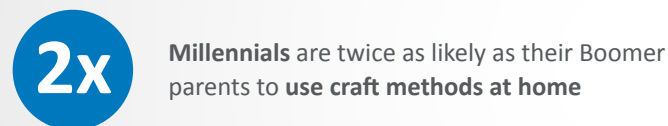


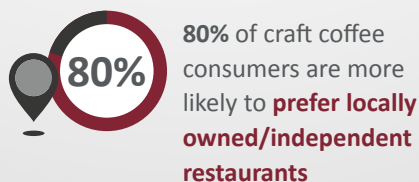
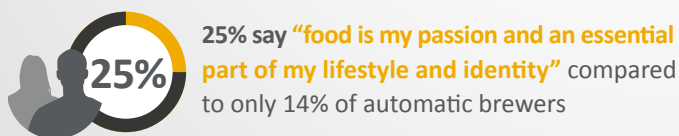
Spilling the Beans About Craft Coffee Consumers

Craft coffee brewers are trending as a niche opportunity in the U.S. coffee market, with coffee consumers now using methods at home, like French press, pour over, and siphons. And that's causing some confusion in the industry, since these craft-coffee consumers differ from traditional coffee drinkers in some important ways.

NPD recently partnered with CivicScience to conduct an in-depth survey on this growing coffee trend. **Following are some key findings about consumers in this niche market . . .**



The **at-home craft movement** is being led by foodies:



Get the facts on the grounds. With this kind of in-depth information on the new breed of craft coffee brewers, you can size your market opportunity, discover who these consumers are, and determine what makes them tick. Because with more complete knowledge of these emerging craft coffee drinkers, you are sure to make better business and marketing decisions, supported by the facts . . . not guesswork.

Source: The NPD Group and CivicScience/Craft Coffee Consumers Report, 2016

Learn more. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

