee that is drunk hot or cold, brewed from premium whole bean or ground varieties; premium perceptions are self-defined by the consumer. Seeing a downward trend in this sub-category may imply fewer consumers simply do not perceive their coffee to be “premium” vs. a downturn in penetration. Espresso-Based Beverages (EBB) (22%) and Non Espresso-Based Beverages (NEBB) (13%) are holding steady during the pandemic.



*Specialty Coffee Beverages (net) includes Espresso-based Beverages, Non-Espresso-Based Beverages, Traditional Coffee-Specialty and ready-to-drink coffee beverages, which is not shown in the graph.

Base: Total sample aged 18+ (2017 n= 3,252, 2018 n=2,737, 2019 n=2,815, JAN 2020 n=2,838, SEP 2020 n=1,005, JAN 2021 n=1,528).

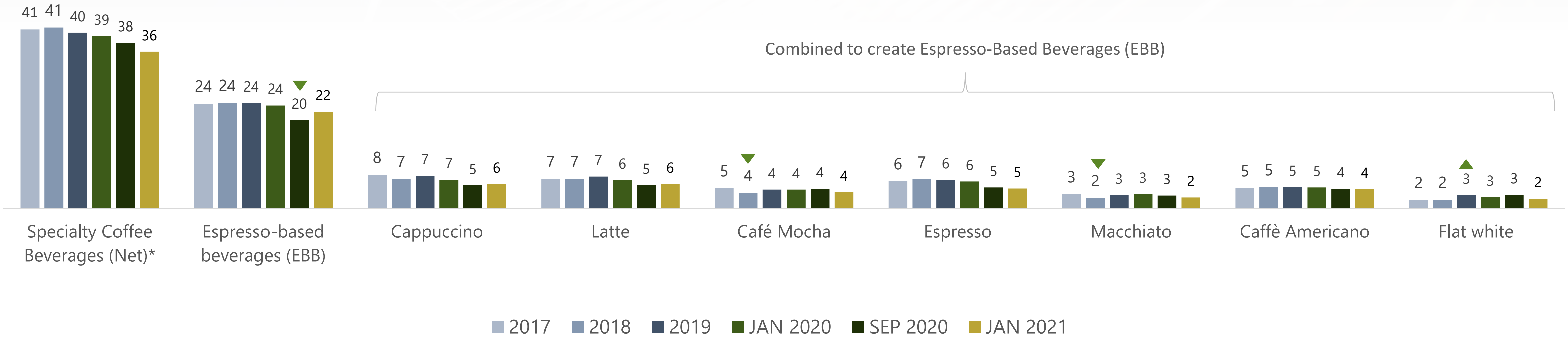
What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Note: The term “Gourmet” was replaced with “Specialty” in January 2021.

Past-Day Penetration of Specialty Coffee by EBB

Past-day consumption of Espresso Based Beverages (EBB) took a hit last year due to COVID-19; 20% had an EBB in SEPT 2020 compared to 24% pre-pandemic. In JAN 2021, past-day penetration recovers 2 percentage points to 22%. Among the beverage types that make up the EBB sub-category, Cappuccino and Latte (6%) have the strongest past-day penetration.

Past-day Penetration Of Espresso-Based Beverages (%)



*Specialty Coffee Beverages (net) includes Espresso-based Beverages, Non-Espresso-Based Beverages, Traditional Coffee-Specialty and ready-to-drink coffee beverages, which is not shown in the graph.

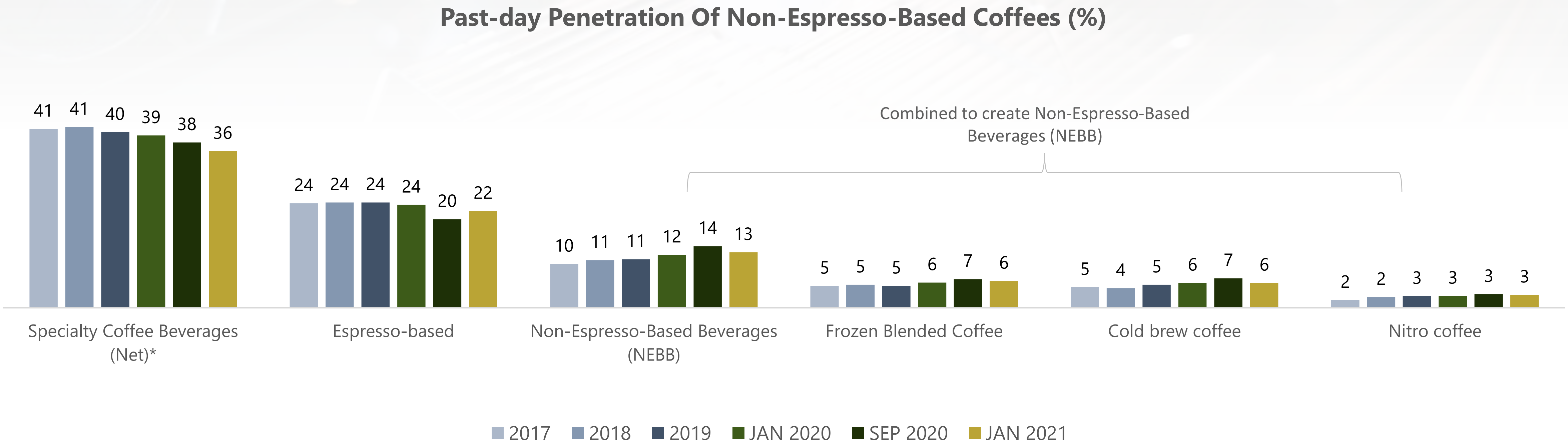
Base: Total sample aged 18+ (2017 n= 3,252, 2018 n=2,737, 2019 n=2,815, JAN 2020 n=2,838, SEP 2020 n=1,005, JAN 2021 n=1,528).

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Note: The term “Gourmet” was replaced with “Specialty” in January 2021.

Past-Day Penetration of Specialty Coffee by NEBB & TC-S

Non-Espresso-Based Beverages remain fairly consistent throughout the pandemic. In recent years, this sub-category shows momentum, largely driven by the steadiness seen for Frozen Blended Coffee and Cold Brew.



*Specialty Coffee Beverages (net) includes Espresso-based Beverages, Non-Espresso-Based Beverages, Traditional Coffee-Specialty and ready-to-drink coffee beverages, which is not shown in the graph.

Base: Total sample aged 18+ (2017 n= 3,252, 2018 n=2,737, 2019 n=2,815, JAN 2020 n=2,838, SEP 2020 n=1,005, JAN 2021 n=1,528).

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Note: The term “Gourmet” was replaced with “Specialty” in January 2021.

Past-Day Penetration of Coffee by Specialty Sub-types – By Demographics

Overall, those 25-39 are most likely to consume Specialty Coffee Beverages (47%) compared to other cohorts. This is driven by the consumption of Espresso-Based Beverages: Cappuccinos (9%), Lattes (8%), Espressos (7%) and Americanos (7%) in particular.

Those 60+ are less likely to consume Non-Espresso Based Beverages (3%), but the penetration of traditional Coffee Specialty is relatively higher vs other age groups. Teens (13-17) tend to consume Non-Espresso Based Beverages (16%) more than older Americans (60+).

		Age					Gender	
% Past-Day Consumption (Jan 2021)	Total 18+	13-17 (A)	18-24 (B)	25-39 (C)	40-59 (D)	60+ (E)	Male (F)	Female (G)
Base	1528	195	221	379	502	426	751	777
Specialty Coffee Beverages (Net)*	36	28	34	47	34 **E**	27	36	36
Espresso-based Beverages (EBB)	22	18	21 **E**	32	20 **E**	15	23	21
- Cappuccino	6	4	8 **DE**	9 **ADE**	4	3	6	5
- Latte	6	6	7	8	5	2	5	6
- Café Mocha	4	4	4	6	4	1	4	4
- Espresso	5	5 **E**	5	7 **E**	5 **E**	2	6 **G**	3
- Macchiato	2	2	3	3	3	-	3	2
- Caffe Americano	4	4	2	7 **BD**	3	4	5	4
- Flat white	2	1	1	2	3	2	3	2
Non-Espresso-Based Beverages (NEBB)	13	16 **D**	21 **D**	20 **D**	10	3	11	14
- Frozen blended coffee	6	10 **D**	12 **D**	9 **D**	5	1	6	7
- Cold brew coffee	6	5	6	9 **D**	5	2	5	6
- Nitro coffee	3	4 **E**	5 **DE**	5 **DE**	2	1	3	3
Traditional Coffee – Specialty	9	1	5	9	9	11 **B**	9	9

*Specialty Coffee Beverages (net) includes Espresso-based Beverages, Non-Espresso-Based Beverages, Traditional Coffee-Specialty and ready-to-drink coffee beverages, which is not shown in the graph.

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Past-Day Penetration of Coffee by Specialty Sub-types – By Demographics

Penetration of Specialty sub-types is higher among Hispanic-Americans (44%) than Caucasian-Americans (35%) and African-Americans (28%). In particular, past-day consumption of Macchiatos is driven by Hispanics (6%).

Within NEBBs, penetration of Nitro coffee is higher among African-Americans (5%) vs Caucasian-Americans (2%).

% Past-Day Consumption (Jan 2021)	Total 18+	Ethnicity: Hispanic-American (A)	Caucasian-American (B)	African-American (C)	Asian-American (D)
Base	1528	270	1027	200	103
Specialty Coffee Beverages (Net)*	36	44 **BC**	35 **C**	28	38
Espresso-based Beverages (EBB)	22	31 **BC**	21	19	21
- Cappuccino	6	7	5	6	6
- Latte	6	7	5	8	5
- Café Mocha	4	4	3	5	4
- Espresso	5	6	4	4	7
- Macchiato	2	6	2	2	1
- Caffe Americano	4	6	4	6	4
- Flat white	2	3	2	2	2
Non-Espresso-Based Beverages (NEBB)	13	15	11	13	13
- Frozen blended coffee	6	8	5	8	6
- Cold brew coffee	6	6	6	4	7
- Nitro coffee	3	3	2	5 **B**	2
Traditional Coffee – Specialty	9	12	10	5	11

*Specialty Coffee Beverages (net) includes Espresso-based Beverages, Non-Espresso-Based Beverages, Traditional Coffee-Specialty and ready-to-drink coffee beverages, which is not shown in the graph.

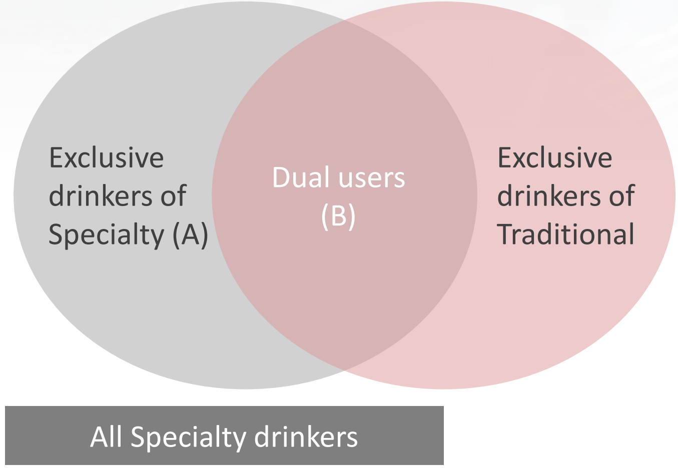
What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Past-Day Penetration of Coffee (Specialty Sub-types) – By Drinker Type

62% of specialty drinkers had an espresso-based beverage yesterday; 35% had a non-espresso-based beverage.

Among those who ONLY drank a specialty coffee beverage yesterday, cappuccino (15%), latte (15%) are the strongest espresso-based beverages. Cold brew (15%) and Frozen blend (14%) are also strong and comparable within the NEBB sub-category.

The overlap of coffee drinkers shown in the table on the right



Note: Exclusive drinkers of Traditional (pink bubble) would not have consumed any of the specialty beverages shown in the table on the right.

% Past-Day Consumption (Jan 2021)	All Specialty drinkers 18+	Past-Day Drinker Type: Exclusive Specialty Drinkers (A)	Past-Day Drinker Type: Dual (specialty & traditional) users (B)
Base	544	433	111
Espresso-based Beverages (EBB)	62	63	57
- Cappuccino	15	15	16
- Latte	16	15	19
- Café Mocha	10	10	12
- Espresso	13	12	14
- Macchiato	7	8	3
- Caffe Americano	12	13	9
- Flat white	6	7	4
Non-Espresso-Based Beverages (NEBB)	35	33	46
- Frozen blended coffee	17	14	29
- Cold brew coffee	16	15	20
- Nitro coffee	8	8	9
Traditional Coffee – Specialty	25	27	17

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

NATIONAL COFFEE ASSOCIATION USA EST. 1911

Past-Week Consumption

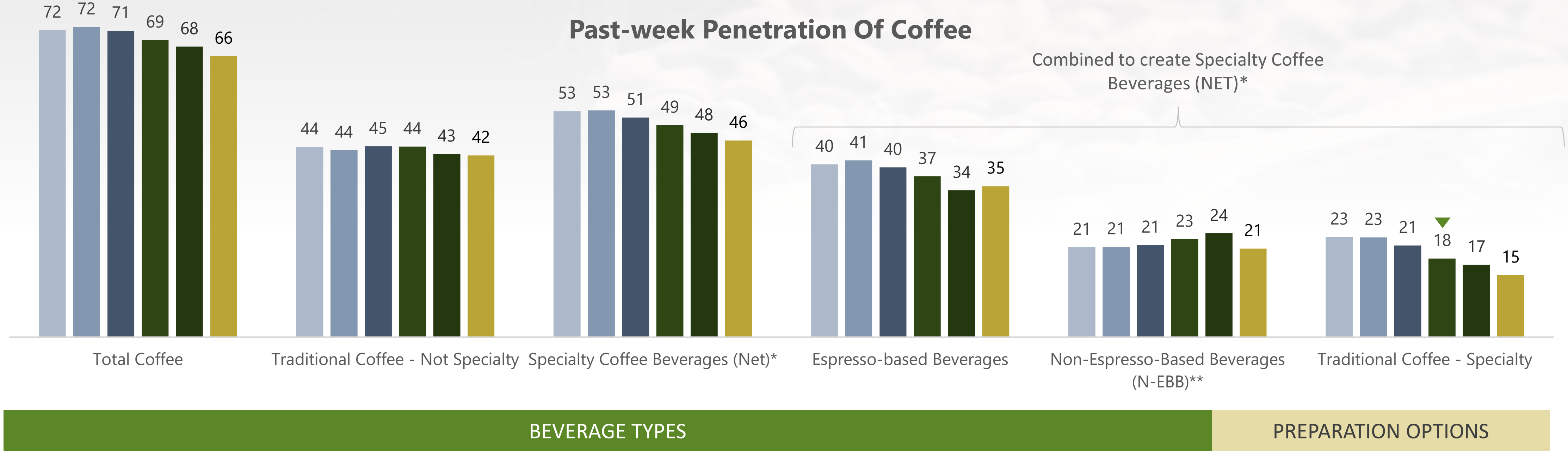
Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

Past-Week Penetration of Coffee by Type

Past-week penetration of Specialty Coffee Beverages is also softer in JAN 2021 (46%) vs. pre-pandemic (49%-53%). Although not statistically significant compared to SEPT 2020, there is a notable trend downwards with Specialty. Similar to trends seen in the past-day section, softer penetration levels are driven largely by TC-S (15%).

During the pandemic, there is also a softening of Espresso-based beverages compared to levels seen pre-pandemic. Non-Espresso-Based Beverages (21%) have been more resilient than EBB (35%) in the face of COVID-19.



*Specialty Coffee Beverages (net) includes Espresso-based Beverages, Non-Espresso-Based Beverages, Traditional Coffee-Specialty and ready-to-drink coffee beverages, which is not shown in the graph. ** Non-Espresso-Based Beverages (N-EBB) is a new NET added in 2017, which includes frozen blended coffee, cold brew coffee and nitro coffee. Traditional Coffee - Total = traditional coffee, drunk hot or iced. This includes both specialty and not specialty.

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

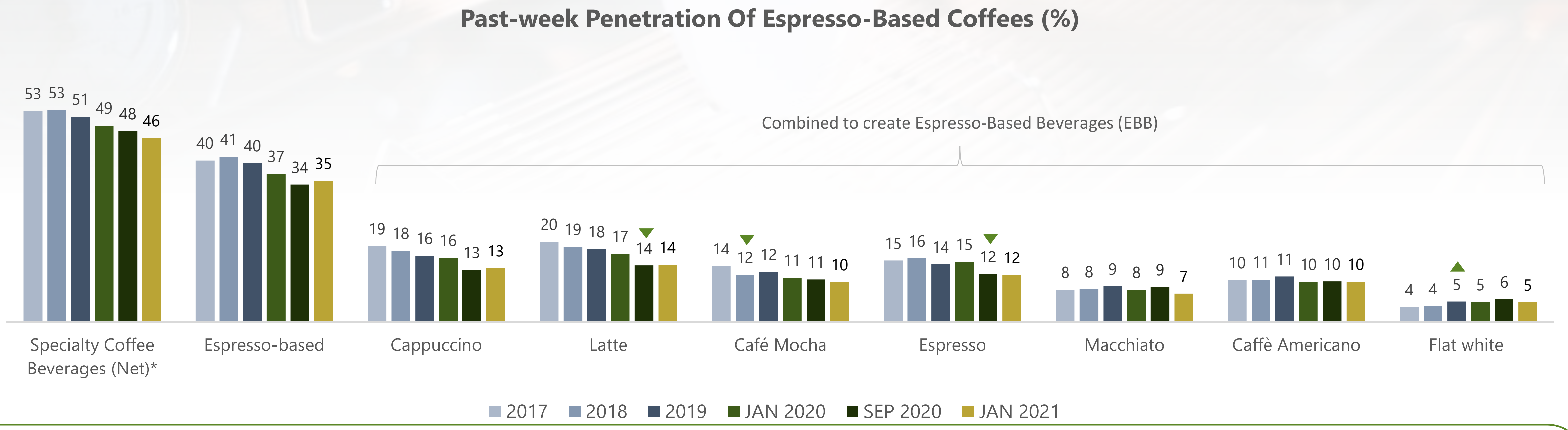
Now we'd like to ask you about some specific types of coffee beverages you may have consumed in the past week. Please keep in mind that these may be coffee beverages that you drank at home or bought outside your home and may have come in a cup, can or bottle. In the past week, have you, yourself, drunk...

Base: Total sample aged 18+, 2017 (n= 3252), 2018 (n=2,737), 2019 (n=2,815), JAN 2020 (n= 2,838), SEP 2020 (n=1,005), JAN 2021 (n=1,528).

Note: The term "Gourmet" was replaced with "Specialty" in January 2021.

Past-Week Penetration of Coffee by Specialty Sub-types

Since the start of COVID-19, Lattes (14%), and Espressos (12%) have seen declined penetration within the past-week. Pre-pandemic, espresso-based beverages showed strong preparation outside of the home. Softer penetration of these beverages are likely driven by daily routines yet to return to "normal".



* Specialty Coffee Beverages (net) also includes ready-to-drink coffee beverage, which is not shown in the graph. Note: Caffè Americano was added in 2014.

+ Note that the definition of cold brew and nitro coffee changed between 2016 and 2017. Because of this, the numbers for these coffee types across the two years should not be directly compared. Nitro coffee was called "Iced coffee infused with Nitrogen" in 2016.

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

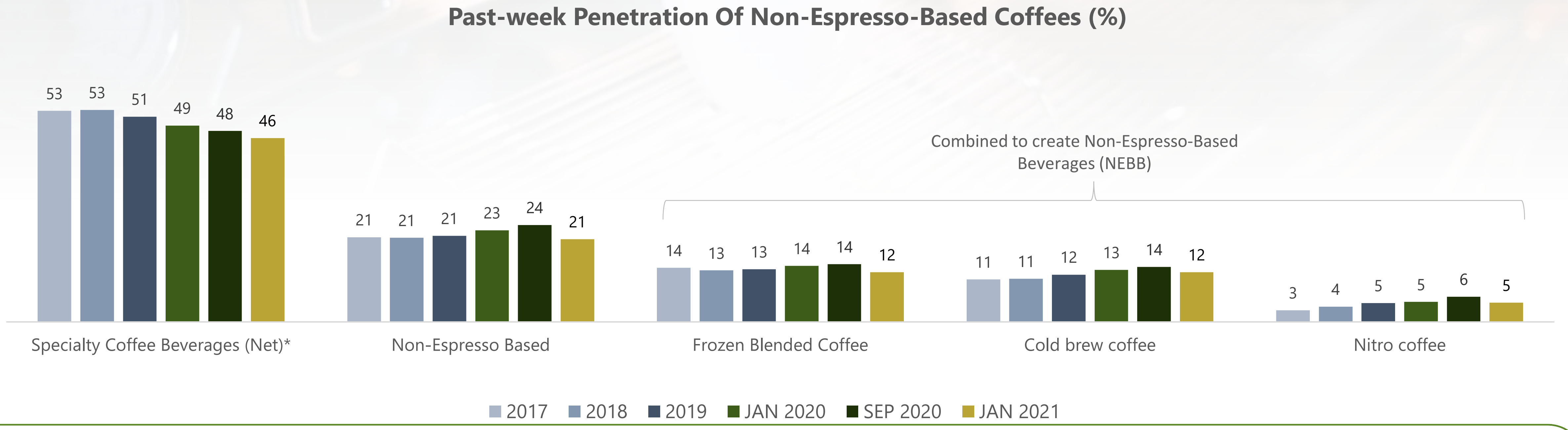
Now we'd like to ask you about some specific types of coffee beverages you may have consumed in the PAST WEEK. Please keep in mind that these may be coffee beverages that you drank at home or bought outside your home and may have come in a cup, can or bottle. In the past-week, have you, yourself, drunk...

Base: Total sample aged 18+ (2017 n= 3,252, 2018 n=2,737, 2019 n=2,815, JAN 2020 n= 2,838, SEP 2020 n=1,005, JAN 2021 n=1,528).

Note: The term "Gourmet" was replaced with "Specialty" in January 2021.

Past-Week Penetration of Coffee by Specialty Sub-types

At the past-week level, the Non-Espresso-Based sub-category remains steady during the pandemic compared to pre-COVID-19. In JAN 2021, 12% had a Frozen Blend or Cold Brew, and 5% had a Nitro coffee within the past week.



* Specialty Coffee Beverages (net) also includes ready-to-drink coffee beverage, which is not shown in the graph. Note: Caffè Americano was added in 2014.

+ Note that the definition of cold brew and nitro coffee changed between 2016 and 2017. Because of this, the numbers for these coffee types across the two years should not be directly compared. Nitro coffee was called "Iced coffee infused with Nitrogen" in 2016.

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Now we'd like to ask you about some specific types of coffee beverages you may have consumed in the PAST WEEK. Please keep in mind that these may be coffee beverages that you drank at home or bought outside your home and may have come in a cup, can or bottle. In the past-week, have you, yourself, drunk...

Base: Total sample aged 18+ (2017 n= 3,252, 2018 n=2,737, 2019 n=2,815, JAN 2020 n= 2,838, SEP 2020 n=1,005, JAN 2021 n=1,528).

Note: The term "Gourmet" was replaced with "Specialty" in January 2021.

Past-Week Penetration of Coffee by Specialty Sub-types – By Demographics

Within a more robust timeframe, past-week specialty coffee penetration trends are clearer and consistent to the past-day assessment. The category skews towards the 25-39 cohort, and it is less prominent among older Americans 60+ (33%).

% Past-Week Consumption (Jan 2021)	Total 18+	Age 13-17 (A)	Age 18-24 (B)	Age 25-39 (C)	Age 40-59 (D)	Age 60+ (E)	Gender Male (F)	Gender Female (G)
Base	1528	195	221	379	502	426	751	777
Specialty Coffee Beverages (Net)*	46	33	44 AE	59	45 AE	33	46	46
Espresso-based Beverages (EBB)	35	24	34 AE	49	34 AE	22	36	35
- Cappuccino	13	11	17 D	23 AD	10	5	14	13
- Latte	14	11	18	22 AD	13	5	14	14
- Café Mocha	10	9	14 D	16 AD	8	3	10	10
- Espresso	12	9	15 D	19 AD	10	5	14 G	9
- Macchiato	7	6	8	11 A	7	2	8	6
- Caffe Americano	10	6	9	15	10	6	11 G	8
- Flat white	5	1	6 AE	7 ADE	4	2	5	4
Non-Espresso-Based Beverages (NEBB)	21	22	30 D	34 AD	17	6	20	21
- Frozen blended coffee	12	15 D	23 AD	20 D	9	2	12	13
- Cold brew coffee	12	11	14	22	11	3	12	13
- Nitro coffee	5	5	8 D	9 D	3	1	5	5
Traditional Coffee – Specialty	15	3	9	16 B	15 B	15	14	15

*Specialty Coffee Beverages (net) includes Espresso-based Beverages, Non-Espresso-Based Beverages, Traditional Coffee-Specialty and ready-to-drink coffee beverages, which is not shown in the graph. ** Non-Espresso-Based Beverages (N-EBB) is a new NET added in 2017, which includes frozen blended coffee, cold brew coffee and nitro coffee. Traditional Coffee - Total = traditional coffee, drunk hot or iced. This includes both specialty and not specialty.

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Now we'd like to ask you about some specific types of coffee beverages you may have consumed in the past week. Please keep in mind that these may be coffee beverages that you drank at home or bought outside your home and may have come in a cup, can or bottle. In the past week, have you, yourself, drunk...

Base: Total sample aged 18+, JAN 2021 (n=1,528).

Note: The term "Gourmet" was replaced with "Specialty" in January 2021.

Past-Week Penetration of Coffee by Specialty Sub-types – By Demographics

Past-week consumption of Specialty coffee beverages is driven by Hispanic-Americans (60%) and less likely among African-American consumers (37%).

% Past-Week Consumption (Jan 2021)	Total 18+	Ethnicity: Hispanic-American (A)	Caucasian-American (B)	African-American (C)	Asian-American (D)
Base	1528	270	1027	200	103
Specialty Coffee Beverages (Net)*	46	60 **B**	45	37	54
Espresso-based Beverages (EBB)	35	53 **BC**	33	26	43 **BC**
- Cappuccino	13	21 **BC**	11	14	19 **B**
- Latte	14	20 **B**	13	15	19
- Café Mocha	10	15 **BC**	8	9	15 **B**
- Espresso	12	18 **B**	10	12	16
- Macchiato	7	14 **BC**	6	5	7
- Caffe Americano	10	17 **B**	9	12	10
- Flat white	5	7	4	7	3
Non-Espresso-Based Beverages (NEBB)	21	28 **B**	19	24	22
- Frozen blended coffee	12	17 **B**	11	15	13
- Cold brew coffee	12	18 **B**	11	11	13
- Nitro coffee	5	7 **B**	4	7 **B**	4
Traditional Coffee – Specialty	15	22 **BC**	14	10	14

*Specialty Coffee Beverages (net) includes Espresso-based Beverages, Non-Espresso-Based Beverages, Traditional Coffee-Specialty and ready-to-drink coffee beverages, which is not shown in the graph. ** Non-Espresso-Based Beverages (N-EBB) is a new NET added in 2017, which includes frozen blended coffee, cold brew coffee and nitro coffee. Traditional Coffee - Total = traditional coffee, drunk hot or iced. This includes both specialty and not specialty.

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Now we'd like to ask you about some specific types of coffee beverages you may have consumed in the past week. Please keep in mind that these may be coffee beverages that you drank at home or bought outside your home and may have come in a cup, can or bottle. In the past week, have you, yourself, drunk...

Base: Total sample aged 18+, JAN 2021 (n=1,528).

Note: The term "Gourmet" was replaced with "Specialty" in January 2021.

Past-Week Penetration of Coffee (Specialty Sub-types) – By Drinker Type

Overall, past week specialty drinkers show a much higher engagement with specialty beverages than traditional coffee drinkers who've drank a specialty beverage (within the past week).

On a past-week basis, Cappuccinos (29%) and Lattes (31%) are the top Espresso Based Beverages among Specialty coffee drinkers. Frozen-blended (27%) and Cold Brew (27%) dominate in the Non-Espresso Based space.

% Past-Week Consumption (Jan 2021)	Total 18+	Past-Week Drinker Type who had a... Traditional coffee (A)	Specialty coffee (B)
Base	1528	653	692
Specialty Coffee Beverages (Net)*	46	54	100
Espresso-based Beverages (EBB)	35	43	77
- Cappuccino	13	17	29
- Latte	14	16	31
- Café Mocha	10	11	22
- Espresso	12	13	25
- Macchiato	7	8	15
- Caffe Americano	10	13	22
- Flat white	5	5	11
Non-Espresso-Based Beverages (NEBB)	21	26	45
- Frozen blended coffee	12	15	27
- Cold brew coffee	12	15	27
- Nitro coffee	5	7	10
Traditional Coffee – Specialty	15	6	32

*Specialty Coffee Beverages (net) includes Espresso-based Beverages, Non-Espresso-Based Beverages, Traditional Coffee-Specialty and ready-to-drink coffee beverages, which is not shown in the graph. ** Non-Espresso-Based Beverages (N-EBB) is a new NET added in 2017, which includes frozen blended coffee, cold brew coffee and nitro coffee. Traditional Coffee - Total = traditional coffee, drunk hot or iced. This includes both specialty and not specialty.

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Now we'd like to ask you about some specific types of coffee beverages you may have consumed in the past week. Please keep in mind that these may be coffee beverages that you drank at home or bought outside your home and may have come in a cup, can or bottle. In the past week, have you, yourself, drunk...

Note: The term "Gourmet" was replaced with "Specialty" in January 2021.

nca
NATIONAL COFFEE ASSOCIATION USA EST. 1911

How Specialty Coffee is Consumed

Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

Method of Preparation Among Past-Day Drinkers

When we look at preparation method by types of coffee drinkers, those who **only** drank Specialty beverages yesterday were the least likely to have their coffee prepared using a single-cup brewer (20%). Usage of Bean to cup (6%) and French press (5%) systems is higher among this group vs. those who only drank traditional coffee yesterday.

Not surprisingly, those who only drank Traditional coffee were most likely to have used the Drip machine (55%). Broadly, the drip machine leads in being the most widely used preparation method yesterday.

EBB drinkers are more likely to use Espresso machines (14%), bean to cup (8%) or moka stove top vs. NEEB drinkers.

% Using Preparation Methods among Past-day Coffee Drinkers	Total 18+	Past-Day Drinker Type: Exclusive Traditional Drinkers (A)	Exclusive Specialty Drinkers (B)	Dual users (C)	Past-Day Specialty Coffee Drinkers: EEB (D)	NEBB (E)
Base	887	343	433	111	333	211
Drip coffee maker	42	55	34	38	35	34
Single-cup brewer	24	27	20	35	25	19
Cold brewing (Net)	10	-	15	20	12	23
Instant coffee	8	11	5	13	8	6
Ready to Drink	8	-	10	27 B	14	12
Espresso machine	6	-	8	11	14	1
Bean-to-cup brewer	4	2	6 A	6	8	2
French press/plunger	4	2	5 A	4	6	4
Moka stove top	3	1	3	11	6	2
Percolator	3	2	2	7	4	2
Pour over (e.g. Chemex)	2	1	2	4	4	1
Coffee strainer	2	-	2	4	3	1
Coffee concentrate	1	-	2	2	2	1

Thinking of the [COFFEE/COFFEE BEVERAGE] you had yesterday [TIME OF DAY], how was the [COFFEE/COFFEE BEVERAGE] prepared?
Base: Total past-day coffee drinkers aged 18+

Yesterday's Coffee Roast

Just over half of past-day coffee drinkers had a Medium roast coffee (51%). Dark roast follows (38%).

Those who exclusively drink Traditional coffee are less likely to use Dark or Light roasts vs. those who exclusively drink specialty, suggesting these roast types are more prominent among specialty coffee beverages.

Among those who drank an EBB yesterday, 48% said one of yesterday's coffee was a dark roast. This is significantly higher than those who had an NEBB yesterday (37%).

% Drinking among Past-day Coffee Drinkers	Total 18+	Past-Day Drinker Type			Past-Day Specialty Coffee Drinkers	
		Exclusive Traditional Drinkers (A)	Exclusive Specialty Drinkers (B)	Dual users (C)	EEB (D)	NEBB (E)
Base	887	343	433	111	333	211
Medium roast	51	60	43	60	44	49
Dark roast	38	29	44	43	48	37
Light roast	16	10	16	31	22	16
I don't know	10	6	12	20	15	11

What was the roast of this [COFFEE/COFFEE BEVERAGE] you had yesterday [TIME OF DAY]?

Base: Total past-day coffee drinkers aged 18+; 2021 (n=887).

Yesterday's Coffee Flavor

Overall, 70% of past-day coffee drinkers had a coffee that was unflavored yesterday while 39% had a flavored coffee. Note that these do not sum up to 100% because one can have more than one coffee in the past day and the coffees can be flavored *and* unflavored.

Exclusive Traditional drinkers are more likely to have had their coffee unflavored and Exclusive Specialty drinkers flavored. Flavored coffee is driven by the EBB segment (57%).

% Drinking Past-Day among Brewed Coffee Drinkers	Total 18+	Past-Day Drinker Type			Past-Day Specialty Coffee Drinkers	
		Exclusive Traditional Drinkers (A)	Exclusive Specialty Drinkers (B)	Dual users (C)	EEB (D)	NEBB (E)
Base	787	297	384	106	294	196
Flavored	39	17	51	55	57 E	44
Unflavored	70	85	59	71	61	63

Was that *[COFFEE/COFFEE BEVERAGE]* you had yesterday *[TIME OF DAY] pre-flavored* with a flavor such as French Vanilla, Mocha or Hazelnut?

Base: Past-day brewed coffee drinkers aged 18+, 2021.

Yesterday's Additives

Among past-day coffee drinkers, 31% had a coffee that was whitened and sweetened. 29% whitened only.

Exclusive Specialty coffee drinkers are more likely to only sweeten their coffee (11%) vs Exclusive Traditional coffee drinkers (7%).

Exclusive Traditional drinkers are most likely to only whiten (35%) vs. Exclusive Specialty drinkers (26%).

		Past-Day Drinker Type			Past-Day Specialty Coffee Drinkers	
% Past-day Usage of Additives Among Past-Day Coffee Drinkers	Total 18+	Exclusive Traditional Drinkers (A)	Exclusive Specialty Drinkers (B)	Dual users (C)	EEB (D)	NEBB (E)
Base	887	343	433	111	333	211
Whitened and sweetened	31	31	27	51	31	32
Whitened only	29	35	26	24	25	26
Sweetened only	9	7	11 A	7	12	8
Didn't add anything	19	24	19	6	14	20

Base: Past-day coffee drinkers aged 18+.

What, if anything, was added to this [COFFEE/COFFEE BEVERAGE] you had yesterday [TIME OF DAY]? Please select all that apply.

Note: In 2019, "Sugar" was split into "White Sugar" and "Brown Sugar".

Please refer to page 13 for stat-testing and margin of error notations

Yesterday's Additives

% Past-day Usage of Additives Among Past-Day Coffee Drinkers	Total 18+	Past-Day Drinker Type: Exclusive Traditional Drinkers (A)	Exclusive Specialty Drinkers (B)	Dual users (C)
Base	887	343	433	111
NET: Half & Half/Milk/Milk alternatives/Creamer	62	66	56	78
NET: Milk/Milk Alternatives	29	21	31	45
Half and half/Cream	11	12	10	12
Whole milk	11	7	11	23
Reduced fat milk	6	6	6	10
Fat free/skim milk	4	2	5 A	3
Sweetened Condensed milk	1	-	2	1
Evaporated milk	1	1	2	3
Flavored milk (e.g. chocolate milk)	1	-	3	1
SUBNET: All non-dairy milk	6	4	7	10 A
SUBNET: Nut based milks	3	2	4	7 A
NET: Creamer	34	37	29	44
SUBNET: Liquid creamer	26	27	23	37 B
Dairy	16	15	15	24
Dairy alternative	3	2	3	5 A
Non-Dairy	7	10	5	10
Flavored	22	24	19	30 B
Unflavored	5	3	5	10 A
SUBNET: Powdered creamer	10	10	8	12
Dairy	4	3	4	5
Dairy alternative	1	-	2	-
Non-Dairy	5	7 B	3	4
Flavored	4	3	4	8
Unflavored	5	7 B	4	3

% Past-day Usage of Additives Among Past-Day Coffee Drinkers	Total 18+	Past-Day Drinker Type: Exclusive Traditional Drinkers (A)	Exclusive Specialty Drinkers (B)	Dual users (C)
Base	887	343	433	111
NET: Sweetener + syrup	43	39	42	60
SUBNET: Sugar + Raw sugar	27	24	26	38
White Sugar*	20	19	18	29
Raw Sugar	5	3	5	10 A
Brown Sugar*	4	2	5	9 A
Honey	3	2	4	5
Maple Syrup	2	-	2	5
Agave Syrup	1	-	2	2
Stevia	3	3	3	4
Other natural sweeteners	2	1	1	3
Artificial sweetener	8	9	6	13 B
A flavor or flavored syrup (not a creamer)	5	1	6	11
An espresso shot	4	-	7	3
Alcohol	2	1	3	3
Water	7	4	9	13
Didn't add anything	19	24	19	6

Base: Past-day coffee drinkers aged 18+.

What, if anything, was added to this [COFFEE/COFFEE BEVERAGE] you had yesterday [TIME OF DAY]? Please select all that apply.

**Note: In 2019, "Sugar" was split into "White Sugar" and "Brown Sugar".*

Please refer to page 13 for stat-testing and margin of error notations

Yesterday's Cup Size

50% of past-day coffee drinkers had a coffee that was Medium-sized.

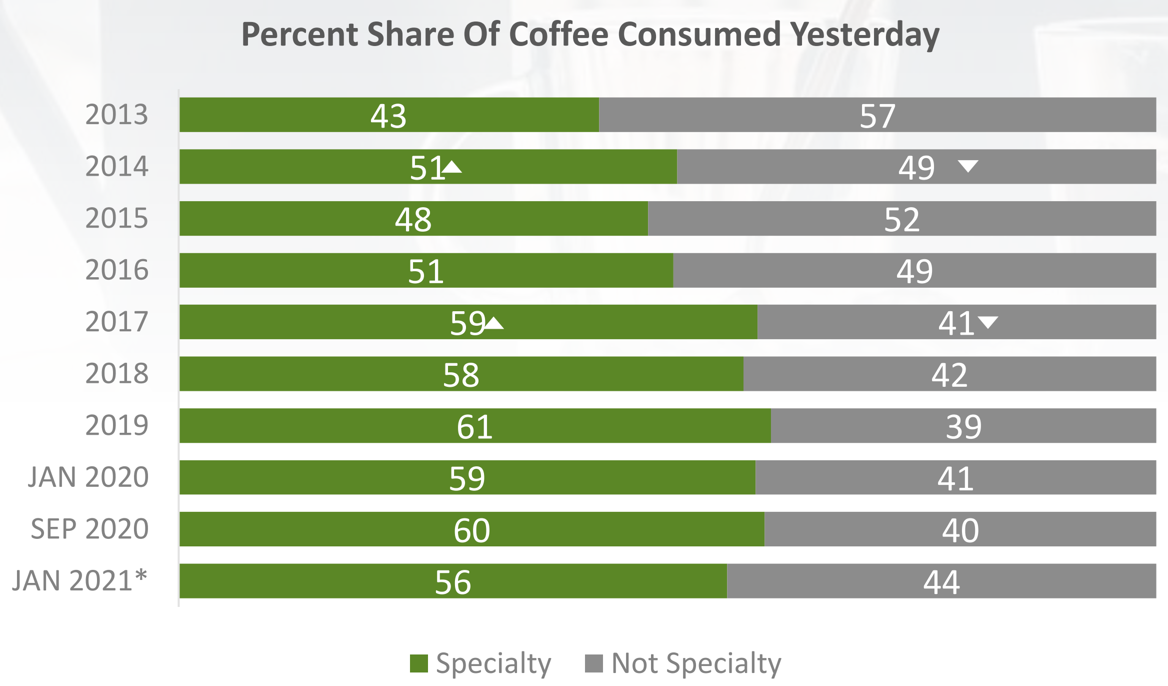
Those who are Exclusive Specialty drinkers are just as likely to have had their coffee in a Medium or Small sized cup (45%).

% Drinking among Past-day Coffee Drinkers	Total 18+	Past-Day Drinker Type: Exclusive Traditional Drinkers (A)	Past-Day Drinker Type: Exclusive Specialty Drinkers (B)	Past-Day Drinker Type: Dual users (C)	Past-Day Specialty Coffee Drinkers: EEB (D)	Past-Day Specialty Coffee Drinkers: NEBB (E)
Base	887	343	433	111	333	211
A medium size cup or mug (approx. 12 to 16 oz.)	50	54	45	56	46	48
A small size cup or mug (approx. 5 to 8 oz.)	43	39	45	50	49	41
An espresso size cup (approx. 3 oz.)	10	2	13	20	19 E	7
A large size cup or mug (approx. 20 oz.)	10	10	9	11	11	7

Base: Past-Day Coffee Drinkers Age 18+ 2021 (n=887).

To the best of your knowledge, what size was the cup that you drank this beverage in? An espresso size cup (approximately 3 ounces), A small size cup or mug (approx. 5 to 8 ounces – the size of a traditional coffee cup), A medium size cup or mug (approx. 12 to 16 ounces – the size of a regular sized can of soda), A large size cup or mug (approx. 20 ounces or more – the size of a commuter mug).
Note: In 2020, the definition of a Medium size cup changed from "12 ounces" to "12 to 16 ounces". Also, the definition of a Large size cup changed from "16 ounces or more" to "20 ounces or more".

Share of Cups – Specialty vs. Non-Specialty



In January 2021, the share of cups consumed yesterday skews specialty (56%). 44% of all cups consumed were non-specialty coffees.

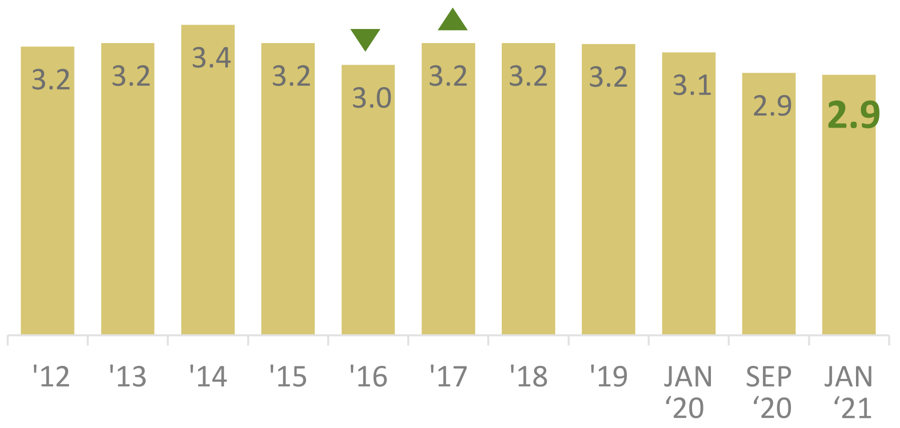
Although Specialty lost 4pts of share between September and January, the difference is only directional – longer-term tracking is required to determine if COVID-19 will negatively impact the ground Specialty has gained in recent years.

Base: Past-Day Coffee Drinkers Age 18+ excluding "outliers", 2013 (n=1,789), 2014 (n=1,671), 2015 (n=1,644), 2016 (n=1,571), 2017 (n=1,973), 2018 (n=1,746), 2019 (n=1,756), JAN 2020 (n=1,733), SEP 2020 (n=593), JAN 2021 (n=887).
Was the [COFFEE/COFFEE BEVERAGE] you had yesterday [TIME OF DAY] specialty coffee - that is, brewed from premium whole bean or ground varieties?
Note: The term "Gourmet" was replaced with "Specialty" in January 2021.

Number of Cups Per Day – Specialty Coffee vs Traditional Coffee

Both Specialty coffee drinkers and Traditional coffee drinkers consumed, on average 2.7 cups in the past-day. Dual users drink significantly more cups per day, with an average of 4.6 cups.

Per Total Coffee Past-Day Drinkers



Exclusive Specialty Past-day Drinkers

2.7

Exclusive Traditional Past-day Drinkers

2.7

Dual users

4.6

Base: Total past-day coffee drinkers 18+ (n=887).

How many cups or glasses of [COFFEE/COFFEE BEVERAGE] did you drink [TIME OF DAY]?

Note: Please refer to page 13 for stat-testing and margin of error notations

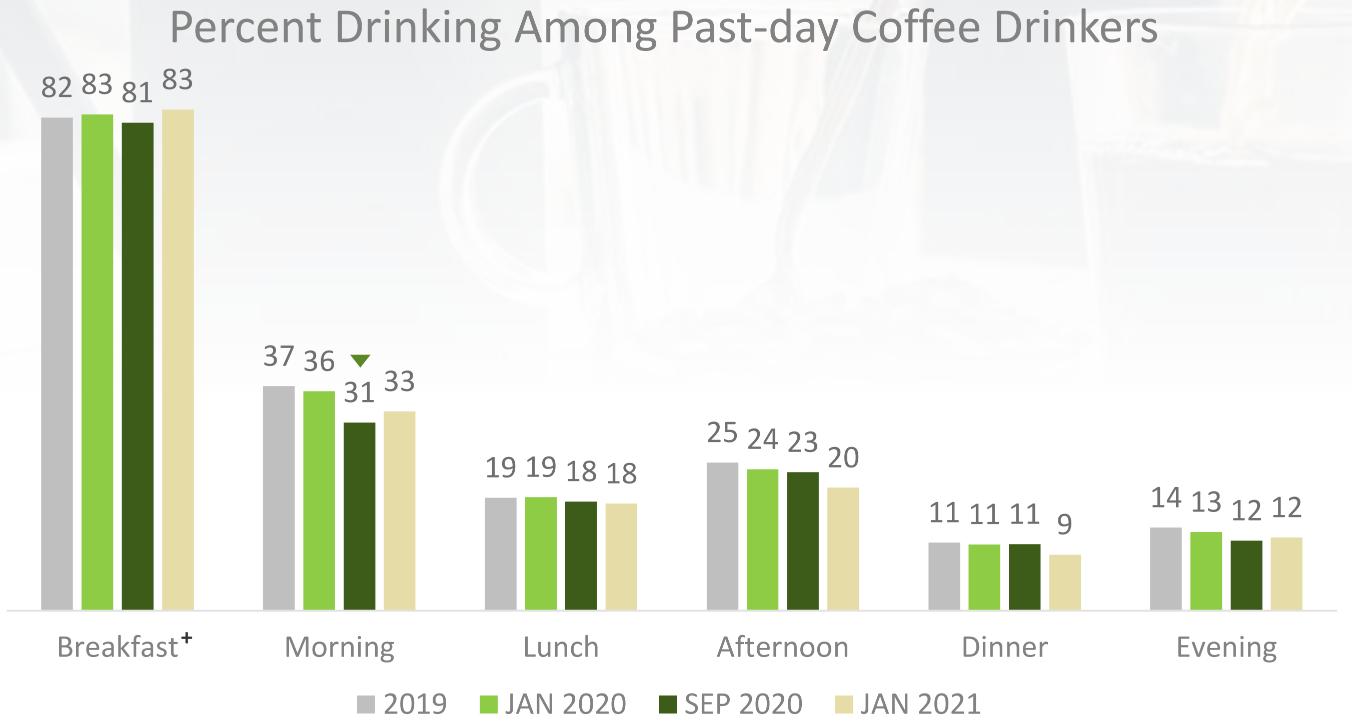
NATIONAL COFFEE ASSOCIATION USA EST. 1911

When and Where Coffee is Consumed

Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

Past-Day Consumption – by Time of Day



83% of past-day coffee drinkers drank a coffee at breakfast yesterday. This day part is consistently the strongest for coffee drinking; the pandemic has not shifted this pattern.

Consumption in all other dayparts remain steady vs. September 2020.

However, the afternoon daypart sees a 4pt decline between Jan 2021 and Jan 2020 (pre-Covid-19). This represents a significant decline; it likely reflects the impact of Covid-19 on coffee consumption outside the home.

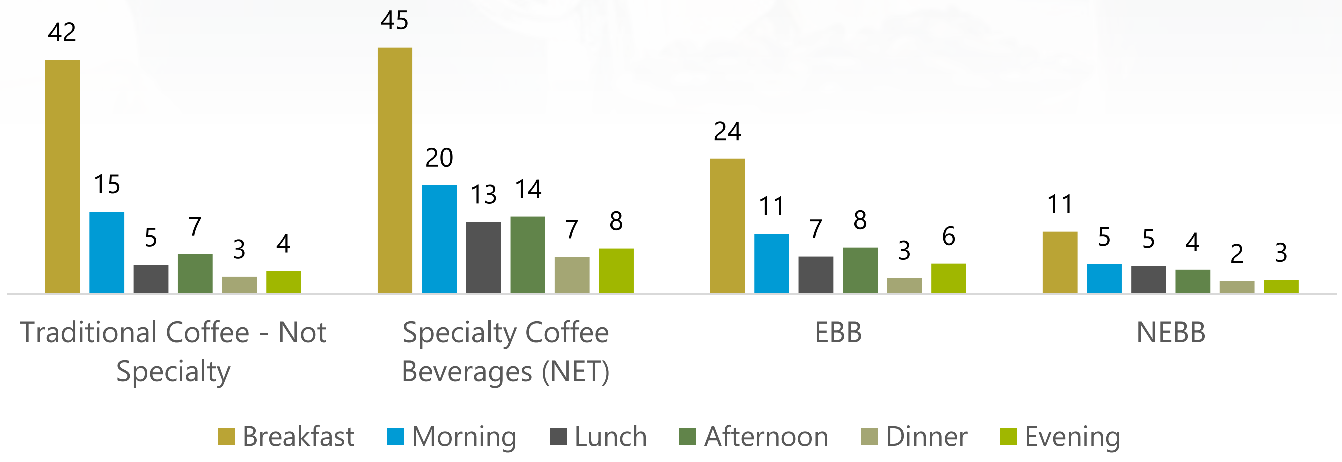
+ "Breakfast" is defined to respondents as "the first meal after rising, even if you only had fruit juice or coffee."

Base: Total past-day coffee drinkers aged 18+; 2019 (n=1,770), JAN 2020 (n=1,748), SEP 2020 (n=596), JAN 2021 (n=887).

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.
Note: Please refer to page 13 for stat-testing and margin of error notations

Daypart Consumption - Traditional vs. Specialty

Past-Day Penetration of Coffee Type – By Daypart (%)



During breakfast, the penetration of specialty coffee beverages (45%) and traditional coffee (42%) is comparable.

For other dayparts, the gap is wider between specialty coffee beverages and traditional coffee: More Americans choose to drink specialty coffee vs traditional at later times of the day.

+ "Breakfast" is defined to respondents as "the first meal after rising, even if you only had fruit juice or coffee."

Base: Total past-day coffee drinkers aged 18+; JAN 2021 (n=887).

What did you drink yesterday during each of the following times? This may include any beverage that you drank at home or outside your home and may have come in a cup, can or bottle.

Note: Please refer to page 13 for stat-testing and margin of error notations

Yesterday's Preparation Location

While most past-day coffee drinkers generally have their coffee prepared in home, COVID-19 has only strengthened this dynamic. In JAN 2021, 83% had a coffee prepared in home while 25% had one prepared outside the home. Exclusive Traditional coffee drinkers are more likely to say they prepared their coffee at home (93%) and less likely to have prepared it out of home (10%) vs Exclusive Specialty coffee drinkers.

		Past-Day Drinker Type			Past-Day Specialty Coffee Drinkers	
% Yesterday's Place of Preparation	Total 18+	Exclusive Traditional Drinkers (A)	Exclusive Specialty Drinkers (B)	Dual users (C)	EEB (D)	NEEB (E)
Base	859	343	405	111	333	183
In home (NET)	83	93	75	84	74	83 D
Out of home (NET)	25	10	32	48	41 E	24
Eating place (NET)	17	5	23	36	30 E	17
Workplace (NET)	4	3	5	5	6	3
My home	82	92	74	83	73	81 D
Cafe/coffee shop/donut shop	10	2	13	22	19 E	8
Quick-serve restaurant	4	1	6	9	7	6
Workplace coffee area or kitchenette	4	3	5	5	6	3
Cafeteria - at work,school or elsewhere	4	1	5	9	7	3
Convenience store or gas station	4	-	5	12 B	7	5
Someone else's home	3	1	4	4	5	2
Sit down/table service restaurant	2	-	3	5	5 E	1
Other store	2	1	2	3	3	1
Hotel/lodging	1	1	1	2	2	1
Other	1	1	1	1	1	1
Hospital	1	-	1	3	2	1

Readers note: Consumers in groups D and E include those who drink EBB (D), and NEEB (E). However, the groups are not exclusive; these consumers could have also had another type of coffee (including Traditional).

Base: Total past-day coffee drinkers, excluding ready-to-drink only respondents, JAN 2021 (n=859).

Where was the [COFFEE/COFFEE BEVERAGE] prepared you had yesterday [TIME OF DAY]?

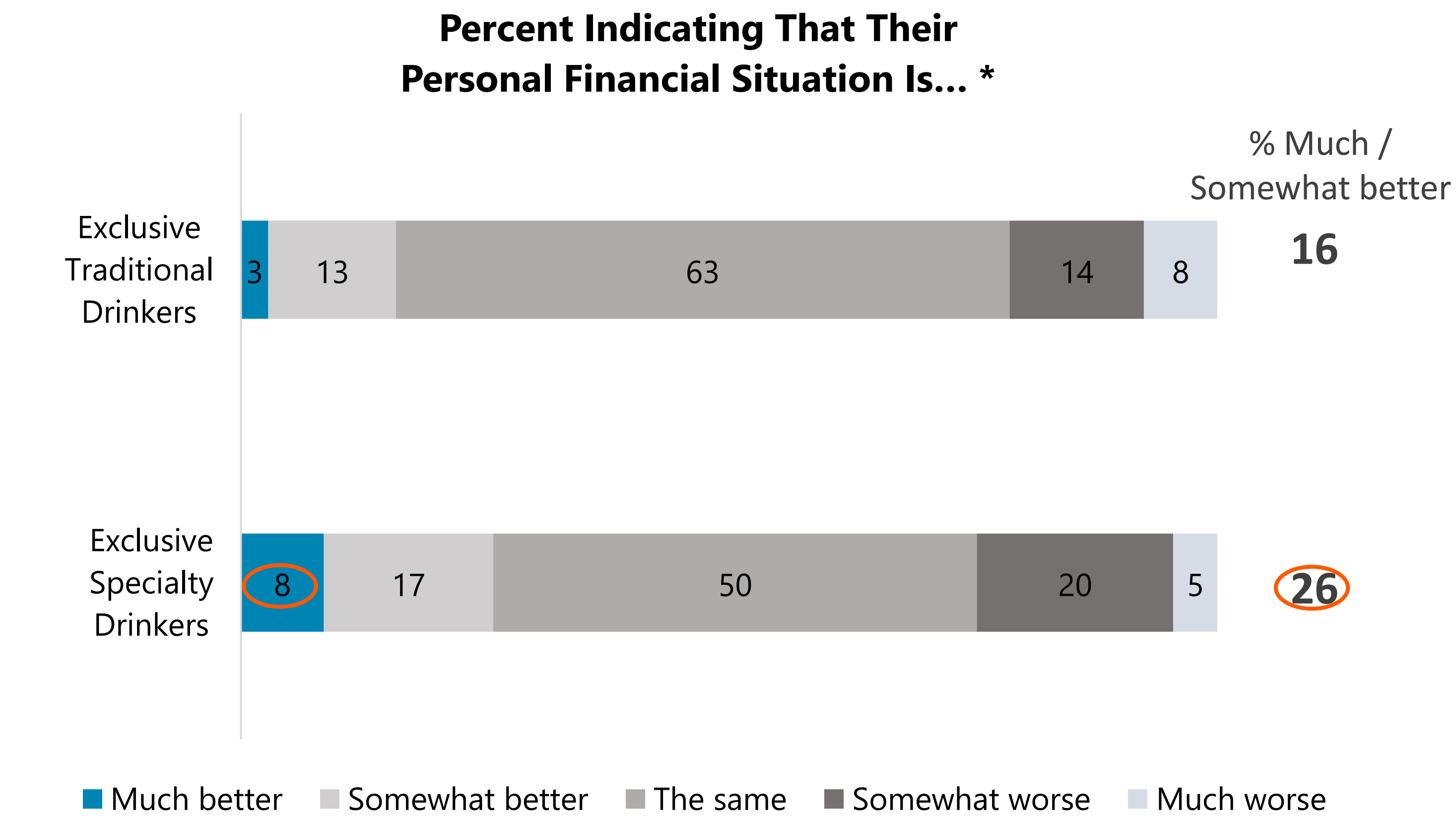
NATIONAL COFFEE ASSOCIATION USA EST. 1911

Consumer Sentiment

Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

Personal Financial Situation vs. 4 Months Ago



Base: Traditional exclusive past-day drinkers (n=343), Specialty exclusive past-day drinkers (n=433).

Compared to four months ago, is your personal financial situation…

Specialty coffee drinkers are more likely to say that their personal financial situation has improved (26%) in the past four months vs those who drink Traditional coffee exclusively (16%).

Historically, one's personal financial perceptions had a strong correlation to the type of coffee consumed (and where it is prepared) – this trend continues to be true during COVID-19. A positive financial outlook is likely indicative of one's willingness (and ability) to spend on small luxuries such as specialty coffee outside the home.

NATIONAL COFFEE ASSOCIATION USA EST. 1911

COVID-19 Coffee Attitudes

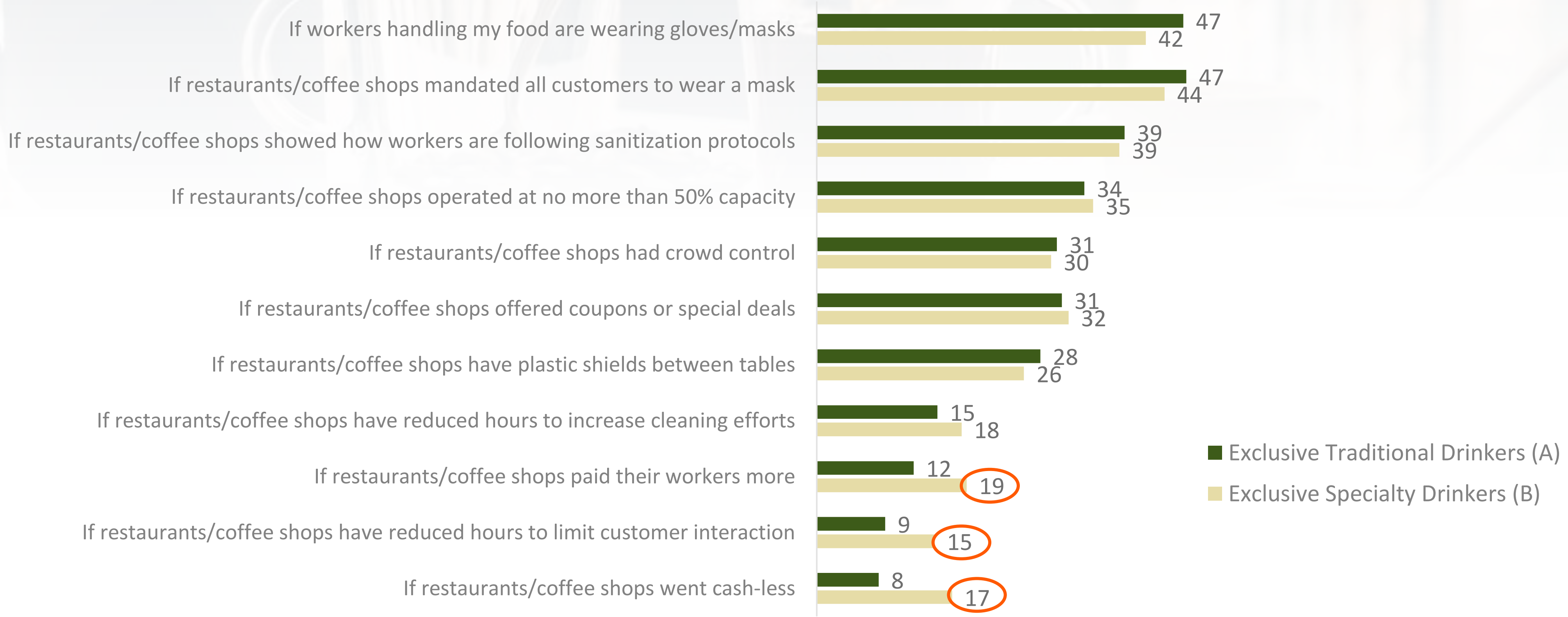
Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

What Businesses Can Do To Increase Consumer Visitation

While Specialty and Traditional coffee drinkers generally have similar opinions on what they'd like to see from coffee shops to encourage increased visitation during the pandemic, there are differences when it comes to "pay". 19% of Specialty drinkers selecting "if restaurants/shops paid their workers more" and 17% would visit more "if restaurants/shops went cash-less".

ACTIONS BUSINESSES CAN TAKE TO ENCOURAGE INCREASED VISITATION (% SELECTED)



Base: Traditional exclusive past-day drinkers (n=343), Specialty exclusive past-day drinkers (n=433).

Think about when restaurants and coffee shops fully re-open from COVID-19. What actions or steps can these businesses take to encourage you to visit them more often? Select all that apply.

Note: Please refer to page 13 for stat-testing and margin of error notations

Agreement with Statements on COVID-19 and Coffee

Traditional coffee drinkers resonate more with the status quo and are not as interested in experimenting as specialty drinkers are.

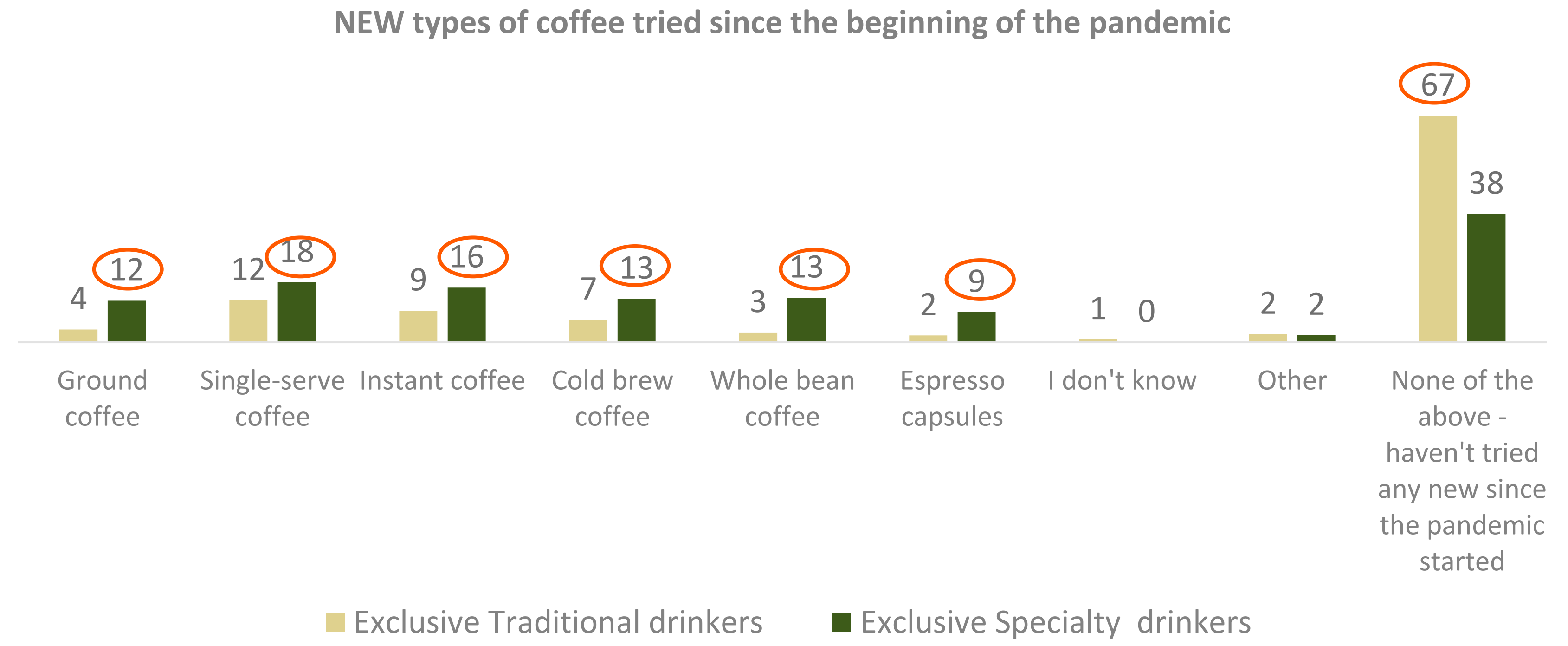
Strongly / Somewhat Agree (%)	Total 18+	Exclusive Traditional Drinkers (A)	Exclusive Specialty Drinkers (B)
Base	*1,528*	*343*	*433*
Drinking coffee at home allows me to save some money while not giving up on an enjoyable experience	54	78 B	68
I enjoy making my coffee at home	54	78 B	71
I may continue making my own coffee at home after the COVID-19 crisis	52	76 B	68
I will be more cautious of my/my household's spending habits in the next few months	48	52	60 A
I do not mind my new coffee routine	45	61	60
Drinking coffee at home allows me to experiment making different coffee beverages	37	39	58 A
I miss the social aspect of going to coffee shops/cafes/restaurants	35	32	53 A
Nothing about my daily routines has changed much since the start of the pandemic	35	42	42
I miss going to my regular coffee shops/cafés/restaurants	34	30	52 A
I miss treating myself with specialty coffee from my regular coffee shops/cafes/restaurants	33	30	51 A
I have been buying larger packages of coffee so that I can stock up my pantry and shop less frequently	33	39	46 A
I have discovered new coffees that I really like, which can be made at home	30	29	47 A
As I've switched to drinking coffee at home, I've remained loyal to my away from home brand and bought the same brand in store	28	27	43 A
I've tried making my usual coffee that I buy in a coffee shop/café/restaurant at home and it is the same/better	27	20	45 A
I've tried making my usual coffee that I buy in a coffee shop/café/restaurant at home but it just isn't the same	26	19	39 A
I recently bought a new type of coffee that I've never tried before	25	22	41 A
Since the start of the pandemic, I've bought a new coffee machine for my household	23	17	35 A
I recently bought a new coffee brand because my regular one was not available at the store	20	15	33 A
I'm finding it difficult to get the coffee products I want in stores	19	13	28 A

How much do you agree or disagree with the following statements?

Coffee Types Tried Since Start of Pandemic

Specialty coffee drinkers are more likely to experiment and are more likely to try new types of coffee since the start of the pandemic compared to those who drink traditional coffee exclusively.
However, 38% of Specialty drinkers said they have not tried anything new since the pandemic started. This highlights an opportunity for the specialty coffee industry to encourage trial.

New Question



Base: Traditional exclusive past-day drinkers (n=343), Specialty exclusive past-day drinkers (n=433).

Since the start of the pandemic, have you tried any NEW types of coffee? If you did, which one(s) have you tried? Select all that apply.

Note: Please refer to page 13 for stat-testing and margin of error notations

nca
NATIONAL COFFEE ASSOCIATION USA EST. 1911

Coffee Origins, Certifications and Equity

Produced in collaboration with the Specialty Coffee Association

Specialty Coffee Association

Taste Perceptions of Coffee Produced by Countries

In the NCDT, there is a question that asks Americans if they associate coffee to a list of origin countries. Colombia, Brazil, Costa Rica (and Hawaiian Kona) are among the strongest associated countries. A follow-up question on taste perceptions by country is also included. In the table below, we show the percentage selecting "tastes very good" of each origin country.

Specialty coffee drinkers are more likely than traditional drinkers to say that coffee from Mexico, Guatemala, Costa Rica, Ethiopia, and Vietnam 'tastes very good'.

Taste of coffee from coffee producing countries - % selecting 'tastes very good'	Total 18+	Past-Day Drinker Type: Exclusive Traditional Drinkers (A)	Past-Day Drinker Type: Exclusive Specialty Drinkers (B)	Past-Day Drinker Type: Dual users (C)	Past-Day Specialty Coffee Drinkers: EEB (D)	Past-Day Specialty Coffee Drinkers: NEBB (E)
Base	1528	343	433	111	333	211
Colombia	63	69	71	68	65	78
Hawaiian Kona	53	61	58	47	57	55
Brazil	45	45	51	49	49	54
Costa Rica	43	42	49 A	53	45	56
Mexico	38	35	45	29	43	41
Indonesian Sumatra	36	37	42	36	41	41
Ethiopia	34	30	41 A	37	44	35
Guatemala	34	32	41	30	34	44
Kenya	33	37	34	35	33	35
Nicaragua	31	29	34	19	32	30
Vietnam	29	27	40	30	43	30

Base: Those who strongly or somewhat associate with coffee from certain regions/countries, JAN 2021; base sizes vary.

And do you think that each of these countries produces coffee that…?

Impact of Coffee Claims on Purchase Intent

Not surprisingly, specialty coffee drinkers are more likely to be influenced by coffee claims and certifications. It implies specialty drinkers are overall, more engaged with the coffee industry than those who only drink traditional coffee.

% Much /Somewhat more likely to buy	Total 18+	Exclusive Traditional Drinkers (A)	Exclusive Specialty Drinkers (B)	Dual users (C)
*Base	1528	343	433	111
The level of roast is specified	50	67	62	60
Fair price paid to the farmer	46	52	60 A	53
Grown on farms that treat workers well	44	49	58	46
Grown in an environmentally sustainable way	42	44	58 A	50
The company supports the communities in which the coffee is produced	41	46	54	43
The grind is specified	38	46	52 C	42
Fair Trade Certified	38	41	53 A	44
Donates a percent of proceeds to a charitable cause	38	40	53 A	43
Organic Certified	36	35	48 A	45
There is information about the region where the coffee is grown	36	38	50 A	46
Rainforest Alliance Certified	36	36	50 A	40
Made with 100% Arabica beans	36	41	53	37
Coffee produced from a single origin	36	39	53	40
Free from GMOs	35	36	48	37
Blended coffee	35	40	47 A	50
Recycled or compostable packaging	35	38	47 A	37
There is information about the farm where the coffee is grown	32	31	46	32
Provides instructions for how to use the coffee for different brewing methods	31	28	44	34
Includes added antioxidants	29	29	41 A	35
Conservation International Certified	29	26	42 A	34
Lists the farmer who grew the coffee	29	26	44	33
Includes added vitamins	29	23	38	42
Sourced according to Direct Trade practices	29	28	43	31
Bird friendly Certified	28	24	40	35
Small batch	28	25	44 A	34
Healthy ingredients like turmeric or matcha added to the coffee	26	21	37	32
Includes added probiotics	26	24	33	34
Provides details about the farm size where the coffee was grown	25	22	39	24
Includes added protein	25	20	36	32
Made with 100% Robusta beans	25	23	40 A	31
Includes added Omega 3	24	21	35 A	28
Produced by a co-operative	23	22	35	24
Includes added cocoa flavanols	22	19	32 A	26
Shade Grown Certified	20	15	33	22
Includes added collagen	19	16	27 A	24
Includes added CBD (cannabidiol)	18	12	30	26
Utz Certified	18	13	27	23

*Base: 2019: Total Sample (18+) (n=1,528)

Here are some things that a coffee company could say about their coffee. What effect do each of these have on your interest in buying their coffee?

Coffee Equities

Among Specialty coffee drinkers, the top three coffee equity statements are all related to coffee being a source of energy to get through the day:

- *Coffee wakes me up and gets me going (43%).*
- *Coffee helps me get things done (35%).*
- *Coffee improves my mental focus (34%).*

However, specialty coffee drinkers also see other benefits of coffee. 26% believe 'coffee is good for my health' and 28% say it is 'trendy'.

While more engaged, specialty coffee drinkers are also more cautious than traditional drinkers: 27% of specialty drinkers believe it's 'important to limit my caffeine intake' which is significantly higher than levels observed among traditional drinkers (19%).

% Agree Completely	Total 18+	Past-Day Drinker Type: Exclusive Traditional Drinkers (A)	Past-Day Drinker Type: Exclusive Specialty Drinkers (B)	Past-Day Drinker Type: Dual users (C)	Past-Day Specialty Coffee Drinkers: EEB (D)	Past-Day Specialty Coffee Drinkers: NEBB (E)
Base	1,528	343	433	111	333	211
Coffee wakes me up and gets me going	31	48	43	39	41	45
It is important to limit my caffeine intake	25	19	27	17	25	25
Coffee helps me get things done	22	30	35	25	34	31
Coffee is one of several beverages I drink to give me energy	21	27	33	25	33	29
Coffee is a trendy thing to drink	21	20	28 A	20	25	29
Coffee improves my mental focus	21	27	34 A	25	31	35
In the past year, I have heard information about the health benefits of drinking coffee	14	15	22 A	15	20	22
Coffee is good for my health	14	14	26	15	24	23
Coffee improves my physical endurance	12	13	22	13	19	21
Most coffee is grown in an environmentally sustainable way	11	10	19	11	18	17
In the past year, I have heard information about the health risks of drinking coffee	10	6	15 A	11	15	12
My doctor has advised me to limit the amount of coffee I drink	9	6	14 A	9	14	11
I pay a lot of attention to news and medical reports about coffee and caffeine	9	6	16	12	17	14
I've heard bad things about coffee in the news	8	5	12 A	7	12	10

Negative statements

Base: Total sample aged 18+.

Here is a list of statements about coffee and other beverages. For each one, please indicate if you agree completely, agree somewhat, disagree somewhat or disagree completely with the statement.

2021 National Coffee Data Trends Specialty Coffee Report

The National Coffee Association of U.S.A.

45 Broadway Suite 1140
New York, NY 10006.

Specialty Coffee Association

117 West 4th St. Suite 300
Santa Ana, CA, 92701

The National Coffee Association of U.S.A.

@nationalcoffee

The National Coffee Association

National-coffee-association

nationalcoffeeusa

Specialty Coffee Association

youtube.com/specialtycoffeeassociation

Specialty Coffee Association

specialty-coffee-association

specialtycoffeeassociation