# Coffee Facts & Statistics

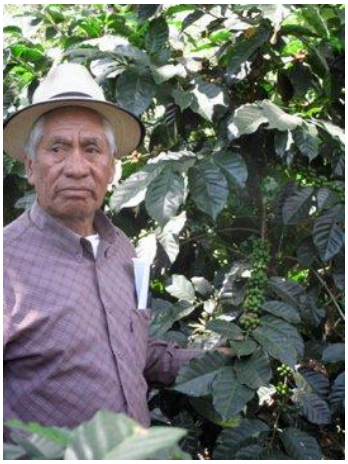
www.scaa.org

## Specialty coffees represent 37% of US coffee cups and are considered the highest quality in the world.

- The retail value of the U.S. coffee market is estimated at $30-32 billion dollars, with specialty comprising approximately a 37% volume share but nearly 50% value share.
- 40% of 18-24 year olds said they drink coffee daily, up from 31% in 2010 and on par with 2009's 40%, while 54% of 25-39 year olds said they drink coffee daily, up from 44% in 2010 and on par with 2009's 53%.**
- 58% of consumers aged 18+ drank coffee yesterday, compared with 56% in 2010, 59% in 2009, and 60% in 2008.**
- There are two primary types of coffee, Arabica and Robusta, and the vast majority of coffee used in the specialty industry is of the Arabica type.
- The absence of defects is critical and in practice, according to SCAA protocols, a single coffee is cupped at least fifteen (15) times by professional cuppers trained to identify flaws, ensuring there is no bitterness, harshness, sourness, or other off-putting flavors or aromas. A skilled cupper should be able to detect these defects in the cup.
- Thirty-six (36) aromatic profiles have been identified and can be attributed, both positively and negatively, to the flavor of a coffee.

**Much like wine, coffee flavor is affected by soil, altitude and other climatic factors and in Ethiopia alone there are reportedly over 10,000 varietals.**

- In recent years, there has been a huge surge in Arabica coffee demand from large, emerging markets including Brazil, India, and China. These countries have growing middle classes which been providing high demand for good coffee and they are competing with the United States to purchase these specialty coffee beans.



- Much of what drives the SCAA and its members, aside from a love of great coffee and desire to deliver that taste to consumers, is a connection to coffee farmers. It is estimated that more than 125 million people are affected by coffee farming, mostly in rural and developing areas.

- While a tremendous amount of effort and attention is directed toward selecting the right bean, the industry recognizes that transportation, storage, roasting, packaging, brewing and preparation all affect the quality of the final product and as such, has developed or is in the process of developing standards for ensuring quality at each of these stages.

## Additional statistics for the World and U.S. Market:

- Consumption in the five leading importing countries (France, Germany, Italy, Japan, and the United States) bounced to about 37.3 million bags during the period January to September 2010, as compared to with 36.5 million bags for the same period the previous year.*

- While traditionally viewed as an export crop, coffee consumption in coffee producing countries in on the rise, increasing by 3.9% between 2004-2008. Many experts predict that Brazil will displace the United States as the single largest coffee consuming market in the world within the next few years, somewhere between 2014-16. Emerging markets (considered those outside of the EU, US, and Japan) are another source of growth, with consumption increasing 4.7% between 2004-2008.

- The United States imported more than 21.5 million bags during the 2008/09 coffee year, accounting for more than one quarter of global coffee (un-roasted) imports, making it the world's largest single buyer. Brazil, Colombia, and Vietnam account for 21%, 19%, and 11% of those imports, respectively.

- Drip coffee sales improved to 4.7% in the 4th quarter of 2010 compared to up 3.5% in the 3rd quarter. Espresso grew 4.1% in the 4th quarter, fairly similar to the 3rd quarter.***

- In recent years, there has been a huge surge in Arabica coffee demand from large, emerging markets including Brazil, India, and China. These countries have growing middle classes which been providing high demand for good coffee and they are competing with the United States to purchase these gourmet coffee beans.

- Coffee preparation at home is up 4 percentage points with 86% of past-day coffee drinkers reporting that they made coffee at home.**

* International Coffee Organization
** National Coffee Association of USA, Inc.
*** SCAA Sector Report (January 2011)

**About SCAA**

*The Specialty Coffee Association of America (SCAA) is the world's coffee authority and largest coffee trade association with nearly 5,000 members including member companies and their employees. SCAA members are located in more than 40 countries and represent every segment of the specialty coffee industry, including producers, roasters, importers/exporters, retailers, manufacturers, baristas and coffee enthusiasts. SCAA is dedicated to creating a vibrant specialty coffee community, recognizing, developing and promoting specialty coffee by setting and maintaining quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for its members. Visit www.scaa.org.*