NATIONAL COFFEE ASSOCLATION USA EST. 1911

# U.S. Consumer Trends 2010 NCDT 

Robert F. Nelson<br>President \& CEO<br>National Coffee Association<br>Sintercafe 2010

## Total Coffee Consumption



## Percent Drinking Total Coffee Past Day By Age



# Share of Cups of Total Coffee Gourmet vs. Non-Gourmet 

\% Share of Cups



## Yearly Consumption of Coffee by Gourmet Sub-types



## Place of Preparation Total Coffee



## Countries Associated with Producing Coffee



# Quality Associations with Coffee Producing Countries 

When looking at awareness of the origins, there are large differences. When looking at quality associations with the origins, the gaps are smaller. The two measures are also connected, with origins that perform well on awareness also having an advantage in terms of perceived quality. This indicates that the primary opportunity for coffee producing countries is to boost awareness.


