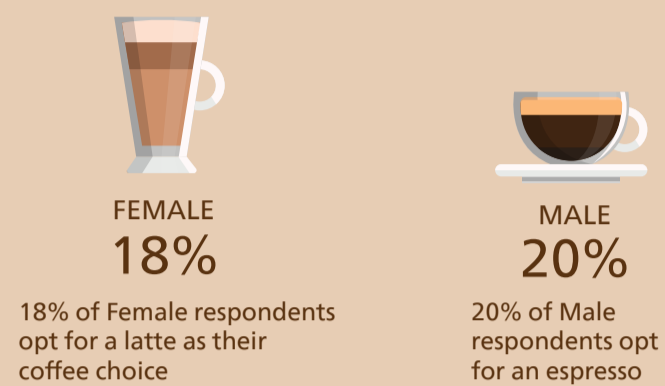


Global coffee culture: versuni reveals worldwide habits*

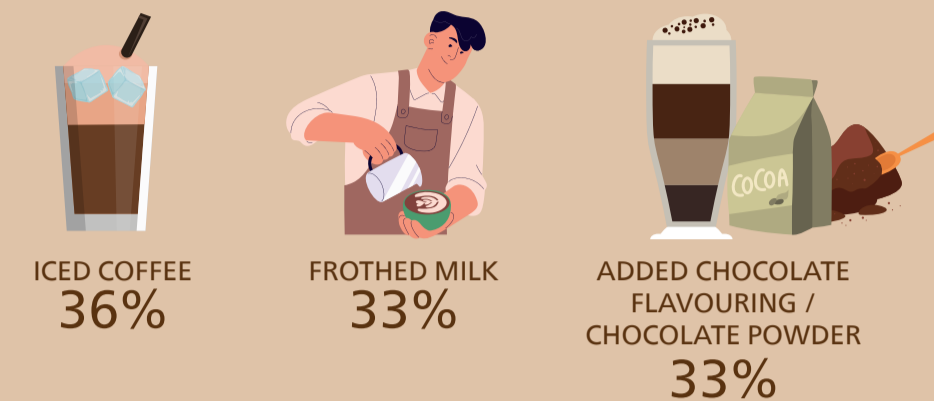
Female vs Male types of coffee that respondents would choose for themselves



Preferred time for respondents to take their coffee per location



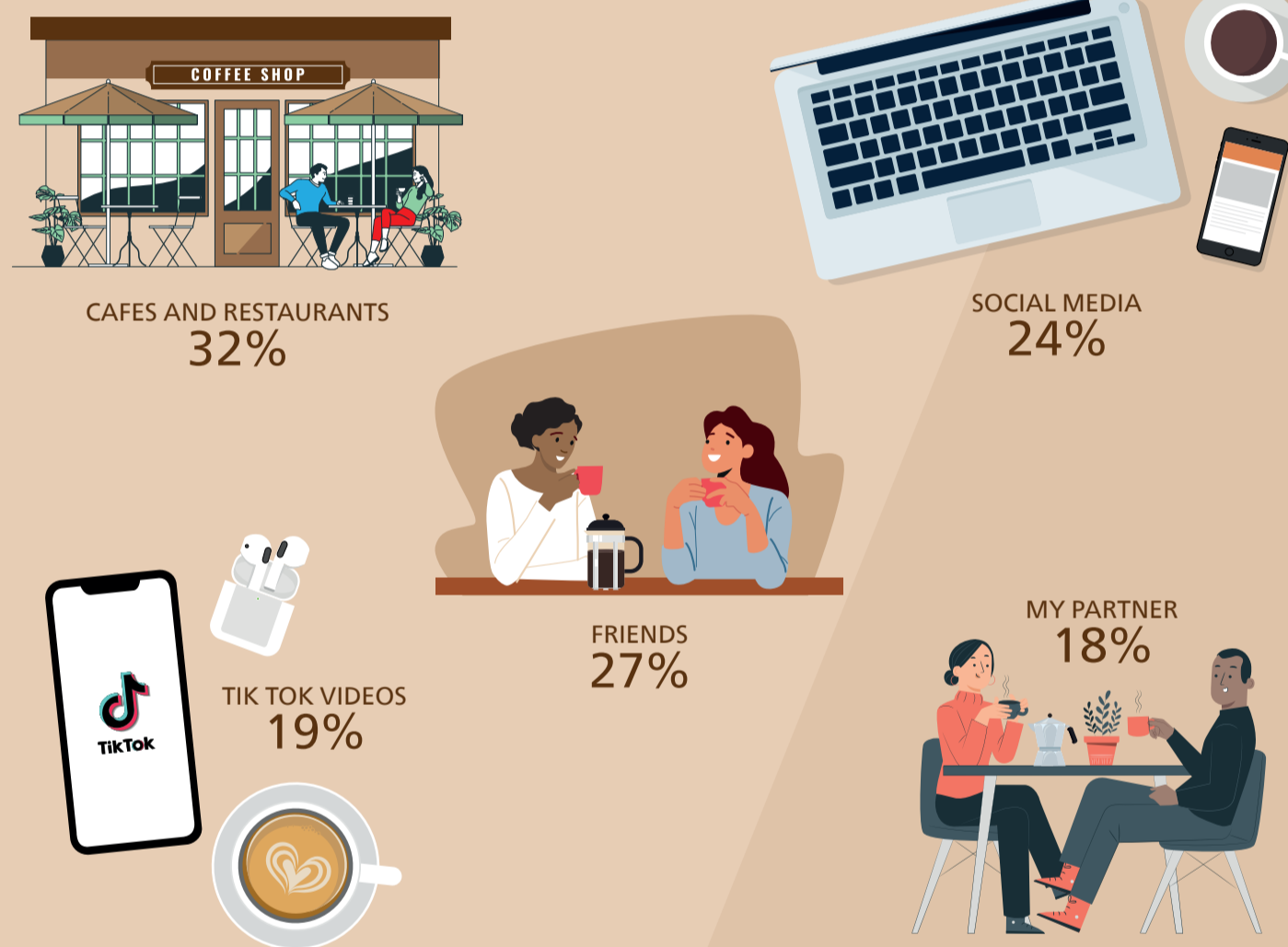
Top 3 ways respondents are creative about their coffee



5 types of coffee that respondents would choose for themselves showing Cappuccino as the preferred drink



Where respondents get their inspiration for coffee



In North America the coffee of choice is an Iced Coffee (close to 20%)



Over half (53%) of respondents said coffee is part of their morning ritual

Over 1/5 of respondents have their first coffee before 8am

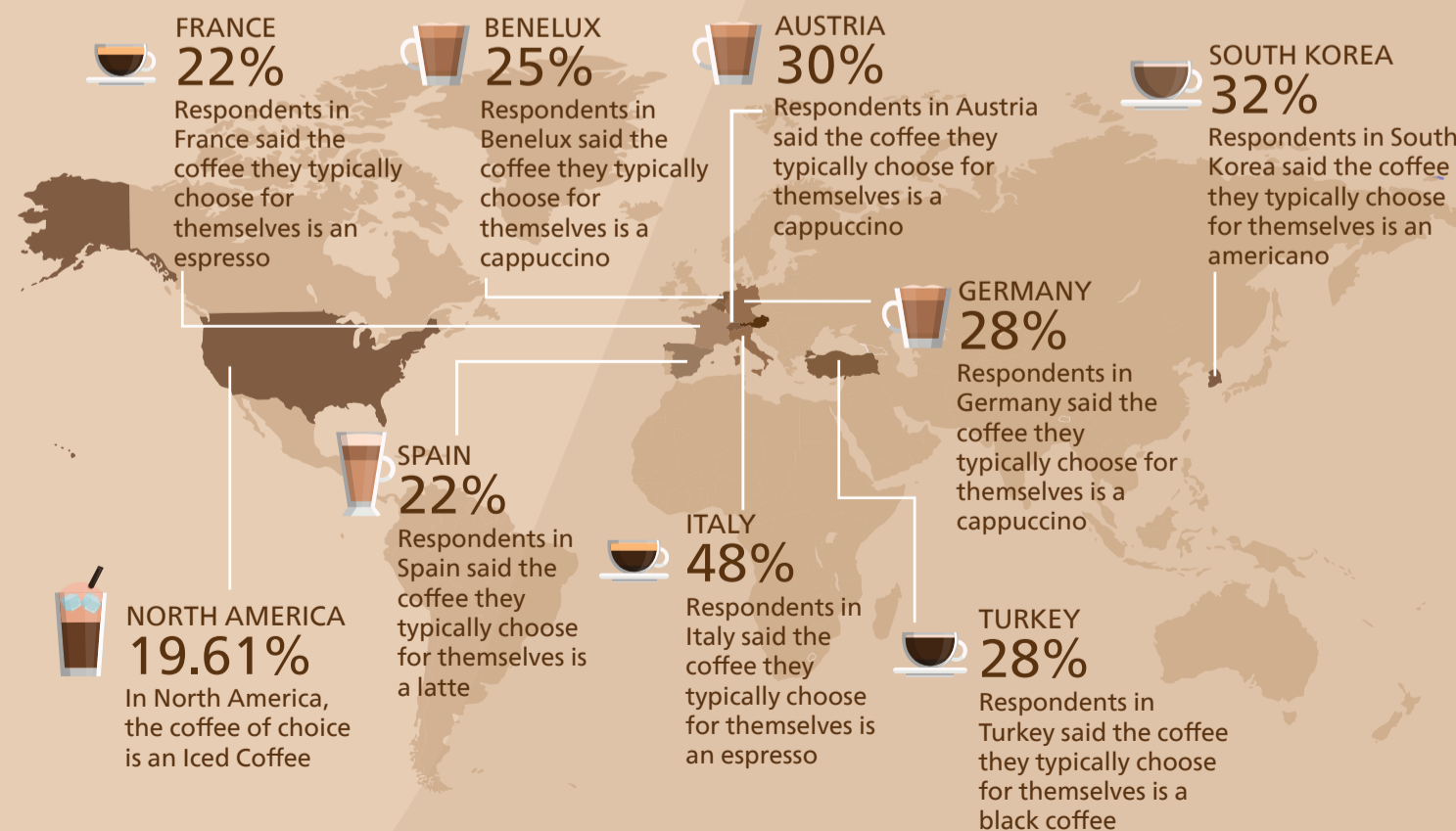


26% of respondents would give up alcohol if it meant they can keep their morning cup of coffee

Top 5 cow milk's alternatives



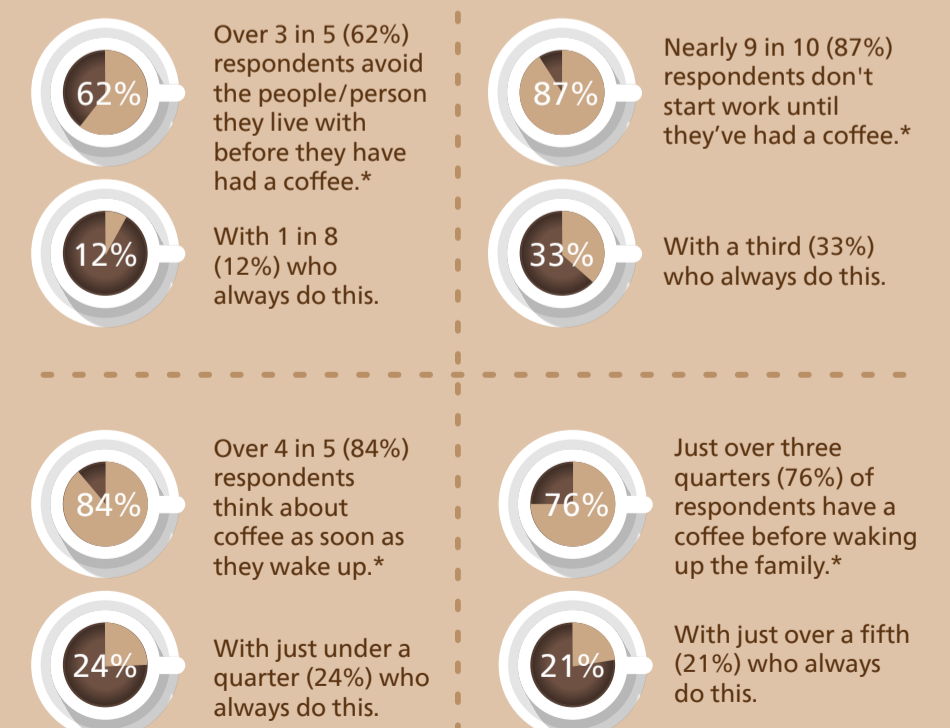
Different types of coffee that respondents would choose per country



How respondents feel after a cup of coffee



Different habits of respondents when drinking coffee



* This research study was conducted by Censuwide on behalf of Ketchum between 28.07.23 and 03.08.23 consisting of 16,315 general consumers in DACH, Benelux, North America, France, Italy, Spain, Turkey and South Korea.. Censuwide abides by and employ members of the Market Research Society which is based on the ESOMAR principles.