

Consumer Trends: Hispanic-Americans Drink More Coffee

NEW YORK (NCA) — The National Coffee Association finds that Hispanic-Americans drink significantly more coffee than their non-Hispanic neighbors.

The report, *Ethnicity and Coffee*, reveals that 74% of Hispanic-Americans drink coffee daily, twelve percentage points ahead of other Americans. The Hispanic-American coffee edge is also evident in less frequent consumption, among all age groups, and among those who identify as dominantly Spanish speaking.

“As the Hispanic-American population grows, it’s essential for the coffee industry to meet their needs by understanding how they buy, prepare and drink coffee,” said Robert F. Nelson, NCA president & CEO. “NCA’s Ethnicity Report takes a deep dive into the distinctive tastes, preferences and behaviors that make Hispanic-Americans a powerful force in growing the coffee category in the U.S.”

Daily Consumption

The coffee edge among Hispanic-Americans was also evident in less frequent consumption behaviors. Past-week consumption came in at 80% versus 72% for non-Hispanic-Americans and past-year at 84% versus 77%.

Also, Hispanic-Americans appear to drink more premium coffee types than non-Hispanic-Americans. Forty-six percent say they drink gourmet coffee beverages daily versus 29% of non-Hispanics and, for daily espresso consumption, 32% versus 11%.

The higher levels of Hispanic-American consumption also extend across age groups. Of those 18-24 years of age, 57% said they drink coffee daily versus 48% for non-Hispanic-Americans. Daily consumption among other age groups for Hispanic-Americans versus non-Hispanics were: 74% versus 60% among 25-39 year olds; 78% versus 63% for those 40-59; and 87% versus 70% for the 60+ group.

Acculturation

Within the Hispanic-American segment, acculturation distinctions came with their own set of behavioral differences. The overall higher daily consumption levels were further elevated among the sub-group who identified as Spanish-speaking versus bilingual or English-dominant. Among the Spanish-speaking sub-group, 80% said they drink coffee daily, compared with 77% of the bilingual group and 63% of those identifying as English-dominant.

Acculturation also plays a role in preferences for gourmet coffee sub-types. Espresso-based beverages were consumed at least once per week by 57% of the Spanish-dominant group, compared with 55% for the bilinguals and 35% for the English-dominant. Cappuccino came in, respectively, at 38%, 34% and 16%, and

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espresso at 38%, 31% and 16%.

Additional Data

Beyond these numbers, the NCA Ethnicity Report contains significantly more information on the segment's preferences and behaviors. Additional data include measures such as share of cups, cups per day, consumption frequency, additive usage, age when first drinking coffee, place and method of preparation, and awareness and use of single-cup systems. These data are further cross-analyzed by many factors, most notably differences based on acculturation, country of heritage, age, consumption frequency, and gourmet, traditional and coffee sub-type preferences.

Methodology

To achieve an accurate profile of this large and complex population, NCA engaged a highly specialized methodology. First, a panel was selected to ensure that the Hispanic-American and non-Hispanic-American research sample matched the U.S. population distribution on the basis of age, gender and region. The survey was offered in English and Spanish to eliminate any language barriers. Proportional segments were also established within the Hispanic-American sample for home language, which were also set to mirror the Hispanic-American population distribution. Using home language as a proxy for acculturation enabled distinguishing consumption behaviors within the fully acculturated, partially acculturated and non-acculturated Hispanic-American population.

About the National Coffee Association

The National Coffee Association of U.S.A, Inc. (NCA), established in 1911, is the leading trade organization for the coffee industry in the United States. NCA is the only trade association that serves all segments of the U.S. coffee industry, including traditional and specialty companies. A majority of NCA membership, which accounts for over 90% of U.S. coffee commerce, is comprised of small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers and allied industry businesses. NCA offers a wide array of services, focusing on market and scientific research, domestic and international government relations, issues management and public relations, and education. The NCA's core purpose is to champion the well-being of the U.S. coffee industry within the context of the world coffee community.

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