

# Coffee Consumption



The University of Sheffield.

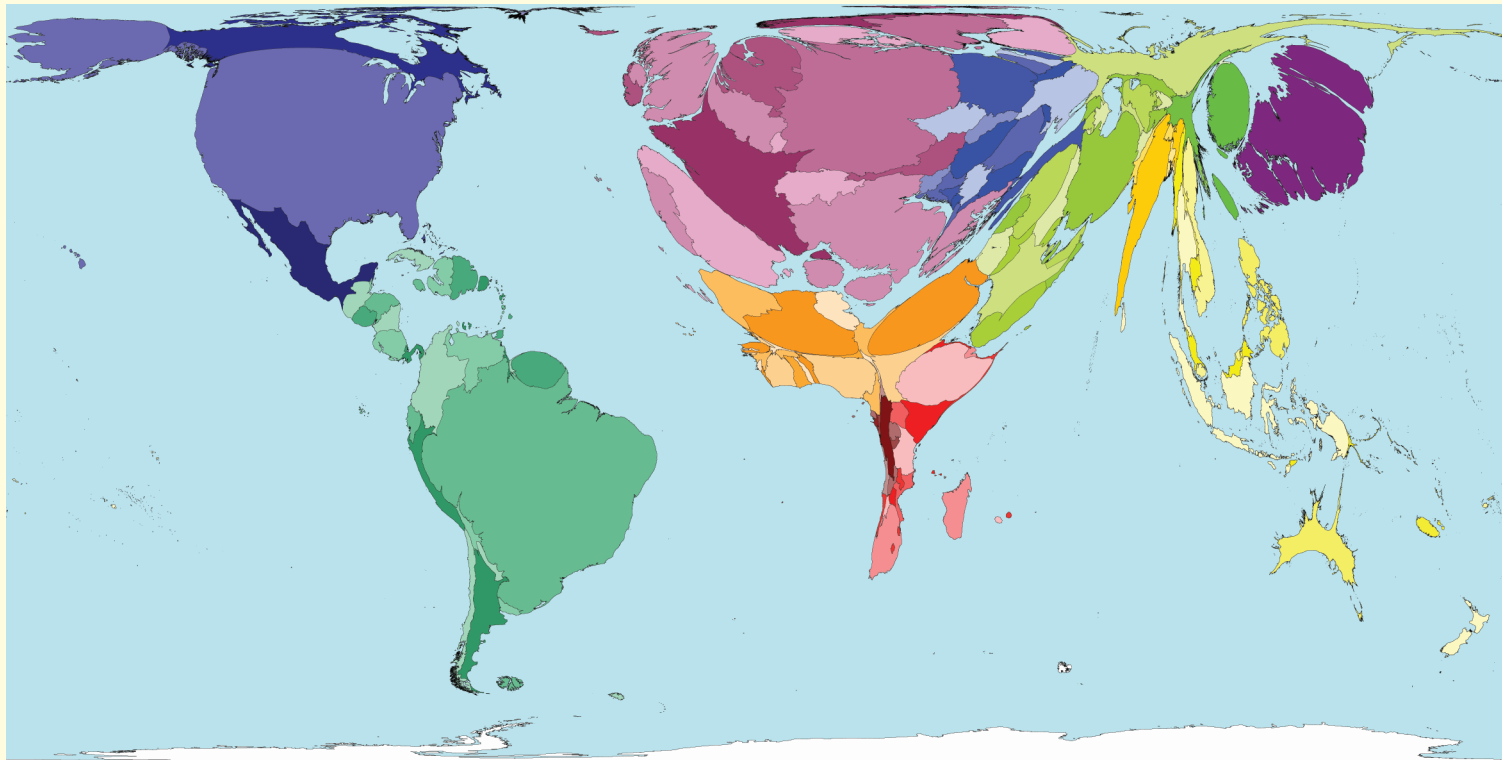


The Leverhulme Trust



Geographical Association

Produced by the SASI group (Sheffield) and Mark Newman (Michigan)

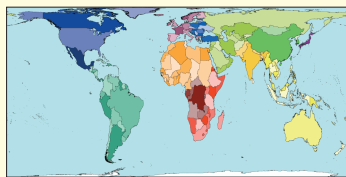


The United States is currently the world's largest market for coffee. Annual consumption per capita is just over 4 kg compared with 5 kg on average in Europe.

Consumption in Europe varies from around 10 kg per capita per year in the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden) to around 3 kg in the United Kingdom and most of Eastern Europe.

The annual consumption of over 5 kg per capita in Brazil is exceptionally high among the over 60 coffee-producing countries. Brazil's annual production of around 2.4 million tonnes (40 million 60-kg bags) makes up a third of the world production of just over 7 million tonnes.

Territory size shows the proportion of all coffee worldwide that is consumed in that territory.



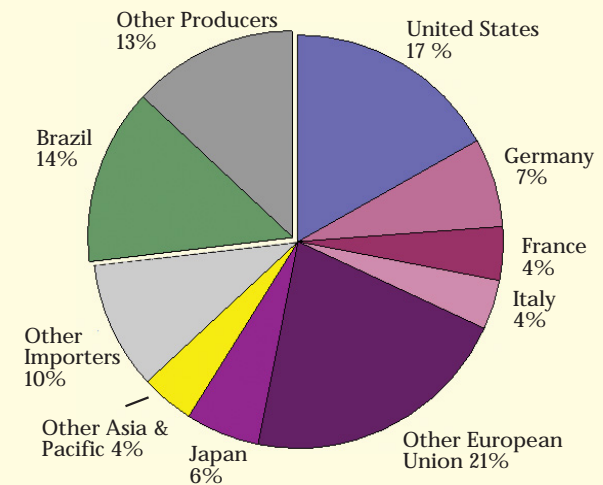
Land area

- Technical notes
- Coffee is roasted and soluble coffee based on green coffee beans (arabica and robusta).
  - 1 kg of roasted coffee requires 1.19 kg of green coffee beans.
  - Data source: International Coffee Organization, ICO; P&A International Marketing, Brazil; and ITC/UN's Coffee Guide, [www.thecoffeeguide.org](http://www.thecoffeeguide.org).
  - These data reflect average consumption for 2006 and 2007 (2005 & 2006 in a few cases)
  - Territories with populations below 0.5 million are not listed here although several of them have a high consumption per capita.

## HIGHEST COFFEE CONSUMPTION

Rank	Territory	Value	Rank	Territory	Value
1	Finland	12.0	11	Italy	5.8
2	Norway	9.6	12	Slovenia	5.6
3	Denmark	8.9	13	Austria	5.3
4	Netherlands	8.2	14	France	5.3
5	Sweden	8.0	15	Brazil	5.2
6	Switzerland	7.7	16	Greece	5.1
7	Belgium/Luxembourg	7.6	17	Costa Rica	4.5
8	Germany	6.5	18	Cyprus	4.4
9	Canada	6.1	19	Spain	4.2
10	Estonia	6.0	20	United States	4.1

Annual consumption of coffee in kg per capita (green bean equivalent)



"A day without coffee is like ... a day without coffee!" Text on a billboard in the US, 2005