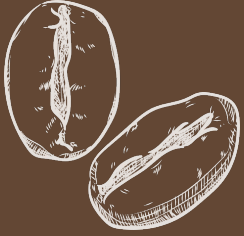


# Coffee Consumption!



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

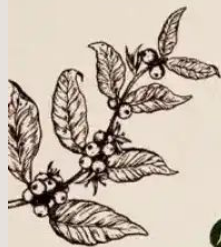
# History of Coffee

DARK

[Timeline website link](#)

## BREWING HISTORY: THE JOURNEY OF COFFEE

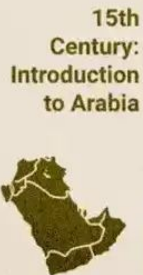
From Ethiopian Fields to Global Cups – Unraveling the Rich Tapestry of Coffee's Evolution



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



[GIF link](#)

- 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'

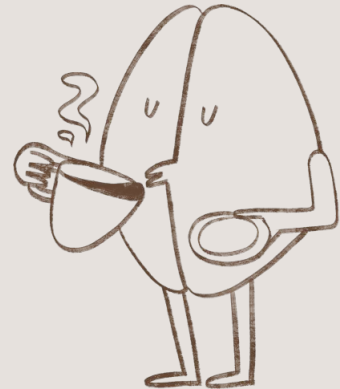


Starbucks and Dunkin' Donuts are the largest coffee shop chains in America

Starbucks  
vs. Dunkin'



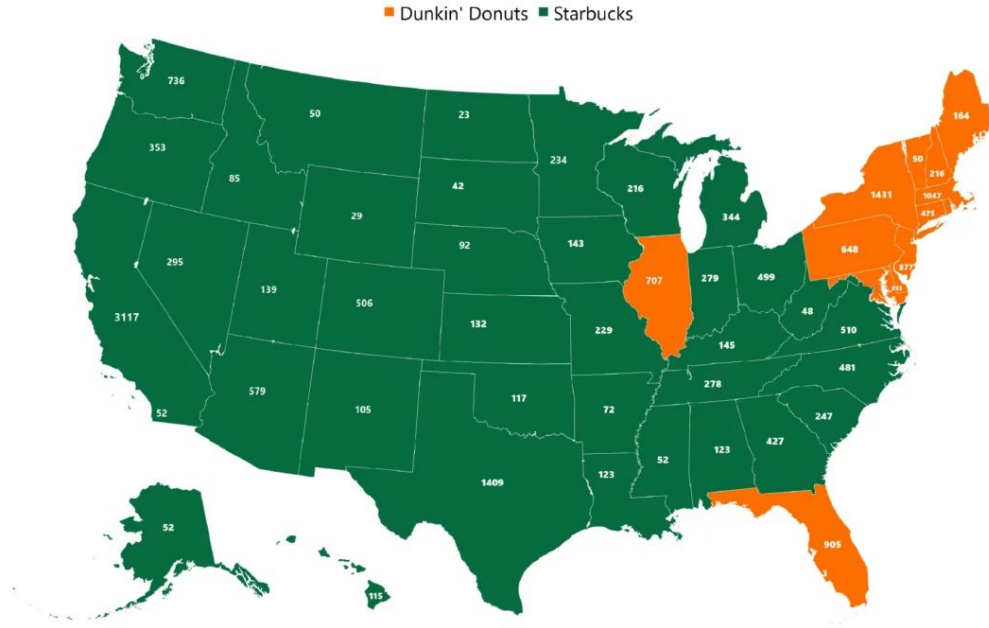
- In 2020, there were ~15.3k Starbucks and ~9k Dunkin's in the U.S
- Dunkin' reported \$1.3 billion in revenue in 2019, and in 2020 Starbucks reported \$20.3 billion in revenue
- 23% of people buy coffee from Starbucks, 14% from Dunkin', 22% a convenience store, and 15% elsewhere
- Dunkin' drinks averages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



\*As of December 2024

## Dunkin' Donuts dominates in 13 US states

Starbucks vs. Dunkin': States With Most Stores



Powered by Bing  
© GeoNames, Microsoft, TomTom

[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

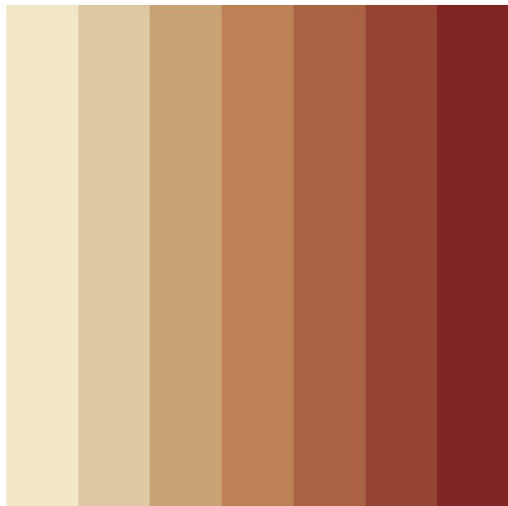
DDB892

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](#)
- [Mayo Clinic](#)
- [Corner Coffee Store](#)
- [Balance Coffee Co](#)
- [Food Institute](#)
- [Forbes](#)
- [Drive Research](#)
- [Coffeeness](#)
- [About Coffee](#)
- [Nescafe](#)
- [Coffee Crafters](#)

