Global coffee culture: versuni reveals worldwide habits*



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



FEMALE 18%

18% of Female respondents opt for a latte as their coffee choice



20%

20% of Male respondents opt for an espresso

Preferred time for respondents to take their coffee per location



Almost a fifth (18%) of respondents in North America typically have their first coffee of the day between 6am – 6:59am, whilst just over 1 in 8 (13%) of those in Benelux said the same.



Just over 3 in 10 (31%) respondents in Italy typically have their first coffee of the day between 7am – 7:59am, followed by almost 3 in 10 (28%) in France and Belgium and compared to 1 in 8 (12%) respondents in Turkey and South Korea who said the same.

Where respondents get their inspiration for coffee

Just under a quarter (24%) of respondents in Spain typically have their first coffee of the day between 8am – 8:59am, whilst 1 in 8 (12%) respondents in Austria said the same.

Top 3 ways respondents are creative about their coffee



ICED COFFEE 36%



FROTHED MILK 33%



FLAVOURING / **CHOCOLATE POWDER** 33%

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



17%

15%



ESPRESSO 15%



BLACK COFFEE 14%

10%

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CAFES AND RESTAURANTS

32%





SOCIAL MEDIA 24%



27%



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



LACTO-FREE MILK 18%









15%

Different types of coffee that respondents would choose per country

FRANCE 22% Respondents in France said the coffee they typically choose for themselves is an espresso

Respondents in Benelux said the coffee they typically choose for themselves is a cappuccino

BENELUX

30% Respondents in Austria said the coffee they typically choose for themselves is a cappuccino

GERMANY

Respondents in Germany said the

typically choose for

28%

coffee they

cappuccino

themselves is a

AUSTRIA

SOUTH KOREA 32% Respondents in South Korea said the coffee they typically choose for themselves is an americano

Over 3 in 5 (62%) respondents avoid the people/person they live with before they have had a coffee.*



Different habits of respondents

when drinking coffee

Nearly 9 in 10 (87%) respondents don't start work until they've had a coffee.*



With 1 in 8 (12%) who always do this.



With a third (33%) who always do this.



Over 4 in 5 (84%) respondents think about coffee as soon as they wake up.*



With just under a quarter (24%) who always do this.



Just over three quarters (76%) of respondents have a coffee before waking up the family.*



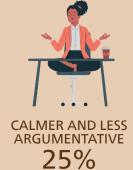
With just over a fifth (21%) who always do this.

How respondents feel after a cup of coffee



MORE ENERGISED AND AWAKE FACE THE DAY 45% 50%







is an Iced Coffee

Respondents in Spain said the coffee they typically choose for themselves is a latte

22%

48% Respondents in Italy said the coffee they typically choose for themselves is an espresso

ITALY

TURKEY 28% Respondents in Turkey said the coffee they typically choose for themselves is a black coffee