

Analysis of Coffee Consumption & Spending Habits

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1..Introduction

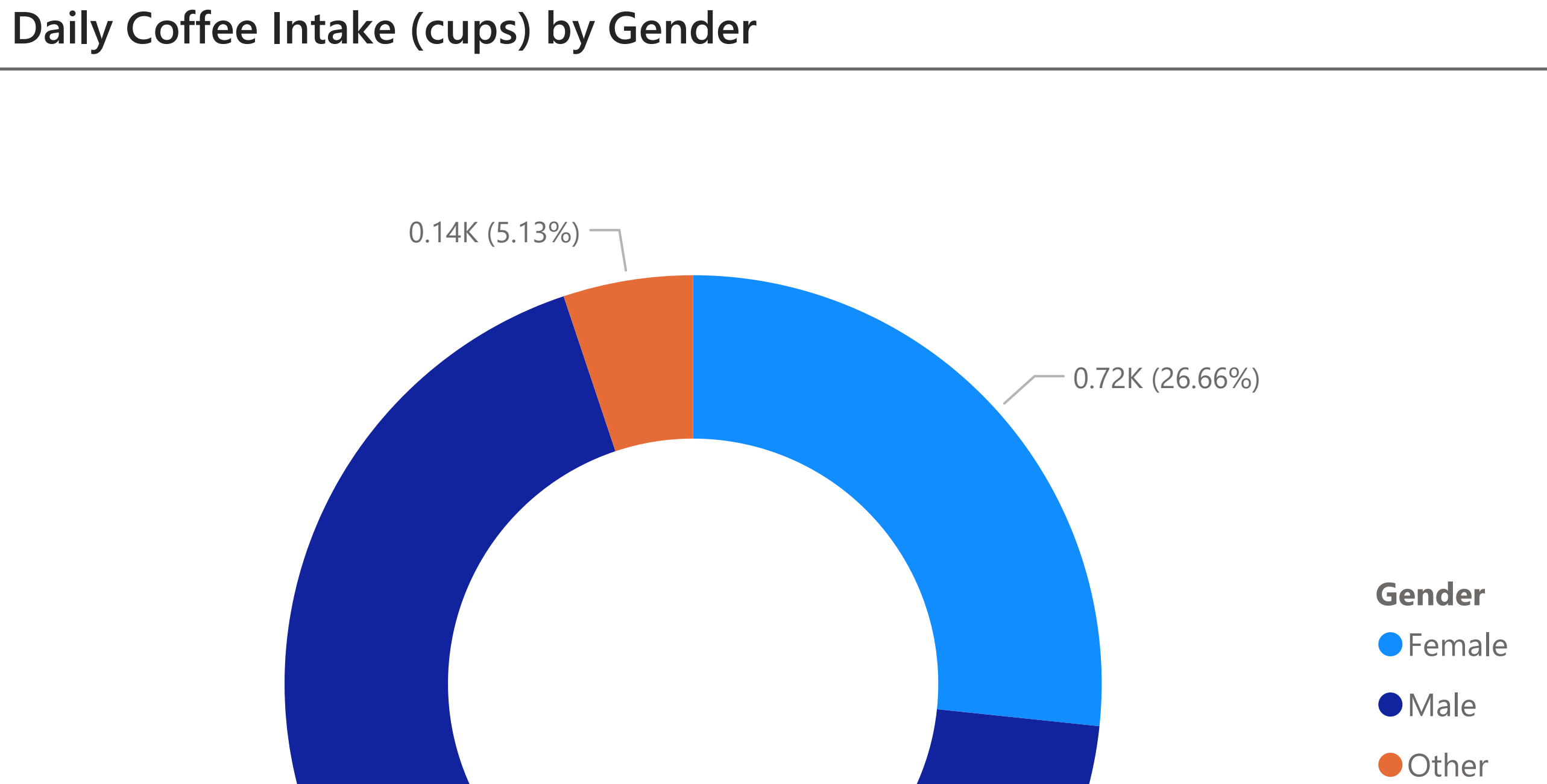
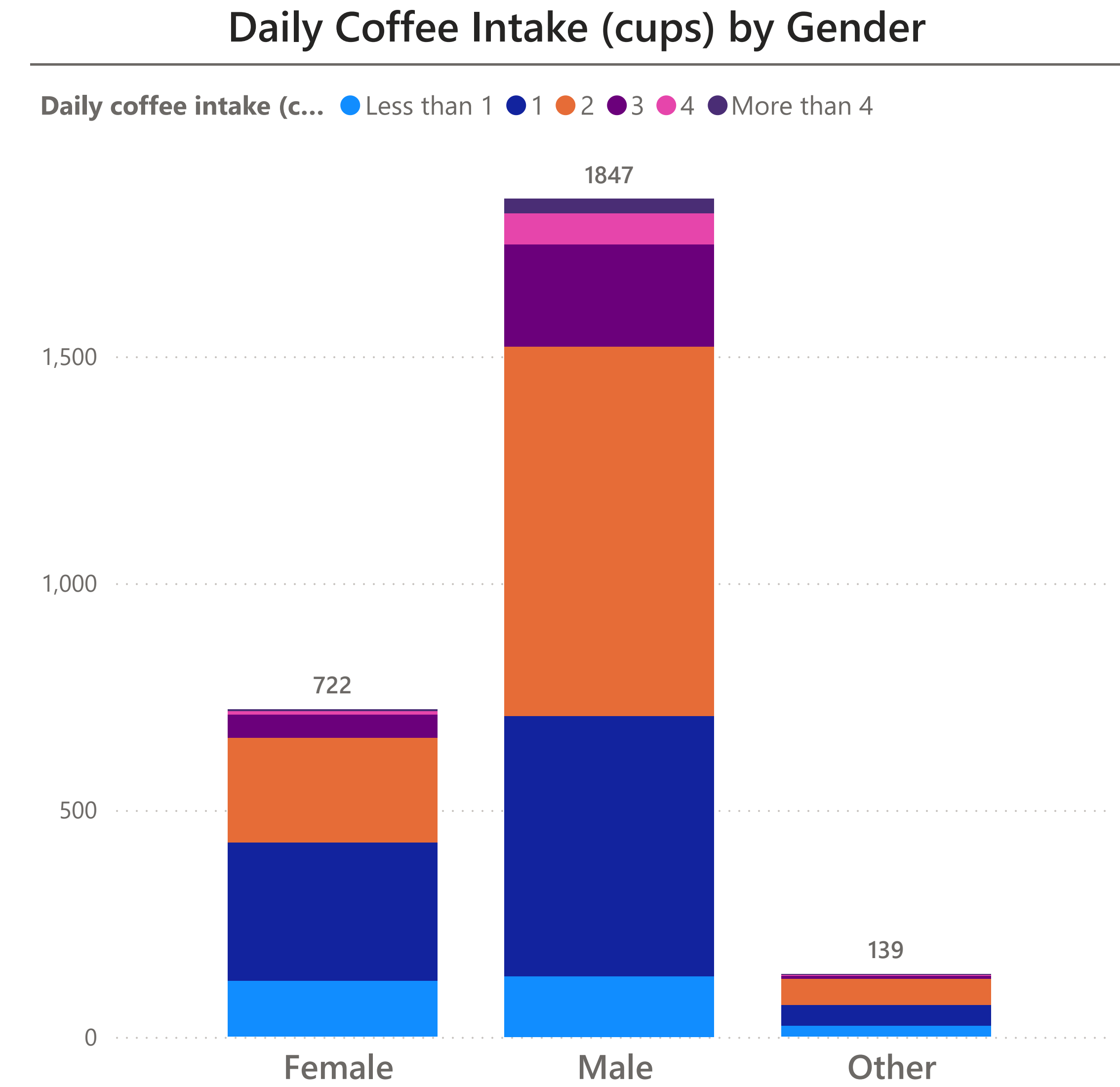
This report analyzes a representative sample of American coffee consumers to identify key demographic trends, consumption patterns, and spending behaviors. The primary objective is to pinpoint the highest-value customer segments and provide data-driven recommendations for targeted marketing and product pricing strategies.

2..Data & Methodology

The analysis is based on a dataset of over 2,700 respondents, segmented by gender, age, and self-reported spending. Key metrics analyzed include daily coffee cup consumption, historical spending on coffee equipment, and acceptable price points per cup. Data was cleaned and standardized to ensure analytical accuracy, with respondents categorized into "Youth" (0-24), "Adult" (25-44), and "Senior" (45+) age groups for comparative analysis.

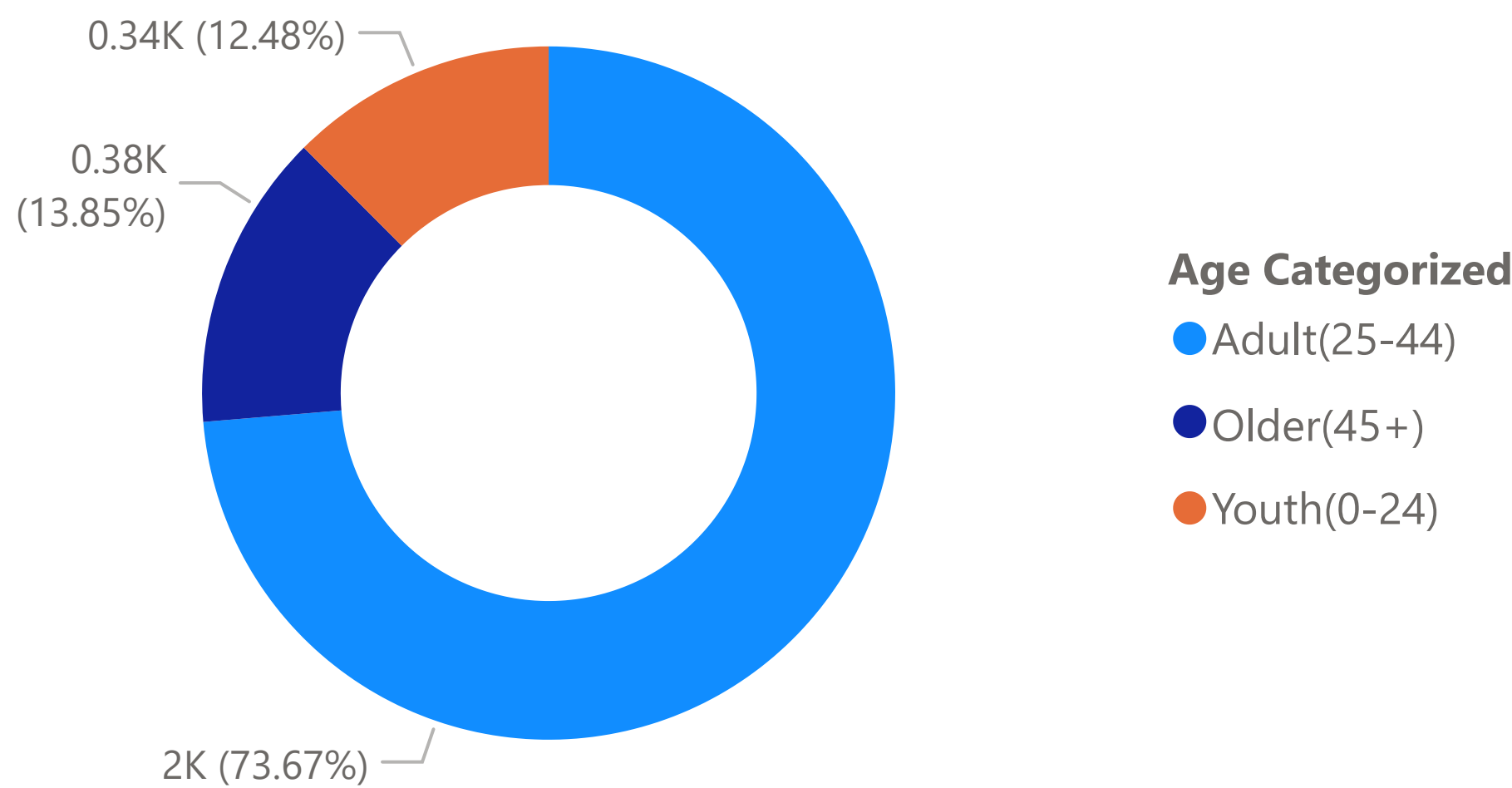
3..Key Findings

- Market Dominance by Gender:** Male consumers are the dominant force, accounting for 68.2% of daily coffee consumption compared to 27% for female consumers.

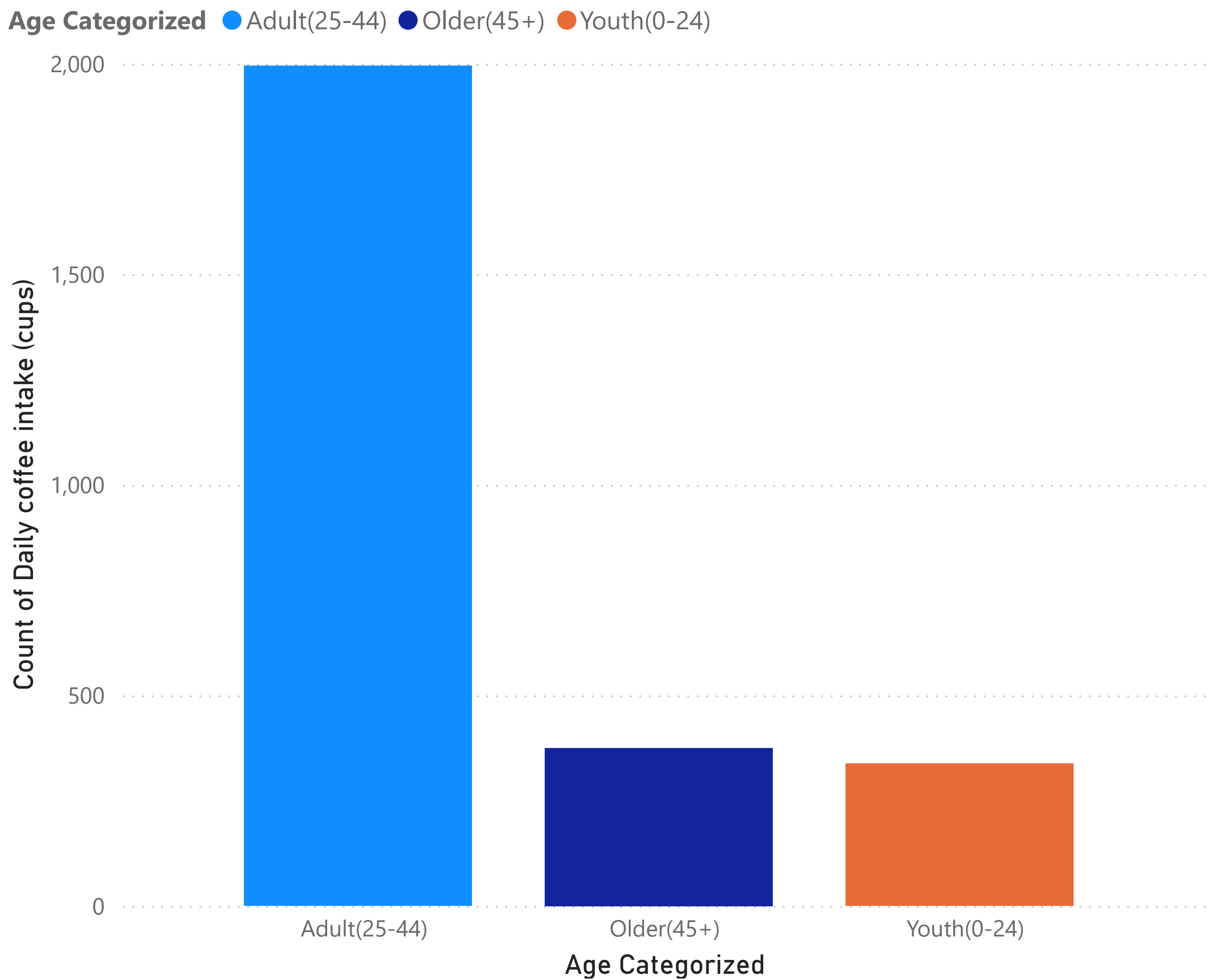


. **The Core Demographic is Adults(25-44):** This segment represents the vast majority of the market, comprising 73.67% of both daily consumption and equipment spending over the past 5 years.

Coffee Equipment Spending (past 5 years) by Age Category

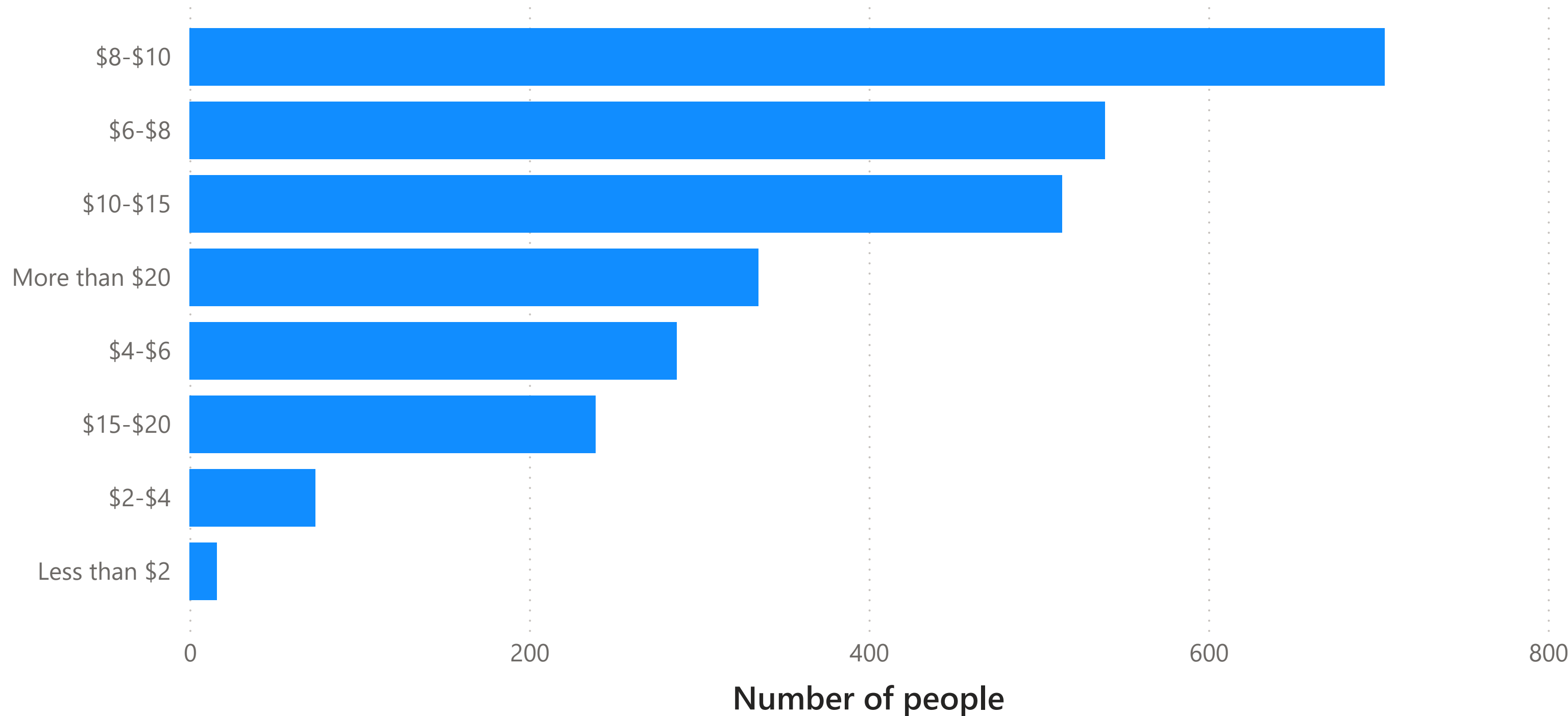


Daily Coffee Intake (cups) by Age Category



. **Identified Pricing Band:** Consumer willingness-to-pay analysis reveals a clear premium price range. The top three preferred price categories per cup were **\$8-\$10**, **\$6-\$8** and **\$10-\$15** in that order. This suggests the ideal pricing window for new coffee products lies between **\$6 and \$15** per cup.

Maximum willingness to pay per cup



. **Gender behavior trends:** Across all age and spending brackets, men consistently outspent and out-consumed women, reinforcing their role as the primary target market.

4..Conclusions and Recommendations

The analysis shows that the core coffee consumer base consists of men aged 25–44, who not only consume the most coffee but also exhibit a higher willingness to spend on equipment and premium beverages.

Recommendations:

- **Target Marketing:** Focus promotional campaigns on adult male audiences, emphasizing quality and experience.
- **Pricing Strategy:** Keep coffee offerings within the \$6–\$15 range to match willingness-to-pay levels.
- **Product Development:** Introduce premium coffee options aimed at adults, possibly with loyalty programs or subscription models. Create incentives and bulk-purchased discounts aimed specifically at the "Adult Male" segment to secure their status as primary customers.
- **Further Analysis:** Investigate lifestyle factors (occupation, income level) to refine segmentation for future campaigns.

Condensed Summary Version (Executive-Level Format)

This project analyzes data from over 2,700 coffee consumers to understand who drinks the most coffee, who spends the most, and what price ranges customers are willing to pay. The goal is to help identify the most valuable customer segments and guide better marketing and pricing decisions.

Key Insights

Men are the dominant consumers of coffee, accounting for 68% of daily intake and leading in overall spending.

Adults aged 25–44 form the core market, making up 73% of total consumers and showing the highest interest in coffee equipment and premium beverages.

The ideal price range per cup sits between \$6 and \$15, with strong preferences around \$8–\$10.

Conclusion

The most valuable customer segment is men aged 25–44. Targeted marketing, premium offerings, and pricing within the \$6–\$15 range can maximize engagement and revenue.

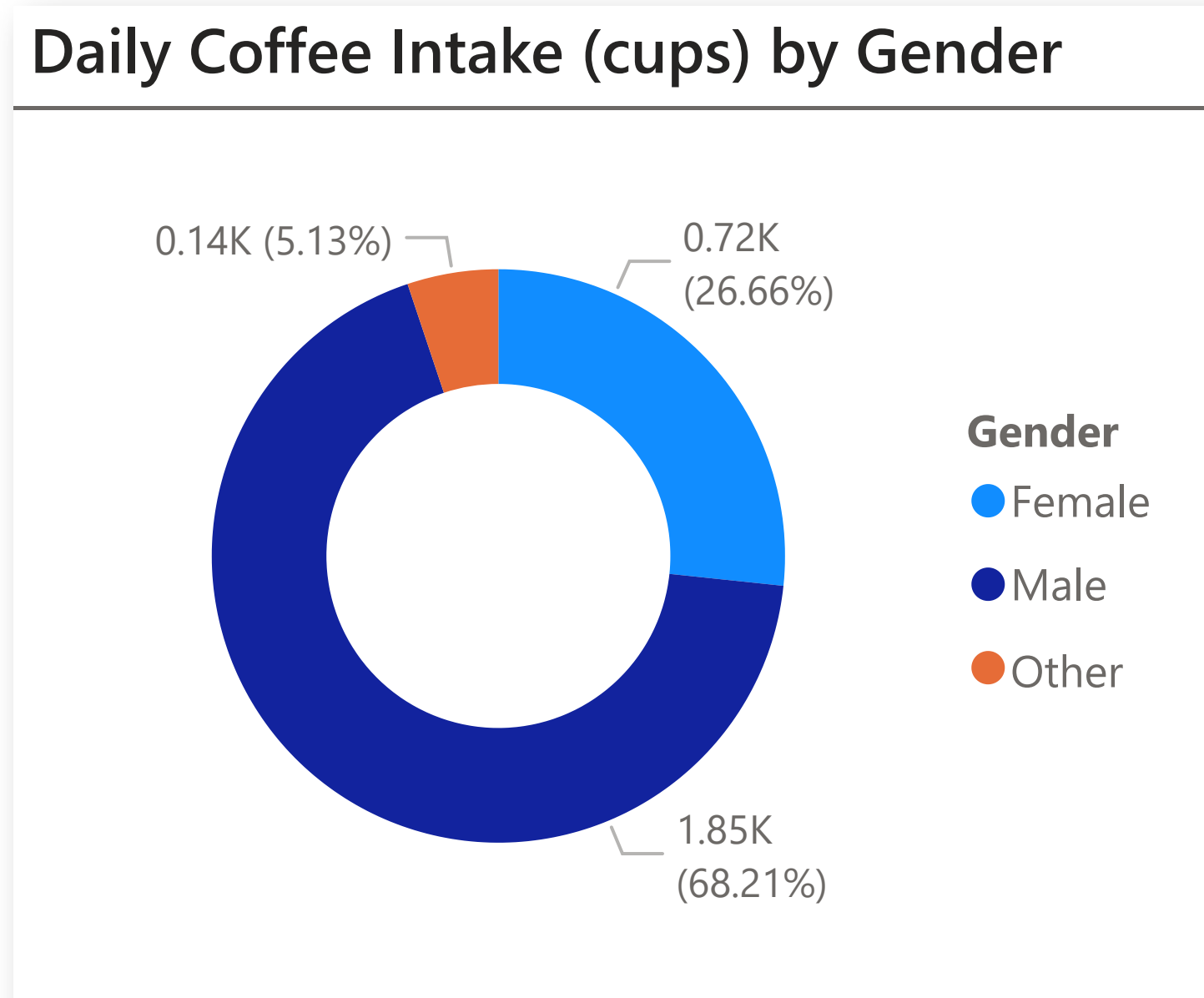
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Introduction & Data Collection

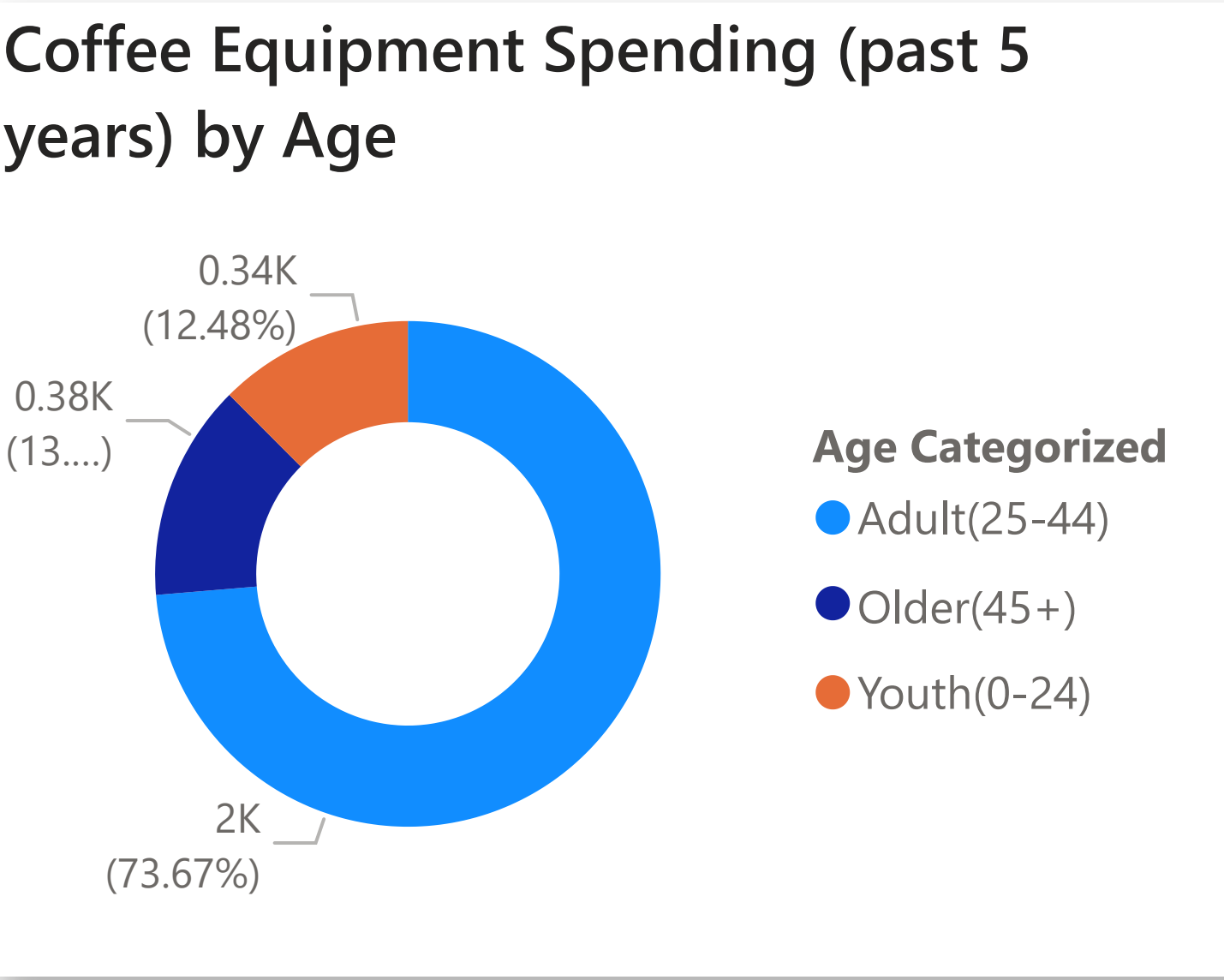
Survey data from 2,700+ respondents was analyzed by age, gender, and spending to understand coffee consumption habits.

Key Findings

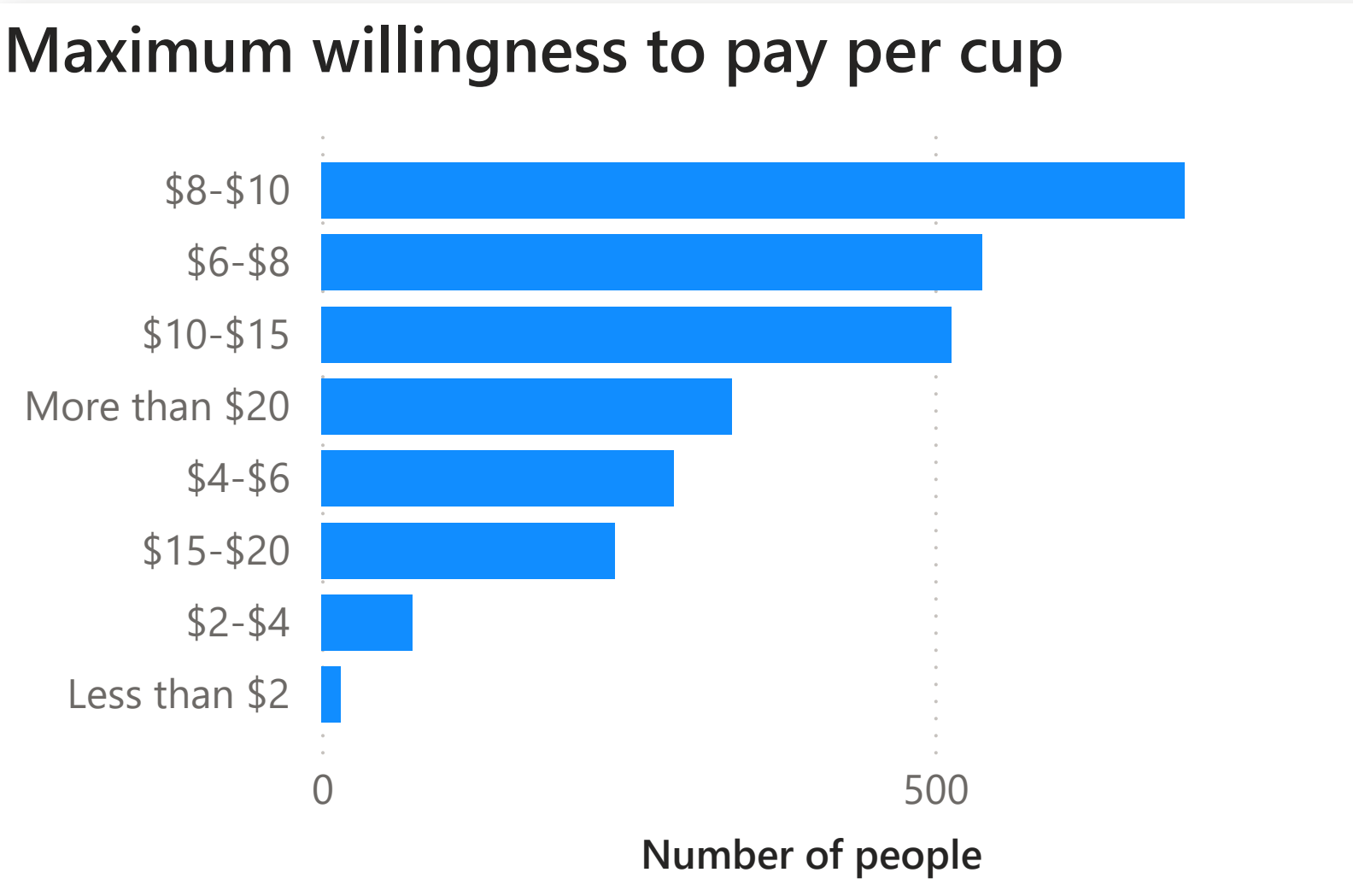
Men account for 68% of daily coffee consumption and spending.



Adults (25–44) make up 73.7% of consumers and spend the most on coffee equipment and drinks.



Most consumers prefer coffee priced \$6–\$15, with peak preference at \$8–\$10.



Conclusions & Recommendations

Target men aged 25–44. Focus marketing and pricing on \$6–\$15 premium cups, highlighting quality and lifestyle appeal.