

Australia's Caffeine Machine – Coffee Consumption in Foodservice

Whilst many food and beverage categories struggled in Australia last year, foodservice coffee consumption continues to rise. **Here's a closer look.**

Per-capita consumption

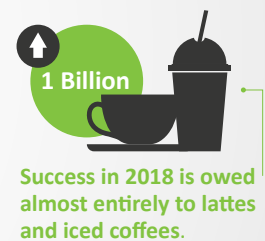
Australians drank an average of 50 coffees from the foodservice industry in 2018, up from 48 in 2010.



Residents of Victoria/Tasmania drank an average of 58 cups, the highest per-capita consumption in the country.

Foodservice coffee servings

Growing from 843 million servings in 2010 to more than 1 billion in 2018, coffee products have enjoyed relatively strong performance in recent years.



Appeal among an older demographic

Consumers aged 35 and older accounted for more than 2/3 of the coffee market.



Chains versus independents

Independent operators and smaller chains (20 outlets or fewer) dominate coffee servings growth.

Independent operators and smaller chains occupy a disproportionate share of servings and account for almost all incremental servings volume.



Understanding consumer foodservice trends is critical to your ongoing success. As the foodservice industry's go-to source for data, industry expertise, and prescriptive analytics, NPD provides continual and rigorous tracking of more than 60,000 consumer visits to the Australian foodservice industry every year.

Source: The NPD Group/CREST®, YE December 2018

Get more insights like this. Contact NPD at +61 2 8257 6426 or thomas.kelly@npd.com.

