How many people in the U.S. drink specialty coffee? What is the demand for specialty coffee? How has that grown over time?

These are a few of the most common questions the Specialty Coffee Association (SCA) gets from the specialty community. Here’s what we know. From a macro view, specialty coffee consumption in the U.S. is growing and 2017 has seen a significant increase in daily specialty coffee drinkers. Furthermore, over the last 18 years, the number of daily specialty coffee drinkers has consistently increased, strengthening the consumer demand for specialty coffee.

Extracting and interpreting data from the National Coffee Association Annual Drinking Trends Report, the SCA has developed an infographic that paints a picture of specialty coffee consumption over time. The infographic is broken up into three parts: percentage of adults in the US drinking specialty coffee, cups per day per US drinker, and market share of specialty coffee in cups. Overall, this information demonstrates the continued consumer desire for more and better tasting coffee.