

# CANADIAN COFFEE CONSUMPTION 2024

All data is presented from the Coffee Association of Canada's proprietary Coffee Data Trends study

Coffee consumption in Canada remained robust in 2024, with some Canadians reporting a better personal financial outlook compared to 2023.

While many continue to grapple with the rising cost of living, there is a growing interest in coffee innovations and in the country's most popular beverage.

## Canadians love their coffee!

74%

of Canadians drank a coffee yesterday, more than any other beverage including



71%

Tap water



46%

Bottled water



43%

Tea



8%

Latte



8%

Espresso



6%

Caffe Americano



6%

Cappuccino



4%

Cafe Mocha

30%

had at least one espresso-based beverage yesterday (24% in 2023)

## Cold coffee beverages have grown this year, including the number of cold coffees drunk in the winter

21%

had at least one cold brew, nitro, or frozen blended coffee in the past week



8%

had at least one cold traditional coffee in the past week



17%

of past-day coffee cups were consumed cold in Dec 2024 (10% in Dec 2023)



Younger coffee drinkers seem drawn to new coffees with health benefits, but there is not broad awareness of these innovations - yet.



8-in-10

of Canadians have never heard of "proffee" (protein coffee)



However,

39%

of Canadians aged 18-34 are likely to buy a ready-to-drink "proffee" (vs. 9% among 50+)

While Canadians remain engaged with their favourite coffee beverages (and show interest in new ones!), there is also a frugal mindset amid ongoing financial pressures.

64%

agree they are cutting back on eating out/ getting take-out at restaurants

54%

agree they are cutting back on coffee purchased at cafes/coffee shops



Prepared By