

Survey of Coffee Consumption and Habits in Modern Times

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Abstract- With coffee taking a lead in the stimulating beverage race against tea, new habits and trends are on the rise. This study through survey will explore the coffee consumption practices, drinking habit and preferences of the current times. The survey will analyse the consumer behaviours based on sex, location, age group and occupation as well to set in trends or patterns of current consumer market. By understanding these trends and patterns will help the beverage industry, coffee producers and marketers, cafes and coffee shops to evolve in their services and facilities by tailoring their approach to satisfy the needs and demands of the dynamically evolving consumer market.

Keywords: Coffee, Consumption, Brands, Flavors.

INTRODUCTION

Coffee is a stimulating and refreshing beverage which India began cultivation in 1600. Up until 1950s the only way to brew coffee was through the ground coffee beans. The popularity of South Indian Filter Coffee had risen till then. Drinking coffee had been a status symbol since it was significantly more expensive than tea. It wasn't until 1963 when Nestle launched instant coffee powder made with chicory, that brewing of at home coffee significantly increased. Increasing popularity, accessibility and decrease in priced as compared to before by 1990s brought in the second wave of coffee.

With the entry of internationally popular brand of coffee - Starbucks to India by Tata Alliance proved to be a boon to the beverage industry and coffee shot up to become the best and the most consumed beverage of all times. This brought in the third wave of popularity and gave way to multiple brands of coffee shops to enter India's market. Brands like Blue Tokai, Third Wave Coffee, Barista, Cafe Coffee Day, Costco, entered the market and suddenly Coffee Shop meets became a status symbol. Some brands delved into further sales

of Coffee Beans and Grinds.

The industry with a rise in prices and inflation saw its slight decline up until the hit of Covid-19 where everything was at a standstill. With ample time at hand, people realised the importance of home-made food products and a new boom of Dalgona Coffee made from instant coffee powder was seen. Frothy coffee concoction added with various flavours, varieties of milk at different temperatures brought the coffee industry to a boom. As the Covid era waned away, the craze for home brewed coffee grew, and more and more brands started the sales of various products like beans, grinds, Coffee apparatus, cold brew bags, sachet, coffee pods.

The aim and objective of the survey:

- To survey the current consumption trends and habits of coffee consumers.
- This study is done in an attempt to determine the change in the coffee trends post Covid-19.
- To observe what the views of general population on the coffee shops and their viability.
- To determine if making coffee at home will be an upcoming trend.

With a rise in popularity, the target market also demanded more pocket friendly menus which gave birth to mid-level cafes with relaxing atmosphere, Instagram worth ambience and mid-range prices.

As a stimulating beverage coffee plays an important role in socialising and majorly as a wakeup drink. This survey was conducted with an aim to study the modern trends of coffee consumption and its habits, preferences and challenges across various demographics

Coffee has become a part of our daily routine and has formed its own cult or cultural phenomena. A study was conducted analyse any shift in preferences of

people since the previous waves of coffee influences in **2022** Collector Edition of Godrej Food Trends Report. From flavoured coffees as an upcoming trend on a rise, we look at communities to help determine which trends would suit best and which trends can be easily avoided.

A rise in inclination towards home brewed coffees like

French Press, Cold Brews, Drip Coffee, Dalgona and Instant Coffees would eventually affect the sales of the coffee industry brands if not already affected yet.

This research aims to help the stakeholders of the industry to understand these dynamics and offer insights into forecasting the future of the coffee consumption.



2022 Collector Edition of Godrej Food Trends Report

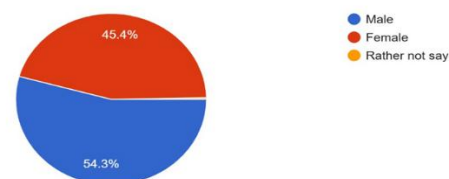
The Survey

A public survey was conducted via a Google Form and shared with general population from various walks of life. A total of 326 reviews were received and its findings and their analysis are as follows:

A Different demographics like Age Groups, Gender, Occupation & base city were recorded to determine the generation trends and the audience in favour of coffee.

1. Gender

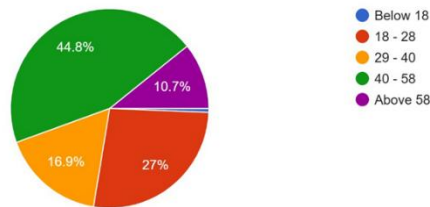
Gender
326 responses



A good balance of both the genders, review audience has percentage of Male as 54.3% & Female as 45.6%.

2. Age

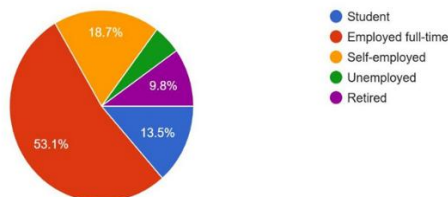
Age Group
326 responses



The maximum audience is found to belong to the age gap of 40-58 years at 44.5%, followed by 18-28 years at 27%. Age group of under 18 years has the minimum audience at only 0.6%. With coffee becoming more and more “home-friendly” in Covid-19 and post Covid eras, even older generations have taken up coffee as their usual cup of refreshment, joining the young brigade of coffee enthusiastic.

3. Occupation

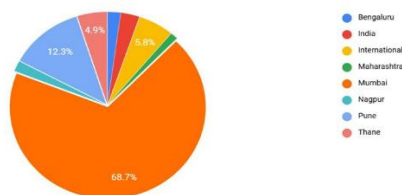
Current Occupation
326 responses



While the majority of the audience is employed or working, a large percentage of students can also be seen as coffee consumers. Perhaps with the assignment & exam seasons in full actions, a large group of students have joined the Team Coffee.

4. Base City

Base City
326 responses



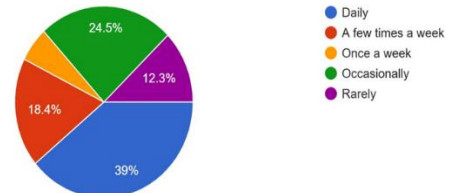
With majority of the review audience being from Mumbai itself, audience from limited cities of India were also tested. From international, audience from few cities of USA were also surveyed along with some from Canada and UAE. While most of the audience was from Mumbai, the other cities brought a different angle to what the next potential target market could be

for the surveys.

B. Frequency of consumption, types of coffee & temperature will be analysed

1. Frequency

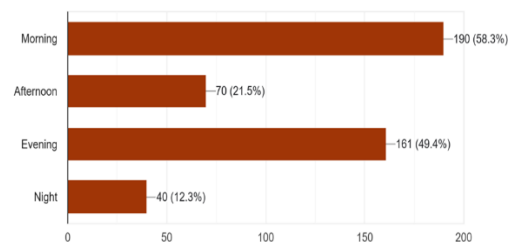
1. How often do you consume coffee ?
326 responses



With Tea still being a part of daily routine of India, 12.3% people have stated to rarely consume coffee and 39% as daily consumers of coffee in some form of the other; followed by occasional consumers of 24.5%.

2. Time of the day:

2. What time of the day do you typically consume coffee ?
326 responses

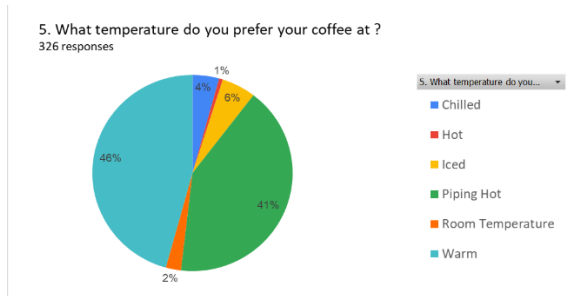


With coffee widely known for its caffeine effect of depriving sleep and keeping you awake, more than half of the audience has opted for coffee in mornings (58.3%) closely followed by evening (49.4%). Coffee due to its stimulating nature is not a much popular drink as a night cap. But the habits we are inculcated with of consuming milk before we leave for work/school in the morning and then another in the evening has reflected on consumption of coffee being popular in mornings and evening.

C. Behaviour Patterns:

Preference of Temperature, Taste, Role of Coffee and Experimenting with Flavoursings will be analysed. These will help determine how the coffee is liked in today's times and what is its significance or role in the life of consumers.

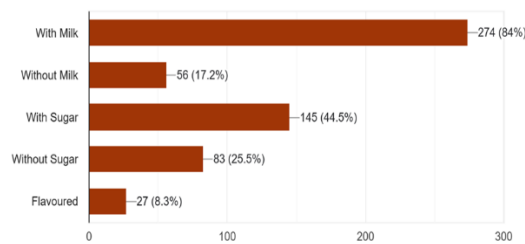
1. Temperature & Taste Preference



As much as Cold Coffees, Iced Coffees, Frappuccino and their flavoured versions are a popular (thanks to Starbucks, Third Wave Coffee, Costco, Tim Hortons), Iced coffee surprisingly sees a very small audience. With the winter in full swing, seems to have made people prefer to go for hotter coffees. While a large majority is in for the piping hot & warm temperature coffees. With India being one of the largest producers of milk all over the world, we tend to boil our milk before we store it in the refrigerator. That seems to be one of the largest contributors to hot coffee being more popular in households.

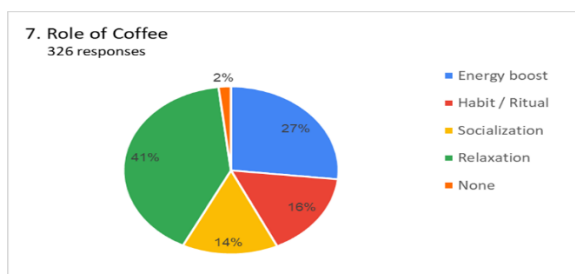
6. How do you prefer your coffee ?

326 responses



With milk being a large part of our lives, it is not surprising to find Milk based coffee at 84%. India being a country that also is a mass producer of sugar and prefer a sweet drink, sugar-added coffee preference is at 44.5%. The health benefits offered by black coffee has given rise to its popularity. Flavoured coffee is yet to reach its popularity peak but is still a well established concept outside of India.

2. Role of Coffee



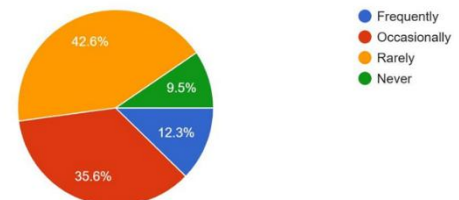
While the main role of coffee is a stimulant i.e. something that takes away the sleep or energises you,

it also has reverse effect on consumers since it is mostly promoted as a beverage to be consumed during relaxation or socialization. Hence majority of the audience (41%) has opted for role of coffee as relaxation medium, followed by energy boost (27%).

3. Experimenting

8. How often do you try new coffee products

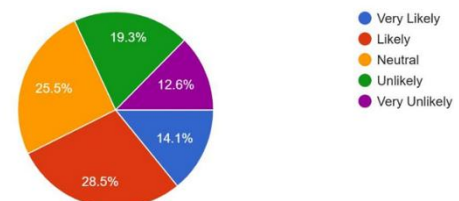
326 responses



Due to a majority of the General population to being from the age group of 40-55 years, they are not very open to the idea of change or experimentation. With rarely trying new coffee products (42.6%) and occasionally at 35.6%. The responsibility to bring in new changes and setting newer trends rests on the able shoulders of the newer generation who are more peppy, active and are constantly looking forward to trying new things. Here the statistics of frequently trying new coffee products sits at a disappointing 12.3%. With coffee flavourings now having entered markets of candles, bathing and skin care products; these streams will have to work harder to sell their products.

9. How open are you to the idea of experimenting with flavoured coffee ?

326 responses

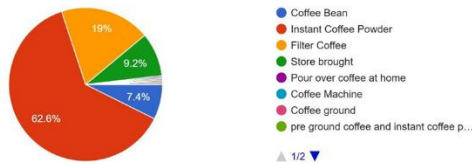


Flavoured coffee is much in trend now and the newer generations prefer their coffees & creamers flavoured. It gives a refreshing new spin to the usual coffee. Flavourings like chocolate, hazelnut, almond, vanilla are very popular among even older generation where these can be added even in home-made coffees. Surprisingly as opposed to the previous graph, people are more open to flavoured coffee rather than trying out any other coffee products.

D. Brands and Coffee Shops:

1. Source & Brand Preference

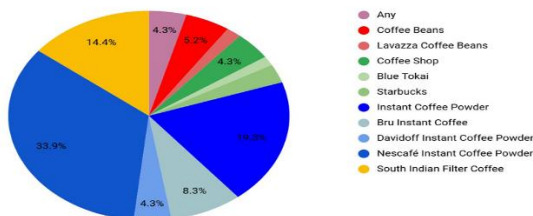
3. What is the source of your coffee ?
326 responses



Instant coffee powder tops the chart with 62.6% as the most preferred source of coffee and filter coffee being a preference of only 19%. Instant coffee powder is a combination of coffee grounds with high percentage of chicory making it much cheaper than the beans and thus a more popular and cost effective option for the majority.

Surprisingly the preference for store/shop brought coffee is at near par with the Coffee from the Machine.

4. Brand Preference
326 responses



The 4th wave of coffee brought by Covid-19 gave rise to people getting more and more involved with home-made coffees. The most suitable and home-friendly

coffee being instant powder coffee is the most preferred by people taking up as high as 65% for instant coffee. Nescafe being the most popular brand of instant coffee powder takes up the largest market with 33.9%.

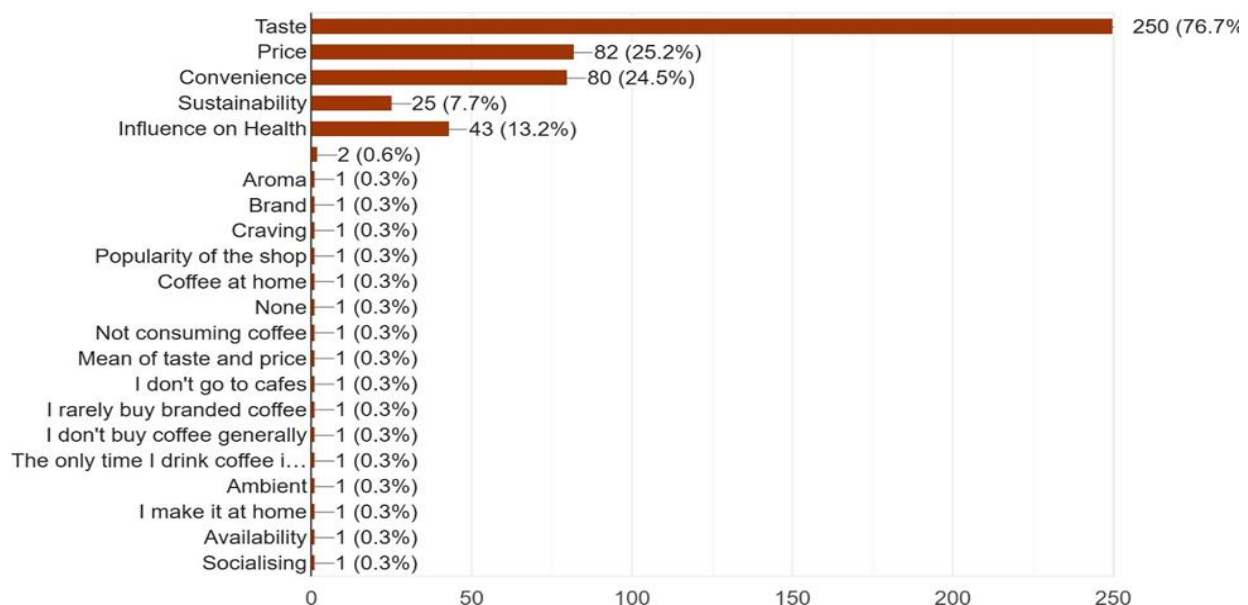
South Indian Filter coffee is the next largest preference with 14.4%. The preparation/brewing is much similar to that of how a tea is made, with much more complex flavours and flairs of mixing the coffee in two cups till it is covered with glistening froth.

2. Buying Coffee from coffee shop

Taste is a major factor for influencing and encouraging people to consume coffee at coffee shops. Since they serve the coffee out of a coffee machine, the complex flavours that are developed are very much different than the ones provided by the instant coffee. However, their prices are the discouraging factor for frequent visits. Coffee shops often symbolise modern lifestyle with specially curated experiences and pleasant ambience, making it a lifestyle choice to visit them. For the younger generation visiting coffee in coffee shops are considered a mark of privilege and sophistication, making it a popular spot to hangout for special occasions like to catch up or for a date.

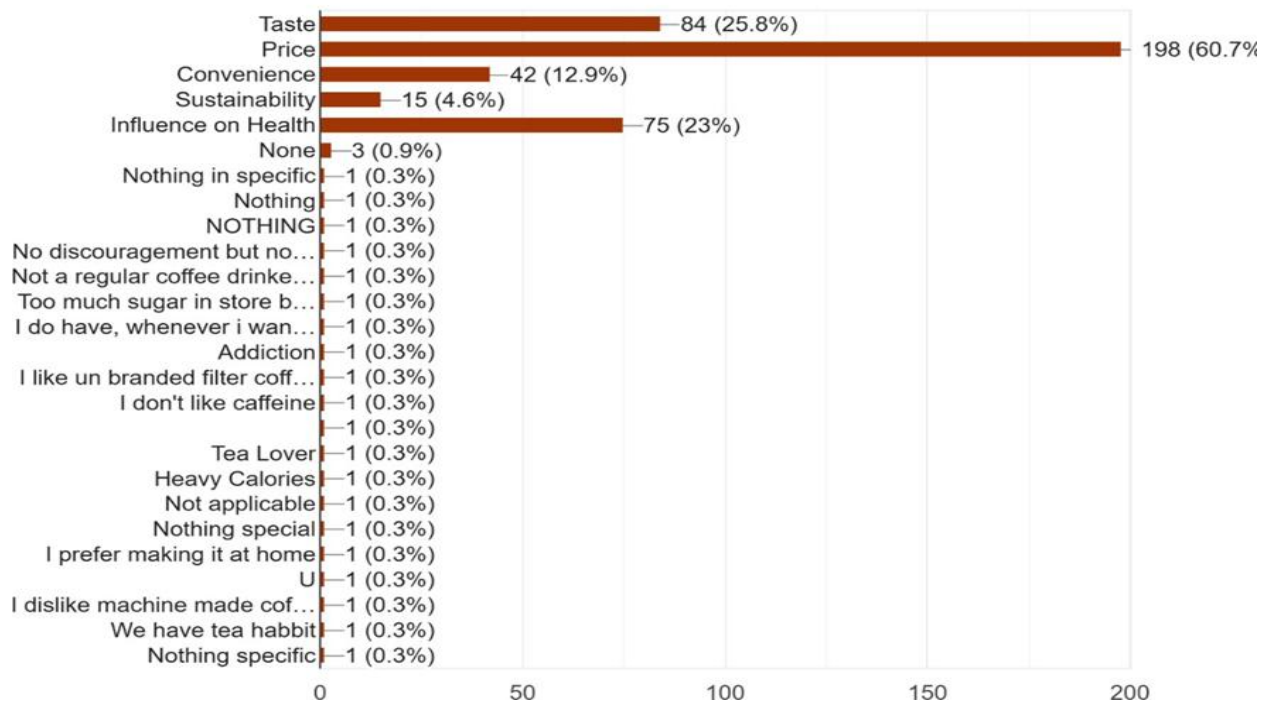
10. What influences your choice of buying coffee from a cafe / coffee shop ?

326 responses



11. What discourages you from buying coffee from a café / coffee shop ?

326 responses



CONCLUSION

The conclusions drawn are based on the survey conducted and are not generalised statements. The overall conclusions drawn were as follows:

- [1] The majority of the review audience was found to be of the Age group 40-55 years. Followed by young adults aged 18-28 years.
- [2] Majority of the audience was based in Mumbai with few from scattered cities in India and international.
- [3] About 39% of the respondents drank coffee daily as part of their routine.
- [4] Popular times for coffee was in the mornings (58%) closely followed by evenings (49%).
- [5] While the highest preference for the temperature of coffee was Warm & Piping Hot
- [6] 84% responses were in favour of Milk based coffee followed by 44.5% adding sugar to their coffee.
- [7] Instant Coffee Powder was the most preferred source of coffee with brand Nescafe taking the lead.
- [8] Although a stimulating beverage, role of coffee was for relaxation purposes for 41% of

participants.

- [9] While 42.6% participants elected to rarely trying any new coffee products, 28.5% were willing to experiment with flavoured coffee.
- [10] Taste being a major factor for influencing people to consume coffee at coffee shops, their prices are the discouraging factor. While the coffee shop does bring in a sophisticated and a classy view to a boring office meeting. For the younger generation consuming coffee in coffee shops are considered privileged, which is why the high prices pose a problem.

These findings illustrate that the role of coffee is changing drastically. It started out as a beverage meant for enjoyment and has now grown into being a vital part of daily routine, aid for social gathering and leisure. These modifications have been influenced by changing preferences of people over the years, coffee getting more user friendly & home-accessible brewing options like Instant coffee, Nespresso machines, cold brews and many more options. With advancement of technology & medicine also proving that consumption of coffee is good for health in limited quantities.

Key concerns over cafes & coffee shops losing out on a portion of clientele who find their coffees expensive,

over-priced & not worth the money being paid. Some cafes have also taken over a task of educating their visitors about coffee, its production, processing, brewing and service to justify & prices. If coffee shops aim to appeal to all the age brackets, they must first research through the kind of coffee & coffee products their target audiences are interested to invest in in order to maximise their profit & to make their products more feasible, user friendly & accessible.

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