

Coffee Hits the Spot!

The truth is that coffee hits a lot of spots! For centuries, people all around the world have loved coffee, and its popularity is far from waning nowadays. In fact, coffee connoisseurs have more varieties of delicious choices than ever before, as coffee houses, shops, kiosks and specialty carts spring up all over the place.

No matter how you like your java, be it rich, dark espresso, a frothy cappuccino or latte, iced or hot; you will find plenty to tempt your taste buds when it comes to coffee selections. In fact, specialty coffee sales are increasing by 20% per year and account for almost 8% of the 18 billion dollar U.S. coffee market. Statistics show that among coffee drinkers, the average consumption in the US is around 3 cups of coffee per day. Also, studies find that over 50% of the population, equivalent to approximately 150 million Americans, drink espresso, cappuccino, latte, or iced coffees.

There are currently around 38,000 independent coffee shops around the United States, with an average \$27 billion a year in sales. Based on market research, there will be approximately 50,000 or more independently owned coffee shops in the US by the year 2011. An aspiring entrepreneur might consider the specialty coffee business as a golden opportunity.

Based on research by the National Coffee Association and The Specialty Coffee Association of America, the average price for an espresso based drink is \$2.85, while the average price for brewed coffee is \$1.38. The average Espresso Drive-thru Business sells approximately 200-300 Cups of Espresso and Coffee Based Drinks per day. The studies show that men drink as much coffee as women; each consuming an average of 1.6 cups per day. Women tend to be more concerned about price than their male counterparts.

The United States imports over \$5 billion worth of coffee every year. Juan Valdez and his little donkey must be keeping very busy! Americans drink 460 million cups of coffee every day, which makes the United States the leading consumer of coffee in the entire world.

A bit of coffee trivia: Independent coffee shops manage to sell 38% of espresso-based drinks, while the rest is brewed coffee. 65% of all coffee is consumed during breakfast hours, 30% between meals, and the remaining 5% with other meals. Women say that drinking coffee is a great way to relax. Men say that coffee helps them get the job done. (Men are from Mars, women are from Venus.)

More than half of all Americans, 18 or older, drink coffee every day. This equates to approximately 150 million daily java drinkers. 30 million American adults drink specialty coffee beverages daily; such as mocha, latte, espresso, café mocha, cappuccino, frozen/iced coffee beverages, and so on.

Coffee sales are certainly a “hungry niche”, which means that based on the law of supply and demand, there is a huge demand and if you supply it, you will do well! But, if you aren’t interested in selling coffee, just settle back, relax, and enjoy drinking a cup!