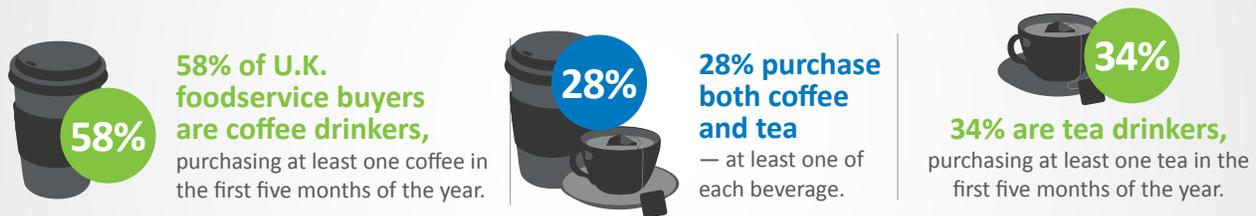


Spilling the Beans: Coffee vs. Tea in the U.K.

Hot drinks are a big business in the U.K. Our data shows hot drinks are included in 25% of U.K. out-of-home visits. Coffee dominates, accounting for over 70% of those visits; tea captures a more modest 26%. **Here is a look at our latest SnapMyEats insights.**



Coffee penetration among men (60%) is higher than it is among women (57%).

Tea penetration among women (34%) is higher than it is among men (33%).

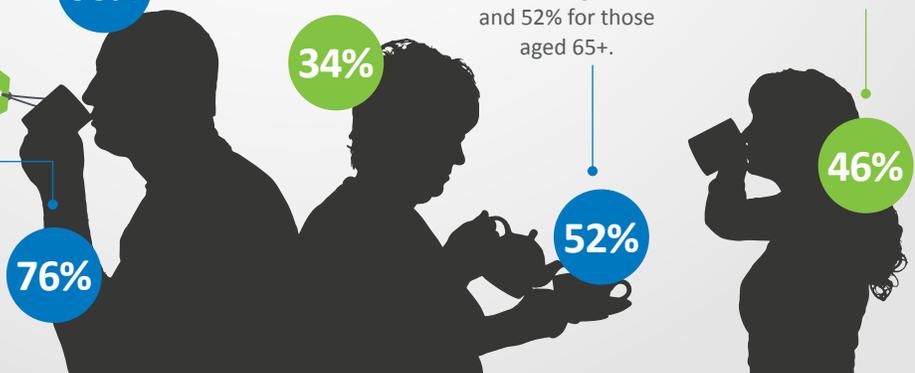
Looking at tea consumption, the difference between younger and older consumers is even steeper: 27% for those aged 15 to 34, and 52% for those aged 65+.

46% of those in the 15 to 34 age segment never buy tea or coffee in the OOH market.

The average price for a specialty coffee drink was 2.52 GBP, down from 2.59 GBP the second half of 2018.

£2.52

The older consumers are, the more likely they are to be coffee drinkers, from 48% among 15- to 34-year-olds to 76% among those aged 65+.



Our SnapMyEats service is the latest addition to our foodservice offerings in the U.K. It delivers more granular insights than any other source by capturing data every day from thousands of scanned receipts for food and beverage purchases. The SnapMyEats longitudinal panel allows us to follow the same customers' behaviour over months and monitor how those patterns change over time.

Source: The NPD Group/CREST®, 2018 and SnapMyEats, YTD May 2019

For more data and insights about SnapMyEats and the British foodservice sector, contact us at +442033184563 or contactnpd@npd.com.

