

# Coffee Drinking Trends, Ireland

February 2017

**7%** **GROWTH FORECAST**  
FOR COFFEE MARKET IN THE  
**NEXT 5 YEARS**<sup>1</sup>

**AMERICANO**  
POPULARITY SURGING  
**EXTRA 1/4 MILLION**  
PEOPLE NOW REGULARLY DRINK IT OUT OF HOME

COMPARED TO 2015<sup>2</sup>

**€3.08** **THE AVERAGE AMOUNT**  
CONSUMERS WOULD PAY FOR A **GREAT CUP** **UP 21%**  
SINCE 2013

## MOST POPULAR COFFEES

- 1** CAPPUCINO **55%** →
- 2** AMERICANO **42%** ↑
- 3** LATTE **41%** →

**1 IN 10** WOULD SPEND OVER **€5** ON A PERFECT **CUP**

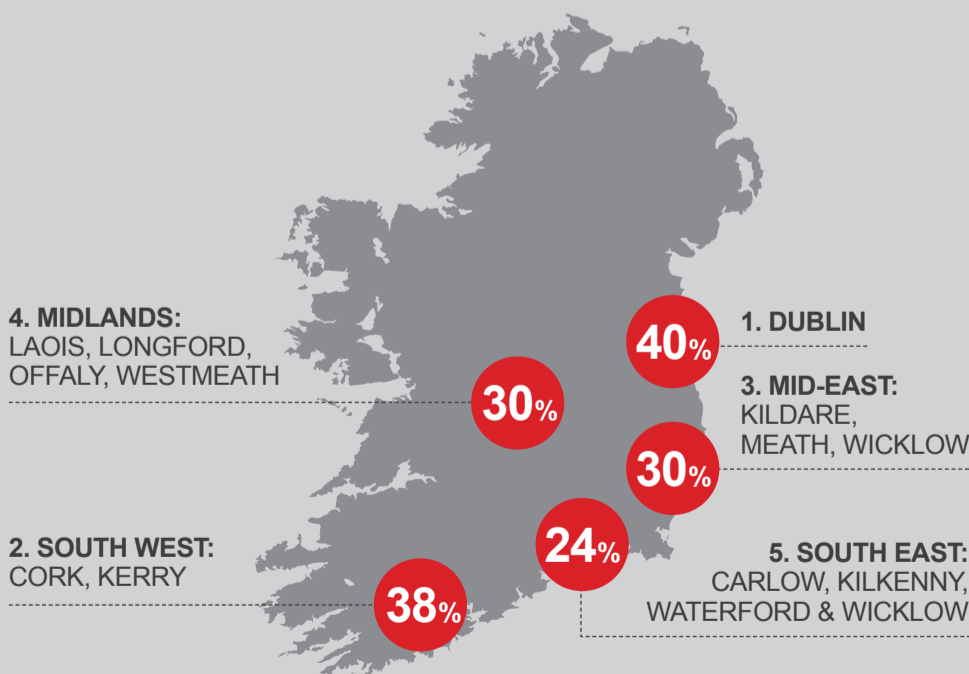
**1/3** OF CONSUMERS BUY COFFEE OUT OF HOME AT LEAST ONCE A DAY **UP 9%**  
SINCE 2015

**MOST CONSUMERS'**  
DECISION TO BUY, POSITIVELY  
INFLUENCED BY HIGH QUALITY FOOD

**LOYALTY SCHEMES**  
ARE THE MOST EFFECTIVE  
PROMOTIONAL TOOL

**DUBLINERS CONSUME THE MOST COFFEE,**  
WITH 40% DRINKING COFFEE OUT OF  
HOME AT LEAST ONCE A DAY

**WOMEN MORE BRAND LOYAL THAN MEN**



### TOP 3 CONSUMER PRIORITIES

- 1** TASTE
- 2** CONSISTENCY
- 3** SERVICE QUALITY

### TOP 5 REASONS FOR CHOOSING A COFFEE SHOP

- 1) Quality
- 2) Cleanliness
- 3) Convenience
- 4) Affordability
- 5) Service

