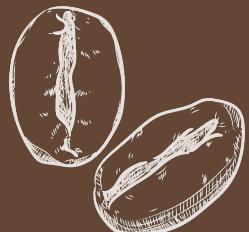


Coffee Consumption!



Web Design
Final Project

Jessie Yee



Overview



- Used to boost energy, for socialization, health benefits, and taste
 - 146 billion cups consumed yearly
 - 400 million cups of coffee per day in America (Avg. 3 per person)
 - 66% of Americans consume coffee daily, even more than bottled water (64%)
 - 2 in 3 Americans make coffee at home every day
 - Within the last year, coffee prices have risen 20%
- 
- 

 LIGHT

History of Coffee

DARK

[Timeline website link](#)

BREWING HISTORY: THE JOURNEY OF COFFEE

From Ethiopian Fields to Global Cups – Unraveling the Rich Tapestry of Coffee's Evolution



9th Century:
Discovery in
Ethiopia



Legend has it that coffee is discovered by an Ethiopian goat herder named Kaldi, who notices its energizing effects.

15th
Century:
Introduction
to Arabia



Coffee cultivation begins in the Arabian Peninsula, and coffee houses (qahveh khaneh) become popular social hubs.

17th
Century:
Coffee in
Europe



Coffee is introduced to Europe, and coffeehouses emerge as centers for socialization and intellectual exchange.

18th
Century:
Global
Expansion



Coffee, now a prized commodity, spreads globally as European colonial powers establish plantations in the Americas.

20th
Century:
Rise of
Specialty
Coffee



The 20th century witnesses the emergence of specialty coffee, with a focus on quality, sustainability, and ethical sourcing.





Demographics



- 72% of people 60+ years old drink coffee, making them the highest age group that consumes coffee
 - In 2020, men reportedly drank an 1.93 cups of coffee per day and woman drank 1.82 cups
 - Men tend to consume more volume of coffee whereas woman spend more money on it
- 



Made to taste



- 51% of Americans enjoy their coffee “Regular”
- 37% prefer it with milk, sugar, or creamer
 - 20% prefer their coffee black
- Espressos are the most popular coffee drink in the U.S
- Cappuccinos are the most popular in the world
- 49% of Gen Z drink iced coffee

Coffee Making at Home



- 36% of people who make coffee at home use a drip maker
 - 22% use a single cup brewer
 - 21% use ready-to-drink
 - 20% use cold brewing
 - 15% use an espresso machine
 - 10% use instant coffee



Starbucks vs. Dunkin



Starbucks and Dunkin Donuts are the largest coffee shop chains in America

Starbucks
vs.
Dunkin'



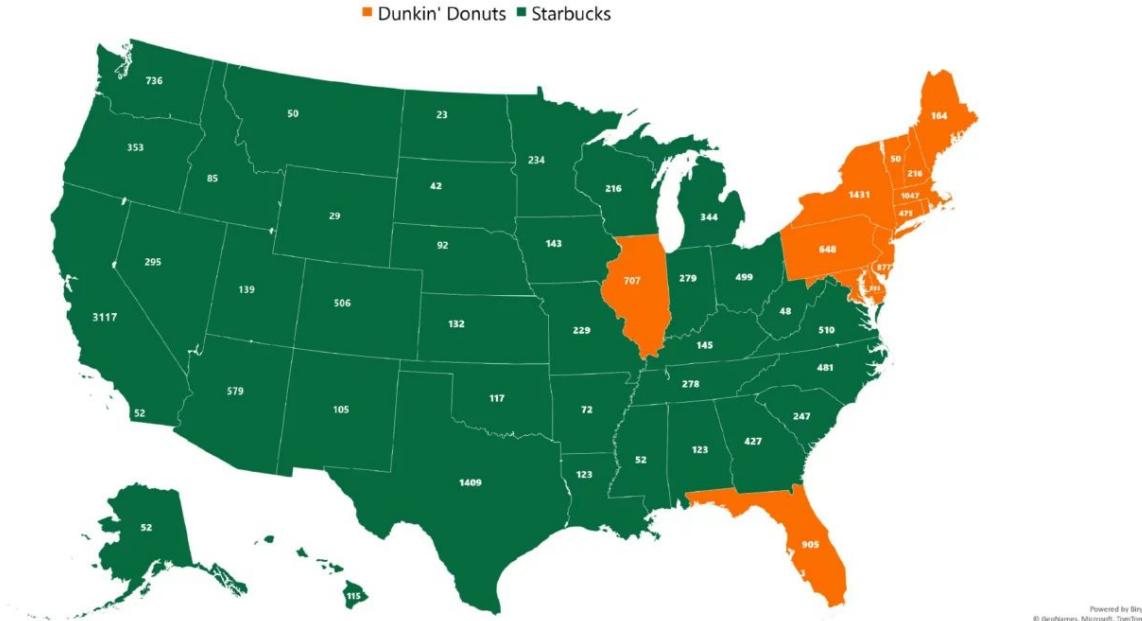
- In 2020, there were ~15.3k Starbucks and ~9k Dunkin's in the U.S
- Dunkin reported \$1.3 billion in revenue in 2019, and in 2020 Starbucks reported \$20.3 billion in revenue
- 23% of people buy coffee from Starbucks, 14% from Dunkin, 22% a convenience store, and 15% elsewhere
- Dunkin drinks averages \$2 less than Starbucks



*As of December 2024

Dunkin' Donuts dominates in 13 US states

Starbucks vs. Dunkin': States With Most Stores



Map Website Link

Health Benefits



- Improved mood, lower risk of depression
- Lower risks of stroke in some studies
- May be linked to lower risk of Parkinson's disease, type 2 diabetes, and Alzheimer's in some groups
- Might help protect against cancer in mouth, throat, and digestive system
- Regular and decaf have protective qualities for your liver





Color Palette

FFFFFF

EDE0D4

E6CCB2

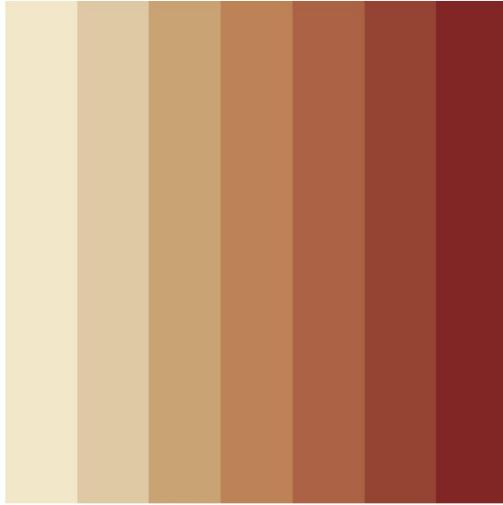
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B08968

7F5539

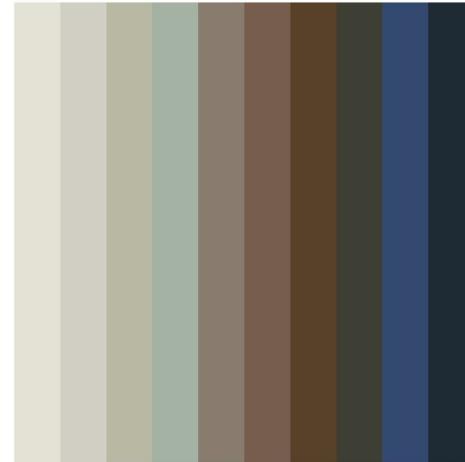
9C6644

Earthy Red



#f5e6c5 #e3c8a0 #d1a16e #c77f4d #b65d3e #a03d2e
 #8c1b1f

Earthy Blue



#E4E1D3 #D1CFC2 #B8B8A0 #A0B2A1 #8C7B6D #7B5B4A
 #5B4025 #3D3E33 #2C4A72 #1B2A35



Citations

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- [Cafely](#)
- [National Coffee Association](#)
- [Daily Coffee News](#)
- [John Hopkins Medicine](#)
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- [Balance Coffee Co](#)
- [Food Institute](#)
- [Forbes](#)
- [Drive Research](#)
- [Coffeeness](#)
- [About Coffee](#)
- [Nescafe](#)
- [Coffee Crafters](#)

