Beverage Insights

Today's Consumers


$57 \quad 66$

AMERICANS DRINK




Out-of-Home Trends
Coffece onsumed dut of home hes b been
continuing to os ow since 2021

| 2021 | 2023 |
| :---: | :---: |
| 19 <br> Percent | 29 <br> Percent |




83\%



C-Store Trends


Regular C-Store Coffee Shoppers
Are True Serve-lt-Yourselfers


On-The-Go Coffee Consumption

## 50\% <br> ,

The Benefits of Bean-to-Cup


