

CANADIAN COFFEE CONSUMPTION 2025

Canadian coffee drinking remains robust and healthy in 2025. Despite continued pressure on personal finances, there are some wins and watch-outs heading into the new year.

71% of Canadians drank a coffee beverage yesterday.



45%

had a Traditional Coffee



29%

had an Espresso-Based Beverage

While Canadians love their coffee beverages, the rise in coffee prices haven't gone unnoticed:

8-in-10



have noticed the price of coffee rise compared to last year.

Cost of living may be leading Canadians to a quieter life:



53%

say they're now socializing less often because going out for food & drinks is so expensive.



57%

say they're being squeezed and forced to cut back on non-essentials

Canadian consumers are being savvy with their coffee purchases:



31%

are stocking up on coffee when they see it on sale

21%

have reduced out-of-home coffee spending

15%

have tried a new brand of coffee to drink at home

Past-Day Beverage Consumption

(percentage point change vs. June 2025)



Coffee

71%

(-1 pp)



Bottled Water

46%

(-11 pp)



Tea

49%

(+9 pp)



Alcohol

34%

(no chg)



Juice

16%

(-2 pp)

Prepared by



Data shown is from Winter 2025 unless otherwise stated. Data shown is among adult Canadians aged 18+. All data is presented from the Coffee Association of Canada's proprietary Coffee Data Trends study.

