

Coffee Drinking Trends, UK

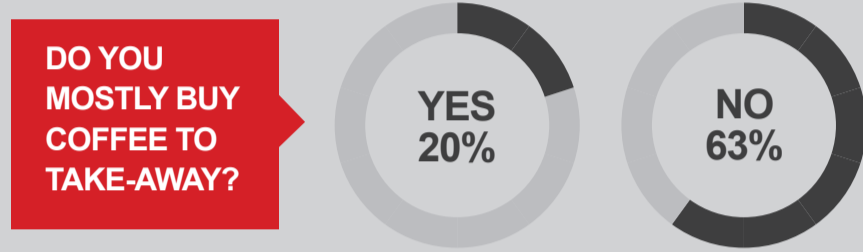
January 2015

TOP 3 PLACES CONSUMERS REGULARLY DRINK COFFEE

- 1 HIGH STREET BRANDED CAFÉ
- 2 INDEPENDENT COFFEE SHOP
- 3 RESTAURANT



IS TAKE-AWAY COFFEE STILL HOT?



TASTEBUD EVOLUTION!

AGE 18-45
LATTES



AGE 45+
CAPPUCCINO

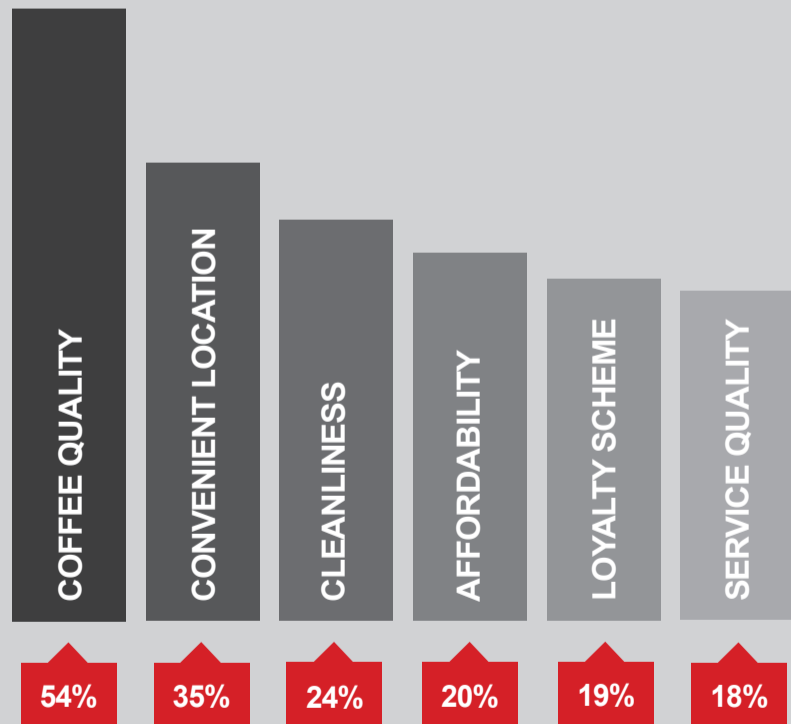


LATTE
IS STILL THE UK'S
FAVOURITE
COFFEE



OF CONSUMERS BUY MORE THAN 3 CUPS OF COFFEE EACH WEEK

THE MOST IMPORTANT FACTORS CONSUMERS CONSIDER WHEN CHOOSING WHERE TO BUY COFFEE



25%

OF CONSUMERS WANT TO KNOW HOW A COFFEE TASTES BEFORE THEY BUY IT

45%

OF CONSUMERS ALWAYS ORDER COFFEE WITH THEIR BREAKFAST WHEN THEY EAT OUT

1/3

OF CONSUMERS FAVOUR COFFEE SHOPS THAT OFFER LIMITED EDITION COFFEE

£2.62

ONLY **1%** OF PEOPLE WOULD BE WILLING TO PAY OVER **£5** FOR A GREAT CUP OF COFFEE

THE AVERAGE AMOUNT A CONSUMER IS PREPARED TO PAY FOR A GREAT CUP OF COFFEE

UCC
COFFEE

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