

RETAIL COFFEE

E15 TREND REPORT // APRIL 2024

1 Consumers lean into at-home coffee experimentation

High inflation, driven by **high food prices**, has driven consumers to seek **affordable coffee drinks**. In response, consumers are crafting their own specialty drinks in the comfort of their own homes.

84% of coffee drinkers have coffee at home daily (+4% from 2020)

19% of consumers are purchasing less expensive coffee to save money

16% are making specialty drinks at home more frequently in 2023

2 Social media is a key driver of coffee trends



+145%

spike in Pinterest searches for "coffee station décor"



71.4B

TikTok views on the hashtag "coffee"

Consumers look to social media platforms like **TikTok and Pinterest** to **inspire and educate** them on how to brew coffee drinks. Coffee-specific social media, especially among younger generations, will increasingly influence the greater coffee culture.

3 Branding shifts from minimalist to maximalist

In prior years, sleek, minimalist cafes have ruled the coffee scene. Now, consumers seek out **fun, bright coffee brands** that offer **cost-effective** options.

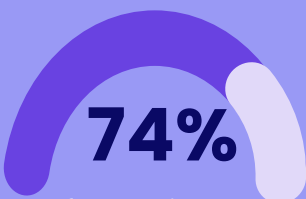
Maximalist Branding Examples:



28%

of consumers describe their ideal coffee brand as **"fun"**

4 Consumers love flavored coffee



74% of Americans prefer coffee with **added flavor**

Most consumers prefer coffee with added flavor, especially Gen Z and millennial audiences. **Liquid creamer** is the go-to way to add flavor to drinks, while **flavored roasts** are second most preferred. **Classic, seasonal, and bold** flavors are trending.

5 Ready-to-drink (RTD) and instant coffee are on the rise

RTD coffee continues to be the **fastest-growing coffee format** among consumers. Instant coffee is seeing a slight resurgence as **instant coffee quality improves** through innovative products.

60%

RTD sales growth since 2018

30%

Forecasted RTD sales growth by 2028

6 Coffee preferences differ between generations

Coffee Format Preferences

Gen Z & Millennial:



- RTD coffee
- Flavored roasts
- Cold drinks

Gen X & Boomer:



- Single cup coffee
- Hot brewed coffee

Younger generations seek out new drinks and cold coffee, while older generations like traditional hot brewed coffee. As more teens enter the market, **Gen Z leads the charge on coffee trends.**