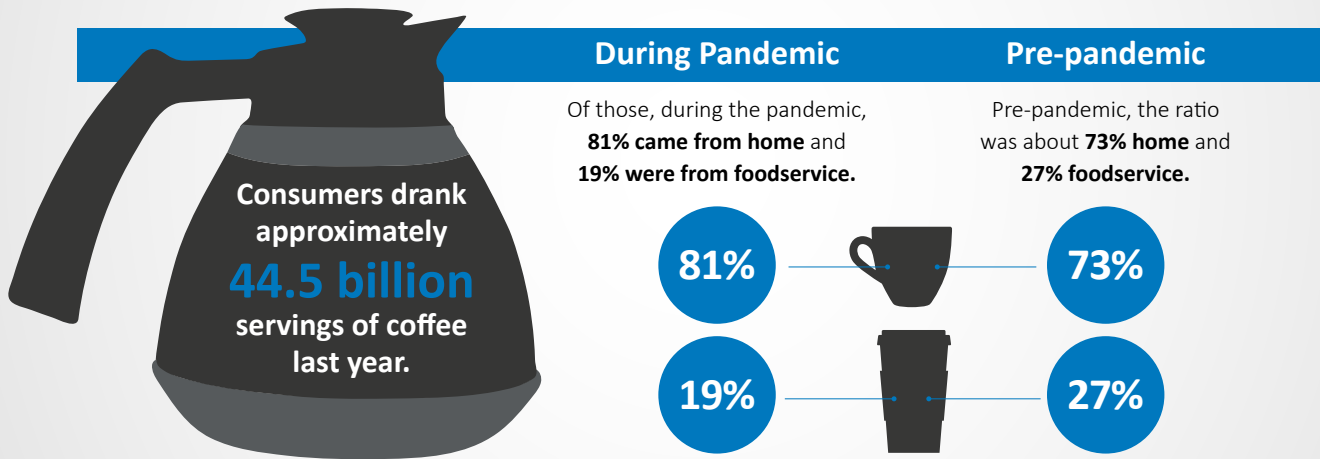
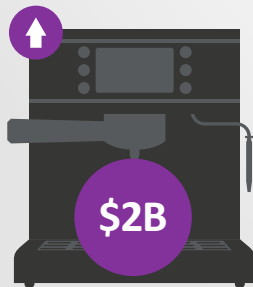


# What's Brewing in Coffee?

Whether at home or away, U.S. consumers want a good cup of joe. Plus, their palates now are more sophisticated when it comes to coffee. They've invested time and money in bringing a gourmet coffee experience into their homes — and the trend keeps on accelerating. **Let's see what the data tells us . . .**

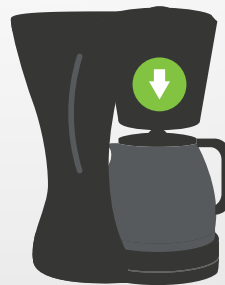


**They spent \$2B on coffee makers and accessories for in-home brewing.**



Over the past year, **sales of espresso machines, French presses, and cold brew makers grew by double digits.**

**Although traditional coffee makers can be found in 82% of U.S. households, their usage is declining.**



Even so, sales and use of **pod-style coffee appliances, French presses, and pour-over coffee makers** have increased over the past three years.



Manufacturers can sustain this momentum by offering great taste — which is always vital — plus the ability to adjust coffee to individuals' tastes, as well as versatility in enabling consumers to recreate the coffee house experience at home. We're here to support your data-driven growth with detail on the latest trends, including growth in specialty coffee products and coffee consumption.

Source: The NPD Group/Retail Tracking Service, 52 weeks (combined), January 5, 2020, through January 2, 2021, and National Eating Trends®, YE December 2020

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

