

Global Coffee Culture: Worldwide Habits Revealed

Versuni

Introduction

Coffee culture is everywhere: from high-street chains to the emergence of #coffeetok hashtags on TikTok, the multi-billion dollar beverage sector seems to soak all areas of society.

We drink to be sociable, to feel better about ourselves and to avoid the daily grind. Consumers of all ages embrace coffee to the extent that whole online communities are built around the brew, prompting us to share favorite types and inspiring new recipes we can try ourselves, as we strive to become baristas in our own homes.

Centuries after coffee first hit cups it's become a truly worldwide trend. To discover more about coffee drinkers' habits, tastes and foibles in different regions, we conducted international research among thousands of consumers.

With a focus on what our coffee choices say about us, we aim to celebrate the individuality and creativity that go into crafting the individual's perfect cup of coffee.

And in analysing our preferences, we present intriguing findings that unveil the coffee personalities dominating the year.

The resulting data paint a picture of a vibrant global coffee market. One where coffee infuses our waking thoughts and the morning moments that set us up for the day.

Coffee drinkers told us their starkest truths, ranging from the way they take their brew to often refusing to start work or even greet their loved ones and work colleagues before they've had their first cup of the day.

In this report, we get the lowdown on lattes, the conversation around cappuccinos and delve into the trends that inspire choice and coffee experimentation around the world, and between different family members.

Which coffee personality are you?



Coffee Personalities Of 2023: Global And Local Snapshots

Let's take a moment to unveil the traits in our survey data that combine to comprise the 'global coffee consumer'.

Then we'll drink in more details of the regional micro-cultures that fit together to produce worldwide trends, shining a light on a truly global coffee society.

Coffee Drinker Of The Year

Globally, their preferences are clear:

Coffee of choice

Cappuccino

Cappuccino drinkers are

"kind" and "sophisticated"

First cup of the day

1 in 5 drink between 7am and 8am

It's a ritual:

>half have coffee in their morning routine

Coffee gives half of them energy

...and also calms 1 in 4 down

>1 in 5 believe

sharing a coffee ends arguments

>1 in 3 always

use the same trusty mug

Some share their coffees on social media

...and social media/TikTok inspires nearly half of all coffee choices

2 in 3 try non-cow's milk:

almond tops the lot

More than 4 in 5 are

coffee experimenters

1 in 4 would even go teetotal

to keep coffee



Key Global Coffee Trends

Top three coffees

1. Cappuccino
2. Latte
3. Espresso

Timing the first cup

1. 7am to 8am
2. 8am to 9am
3. 6am to 7am

Top three morning habits

1. Coffee before I work
2. Coffee before breakfast
3. Coffee before chores

Taking pride in my coffee machine

1. It takes pride of place in my kitchen
2. I show it off to friends
3. I take it on holiday with me

Coffee inspiration

1. Cafes and restaurants
2. Friends
3. Social media
4. TikTok
5. Partner

Top three dairy milk alternatives

1. Almond
2. Lacto-Free
3. Oat

Complete coffee no-nos

1. Before going to bed
2. Using sweeteners
3. Someone uses my mug
4. Instant coffee
5. White coffee



Understanding Local Coffee Choices

Best brews

DACH consumers are keenest on cappuccino (28%), Austrians especially so (30%). North America has a taste for iced coffee (20%).

Rise and shine

28% of consumers in North America have a first coffee before 7am. It's 27% for DACH, and drops to 18% in Benelux.

In Austria 36% sup their first cup of coffee before 7am.

Coffee over water

1 in 4 (25%) consumers in North America always drink coffee before water in the morning.

This is also true for 28% of those in France. Consumers most likely to say they never do this live in South Korea (30%).

A caffeine high

DACH consumers are likeliest to say coffee makes them feel "on top of the world" (32%). In Germany, the same proportion - 32% - make this claim.

Just 15% in Benelux agree.

In North America, 1 in 4 (25%) people want to prepare a second cup straight away.

Coffee with friends

DACH consumers are the most sociable, with 23% arranging coffee with friends compared to 20% in both North America and Benelux.

In Turkey this rises to 42%, making coffee drinking a big social occasion.

Social inspiration

Consumers in North America are keenest on getting hot takes about their coffee, with 32% sharing their brew on social and 28% specifically on TikTok.

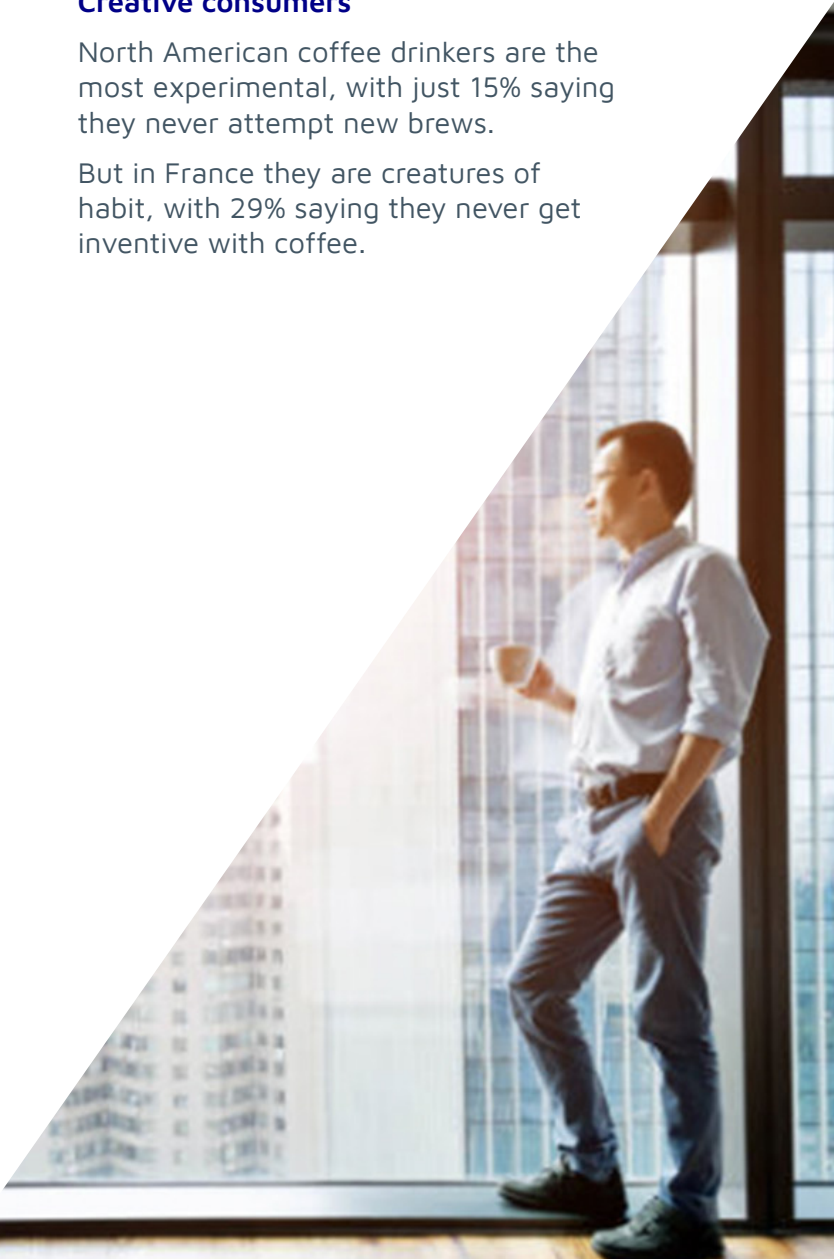
TikTok posts rise to 30% of US consumers alone.

39% of coffee drinkers in Turkey like discussing the beverage on social media sites.

Creative consumers

North American coffee drinkers are the most experimental, with just 15% saying they never attempt new brews.

But in France they are creatures of habit, with 29% saying they never get inventive with coffee.



Full Of Beans Or Ground Down? Coffee Culture Across Generations

Coffee culture has come a long way since legendary goat herder Kaldi brewed the first cup in the Ninth Century.

Generations that have gone before those alive today had limited coffee choices but could still rely on a caffeine shot to fuel their daily tasks. Baby Boomers have witnessed the explosion of varieties, retail outlets and delivery formats that make coffee a huge industry of the modern era. Today, range and occasion are of course second nature to Millennials and Gen Z.

Building on our global overview in the previous section, what does the survey data tell us about how coffee tastes and habits differ between age groups?

Here are some key takeaways.

Go-to brews: Latte is the coffee of choice for 16-24s (19%) but the highest share of 55+ take theirs without milk (28%).

Early risers: The older we get, the earlier we brew: 27% of both 45-54 and 55+ consumers have their first coffee before 7am. This applies to just 15% of people aged 16-34.

Out of habit: Older consumers are almost twice as likely as the youngest age group to call coffee a morning ritual. Compared to 35% of 16-24s who drink it in the morning, 66% of all people over 45 do so.

Home truths: Around one in seven (14%) 35-44s admit to always shunning their partner before drinking a first coffee of the day, compared to 12% of consumers aged 45 and over.

First thought: More than twice as many (34%) aged 55+ claim they always think of coffee when they wake compared to 16-24s (14%). The oldest age group is also likeliest to always have coffee before they eat breakfast (38%).

Pick me up...: 25-34s are most likely to say coffee makes them feel healthier (22%), 55+ least so (15%).

...calm me down: 29% of 25-34s also admit coffee helps them to be less argumentative. In fact, 26% of this age group say having coffee together with a friend or loved one has helped heal wounds after an argument: just 15% of 55+ agree.

Coffee catch-ups: More than a quarter (27%) of 25-34s like to meet family and friends over coffee, but that's true of just 18% of 45-54s and even fewer (12%) 55+.

A different dash: 16-24s are the most likely to add an alternative to cow's milk to their coffee. Just 22% say they never do this - with 28% of them preferring almond milk - while 63% stick faithfully to cow's milk.

As you like it: Iced coffee's a firm favorite of 25-34s (42%), while 24% of 35-44s have experimented by adding alcohol to their coffee, or making coffee-based cocktails. Meanwhile, 39% of 55+ stick with 'just coffee' and have never created new brews.

Social drinkers: When it comes to inspiring coffee choices, 37% of 25-34s say dining out gives them an idea of what to buy. For 16-24s, it's TikTok videos (30%). One in five (20%) 35-44s copy their partner's taste, while more than one in 10 (12%) 45-54s say TV shows help them choose coffee.

Coffee wins the cup: More than a quarter (27%) of 25-34s, compared to 23% of 55+, say they would give up alcohol if it meant they could still drink their morning coffee every day.



Cup Runneth Over: International Coffee Creation Trends

Experimentation to get the best brew is alive and well around the globe - and it's all part of some peculiar habits that coffee drinkers have ground out over the years.

Right at the top of coffee rituals is reaching for the same mug for each drink. More than a third (37%) do this, including 49% of consumers in Turkey. It seems this penchant grows as we get older, with 41% of consumers aged from 45 up admitting they like to brew up in the same cup.

Fewer than one in six people (15%) say there's nothing quirky about the way they quaff coffee.

Other favorite behaviours around the world include:

- 1 in 4 display the coffee machine centrally in the kitchen
- >1 in 10 show off the coffee machine to visitors
- >1 in 10 take the coffee machine on holidays

What's more, almost one in 10 (8%) use coffee grounds for fortune telling. This increases to 10% in North America, 10% of 25 to 34-year-olds - and as high as 21% in Turkey.



Coffee and creative juices

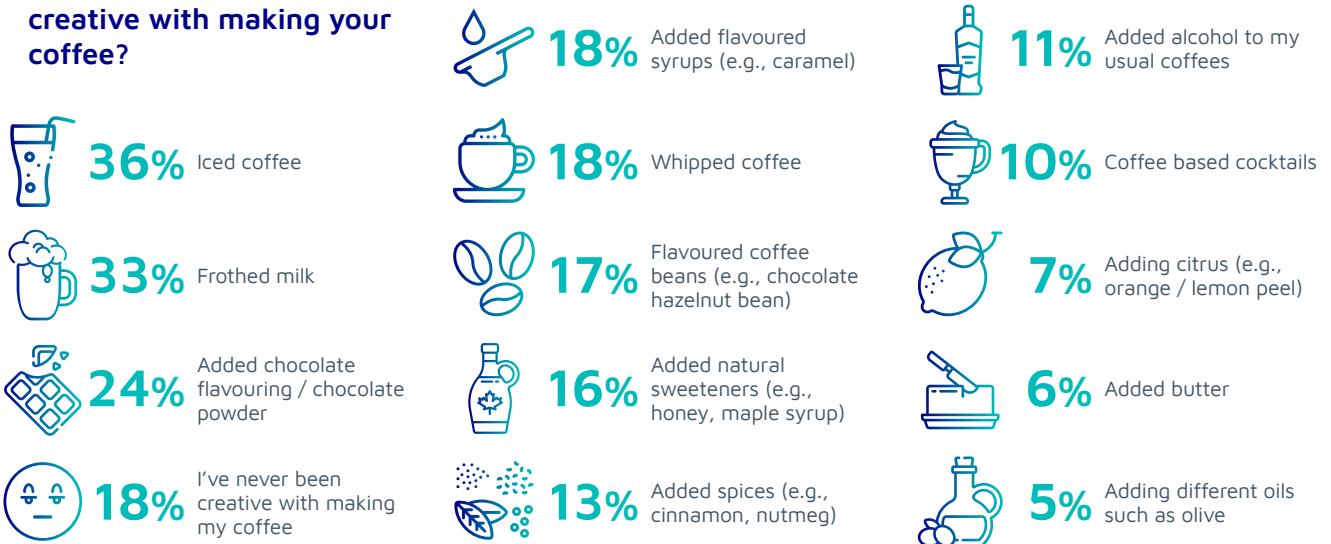
Around one in eight (12%) of us habitually invent new coffee recipes. In North America this rises to 14% of coffee drinkers; while 15% of consumers aged from 16 to 34 are keen to find their own ingredients and flavors. Overall, only 18% admit to never experimenting with a new brew creation.

It also seems there's no end to our coffee ingenuity. Iced coffee is the world's favorite infusion (36%), while adding milk from a frother isn't far behind (33%). Meanwhile, almost a quarter (24%) prefer to add chocolate flavoring or powder, and 18% include a dash of flavored syrup, such as caramel.

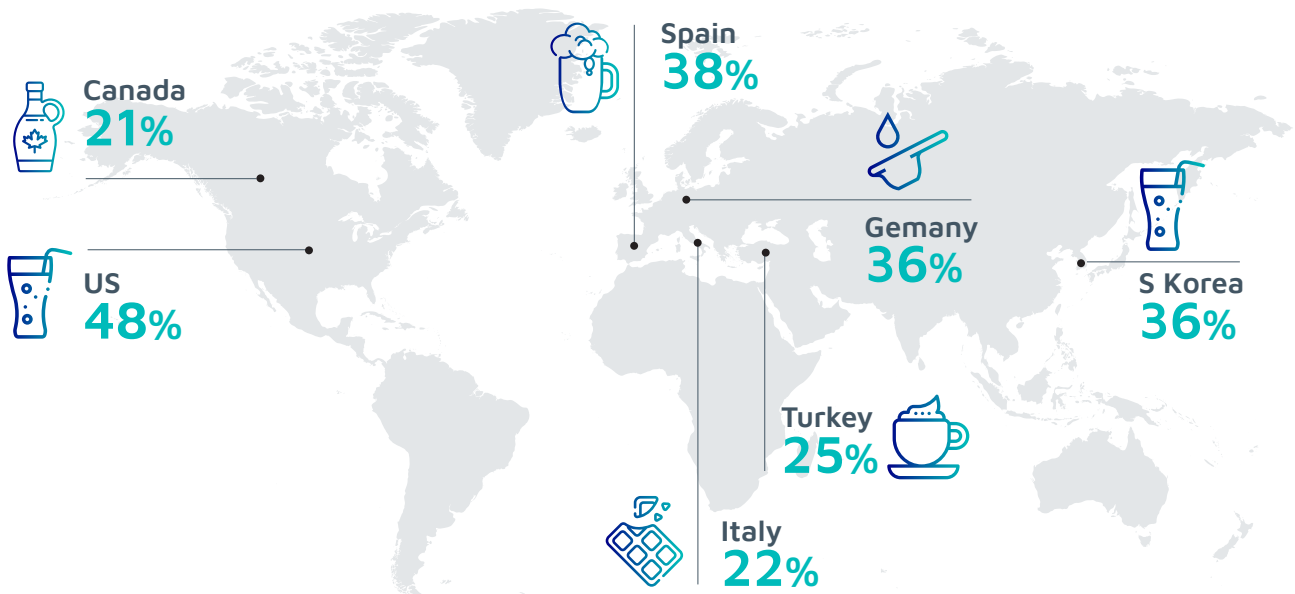
Coffee is hot competition

Besides discovering deliciously different coffee through their creations, consumers are also keen to out-brew their friends. In fact, 17% globally - and more than one fifth (22%) of people aged from 25 to 34 - even hold competitions to identify who's the best coffee maker. In Italy, 17% of consumers admit they argue about who will make the next coffee.

How have you ever been creative with making your coffee?



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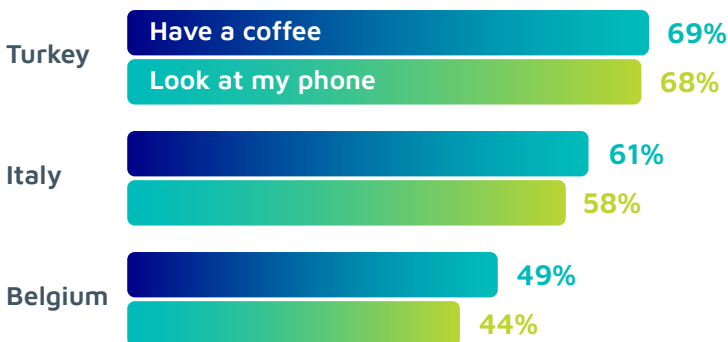
Mayhem In The A.M.: How Coffee Helps Us Cope With Mornings

It's a given that many people are stuck to their smartphone after waking - but coffee is a crucial morning moment too.

While 60% of consumers say looking at their phone is their leading pre-noon ritual, more than half (53%) also have a cup of coffee.

In fact, there are three countries where sipping coffee is an even more precious pastime for consumers than seeing what's on their phone:

What morning rituals do you have?



Savoring a first coffee of the day is one thing - but plenty of people also admit they prefer drinking it in peace and quiet.

Nearly two thirds of us are likely to sip a cup before talking to anyone else: 65% of consumers worldwide claim they always, frequently or sometimes do this. Just 19% say it never happens. Solitary first sips are also most likely in North America, where 29% of consumers say they always seek to drink coffee before making conversation with someone.

Even our nearest and dearest aren't immune to this desire for quiet coffee time. Around the world, almost half (45%) of consumers admit they avoid everyone they live with always, frequently or sometimes till they've finished their brew.

Those solo coffee moments are so valued that more than one in five consumers 21% - rising to 28% in France and Spain - make sure their drink is finished before they get the kids out of bed.



Confessions of a coffee drinker

Some consumers go even further than simply avoiding chat before having a coffee: woe betide anyone who crosses their path until they've finished it.

A quarter (25%) worldwide feel less argumentative when they have coffee on board. This is particularly true for tetchy respondents in South Korea (43%) and Turkey (41%), while those between 25 and 34 are the likeliest age group (29%) to be calmed by coffee.

This could be especially important for individuals who say being 'straight talking' is one of their key personality traits. Almost one in five (18%) globally admit they shoot from the hip. This increases to 31% in Turkey, and 23% of consumers aged 55 and over.

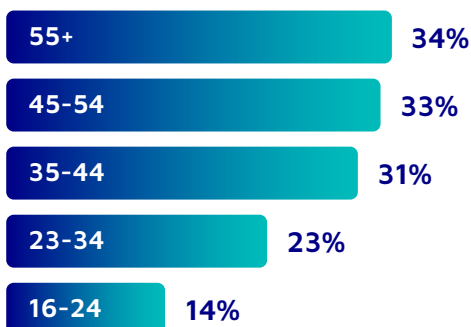
Can't function without that first coffee

Many consumers admit they're like a 'coffee zombie' without a first morning brew.

Astonishingly, nearly one in four (24%) around the world reveal they always think about having a coffee as soon as their eyes open. There are some places where this is an even stronger waking urge:



It's also front of mind for older folk compared to their younger counterparts:



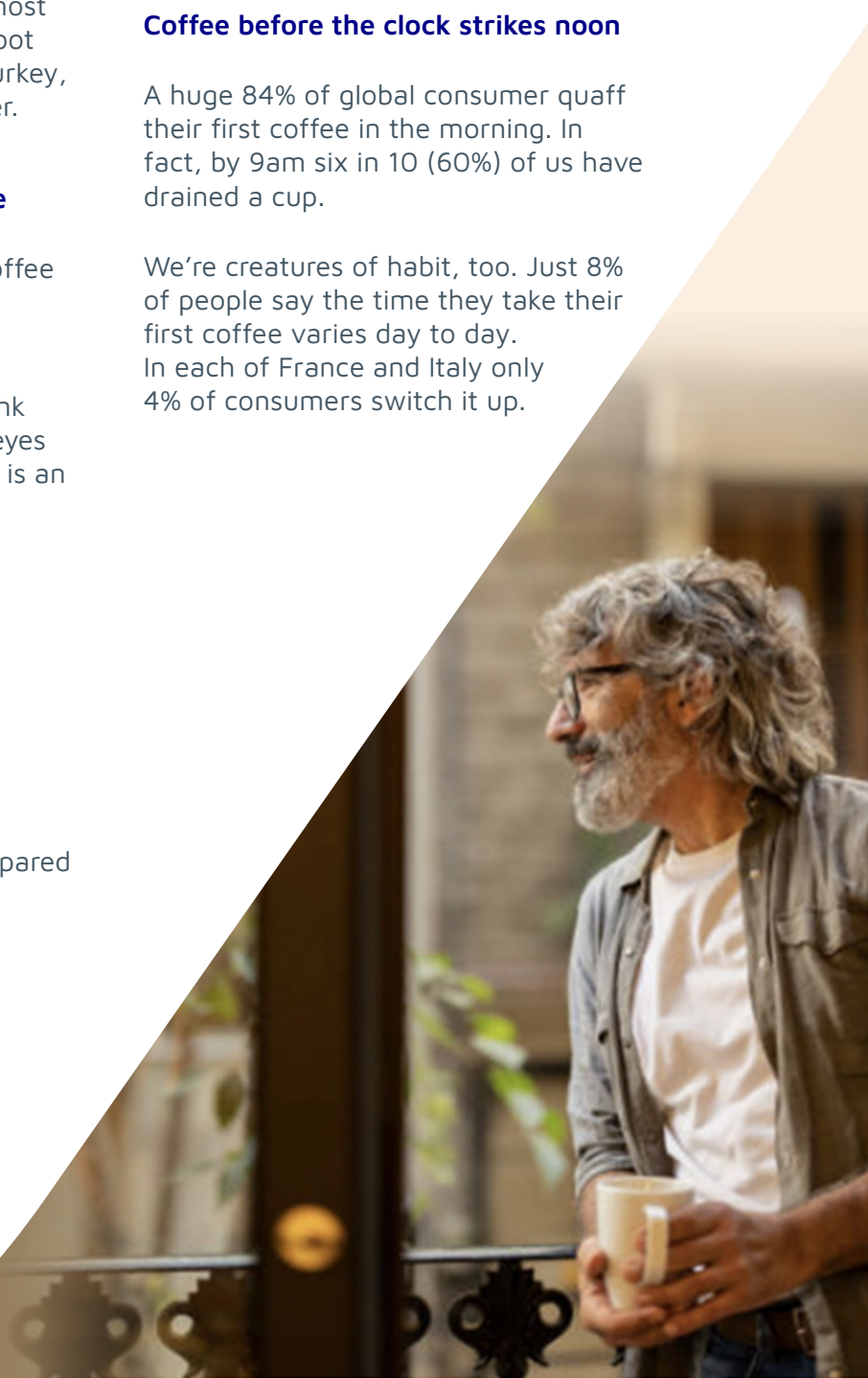
There are plenty of tasks people never dream of doing before they drink a coffee. Chief among these is refusing to begin work, with 41% saying they always get caffeinated first. Once again, older consumers are likeliest to shun work until imbibing for inspiration: 54% admit this is always their habit.

A further third of consumers like to relax completely when having their first coffee of the day. Around the world, 33% always kick back while clutching their cup and avoid any chores or admin tasks. Women (35%) are more likely to consider this their right than men (30%), as do 37% of consumers in North America.

Coffee before the clock strikes noon

A huge 84% of global consumer quaff their first coffee in the morning. In fact, by 9am six in 10 (60%) of us have drained a cup.

We're creatures of habit, too. Just 8% of people say the time they take their first coffee varies day to day. In each of France and Italy only 4% of consumers switch it up.



Coffee: A Global **Cup Of Cheer**



So, we've seen coffee drinkers around the world have fallen in love with their favorite brew.



It dominates their waking thoughts. It's the fuel that helps them get ready to face the day. And it propels them through their busy lives.



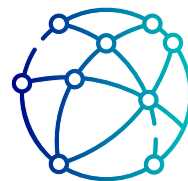
Coffee brings family and friends together, heals disagreements and inspires creativity.



Around the globe, coffee drinkers turn to TV ads, social media and the restaurants they dine in to choose their next cup.



Consumers are also restlessly creative with coffee, trialing different ingredients, flavors and serves.



In short, coffee culture might be built on generational mores and local habits, but it's also a truly global phenomenon that stirs the soul.

Methodology

The research was conducted by Censuswide, among a sample of lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.