

Irish coffee drinking

January 2015

2.5KG
THE AVERAGE
AMOUNT OF COFFEE
A TYPICAL IRISH
CONSUMER DRINKS
PER YEAR

€2.83 THE AVERAGE SPEND ON A
GREAT CUP OF COFFEE

ONE IN TEN
WOULD PAY UP TO

€5

€2 MORE THAN TWO YEARS AGO

THE MOST IMPORTANT FACTORS WHEN DECIDING WHERE TO BUY COFFEE

54%

QUALITY

30%

CLEANLINESS

28%

CONVENIENCE

IT'S AN AGE THING...

18-25s

ARE MOST INFLUENCED
BY PROMOTIONS

MORE THAN HALF
OF CONSUMERS

52%

ARE NOT
BRAND LOYAL

**MEN DRINK MORE
COFFEE OUT OF
HOME THAN WOMEN**

BUT WOMEN SPEND MORE

THE MOST POPULAR COFFEES OUT OF HOME

55%

CAPPUCCINO

41%

LATTE

36%

AMERICANO

41%

MOSTLY BUY COFFEE TO
TAKEAWAY

36%

ARE POSITIVELY
INFLUENCED
BY ETHICAL
ACCREDITATION



UCC
COFFEE

Allegra
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