

JANUARY 2021

Foodservice

equipment & supplies

OFF- PREMISES

Page 22, 30, 34 ...

*(Full transparency:
This topic connects
to every story)*

Coffee Chatter with National Coffee Association CEO Bill Murray

Q: How have coffee habits changed recently?

A: A September 2020 NCA study shined the light on COVID-19's impact on Americans' coffee-drinking habits. The report, *Coffee, Consumers & COVID-19*, found the pandemic has not changed how much coffee Americans drink, but it has impacted when and where they drink it. Out-of-home coffee consumption fell by 20% from January 2020 to September, with many people staying home due to the pandemic. At the same time, drive-thru purchasing increased by 13%, and app/delivery purchasing rocketed by 63%. Consumption at home has remained steady. While out-of-home consumption has declined since January, our survey shows Americans miss coffee shops, and many are already comfortable returning. More than half of respondents are already visiting coffee shops or plan to in the next month. Another 16% are likely to visit coffee shops in the next 2 to 4-plus months, and just 1/3 say they won't be comfortable until the pandemic is over.

Q: Talk about the current coffee culture and how it has evolved in recent years.

A: The pandemic seems to have impacted espresso-based beverages most, likely because they are frequently consumed out of the home, with consumption down 15% from January to September 2020. But pre-pandemic, gourmet coffee consumption increased 25% from 2015-2020, and consumption of espresso-based beverages increased 50% in the same time period, driven by popularity among consumers aged 25-39. Consumers are also drinking coffee during different parts of the day: Those age 25-39 are twice as likely to have coffee at lunch compared with coffee drinkers over 60, while those over 40 are more likely to choose coffee in the evening.



it's in to be out

explore our collections at www.emuamericas.com
emuamericas llc 800.726.0368

 **emu**

70 years of manufacturing
experience in outdoor furniture.
"Made in Italy" at its best.

