

Coffee 2021: 5 Trends That Are Brewing



Operators who want to upgrade their coffee experience should monitor trends in the commercial marketplace today to discover what customers will be looking for tomorrow. Trends currently include premium options, transparent sourcing and favorite brands, cold coffee, big flavors and functional benefits.

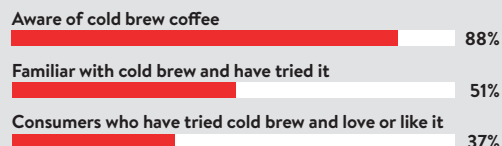
PREMIUMIZATION IS PERKING

60%

of coffee served in the United States is 'gourmet' (brewed from premium beans).¹

That increase and interest is largely driven by younger consumers and is likely to continue with add-ons such as CBD, oat milk and more proliferating on menus.

COLD-BREW COFFEE CONTINUES TO INTRIGUE CONSUMERS³



UNIQUE FLAVORS, NOSTALGIA-INDUCING SIPS AND MORE

Nostalgic flavors and premium options are popping up on menus, indicating a consumer preference for familiar flavors and unique options.

47%

of consumers say they are seeking out high-quality beverages—and that, of course, includes coffee.²

CONSUMERS WANT MORE INFO ABOUT THE COFFEE IN THEIR CUP

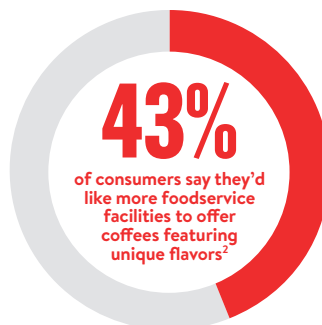
48%

I expect bakery cafes to be transparent about where they source their coffee.²

AND BRAND IS A BIG TRAFFIC DRIVER:

44%

of consumers say they are loyal to a specific cafe brand because it serves their preferred coffee brand.²



40%

of consumers said that if hot specialty coffee drinks were available at a foodservice location, they'd be likely to order one.²

Flavors classified as "growth" flavors for coffee include:

Cinnamon; salted caramel; s'mores; mint; orange; raspberry; dark chocolate; honey²

Menu example: First Watch's Cinnamon Toast Cereal Milk Brunch Cocktail includes coconut rum, cold brew coffee, coconut milk and agave nectar.

Other unique and upscale drinks consumers indicate high interest in trying or enjoying include:

Café con Leche; cold brew; oat milk; turmeric lattes; peppermint mocha⁴.



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¹ National Coffee Association's Data Trends
² Technomic's 2020 Bakery and Coffee Cafe Consumer Trend Report
³ Datassential Menu Trends 2020
⁴ Datassential 2020 B&I Recovery Guide