



15/01/2025

REPORT

Espresso Yourself: Coffee Cravings and Caffeinated Conversations



AUDIENCE

Demographics

United Kingdom, Age 18 to 35

Category

Coffee; Beverage

Custom Screening

How do you typically make coffee at home?

Qualified: I use a high-quality espresso machine, I brew using specialty methods like pour-over, French press, or AeroPress.

Unqualified: I use a basic drip coffee maker or instant coffee., I don't make coffee at home.

Custom Screening 2

Which of the following best describes your interest in coffee?

Qualified: I'm passionate about coffee and invest in high-quality beans, brewing methods and equipment., I enjoy coffee and sometimes experiment with different brewing techniques.

Unqualified: I drink coffee casually and don't focus much on brewing methods., I don't drink coffee.



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OBJECTIVE

To delve into the underlying motivations, preferences, and consumption rituals of UK consumers aged 18-35, examining the influence of flavor profiles, coffee bean origin, brewing techniques, and ethical considerations on their purchasing behavior. Explore the role of coffee in their lifestyle, from its function as a daily energizer to its place in social settings, and analyze how emerging trends in specialty coffee, at-home preparation, and sustainable packaging are shaping their brand loyalty and consumption patterns.

BURNING QUESTION

What factors most significantly influence your decision when choosing a coffee brand or product?



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CHAT GUIDE

1. How does coffee fit into your daily routine?
2. What's your go-to coffee order?
3. Describe your last coffee purchase experience.?
4. How often do you try new coffee brands or types?
5. How do you decide which coffee to buy for home brewing?
6. How important is the brewing method to you?
7. How do you brew your coffee at home?
8. Could you take a photo or screenshot of the coffee beans you use at home?
9. Does the origin of coffee beans matter to you?
10. What role does the flavor profile play in your choice?
11. Do you prefer coffee from local independent shops or chains?
12. What are your thoughts on ethical sourcing in coffee?



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CHAT GUIDE

13. How much do you value sustainable packaging?

14. Imagine your ideal coffee brand; what three qualities does it have?

15. How would you rank these factors in terms of importance for you when choosing a coffee brand

Choices: Price, Ethical/sustainable , Branding, Popularity, Quality

16. What's the latest coffee trend you've seen or heard about?

17. What could a coffee brand do to earn your loyalty?

18. And finally, what do you think the future holds for the UK Specialty Coffee scene?



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AI SUMMARY

When choosing a coffee brand or product, taste and flavor profile are the most significant factors influencing the decision. Consumers prioritize a rich and satisfying taste that aligns with their personal preferences, often favoring strong coffees that offer a robust and invigorating experience. Flavor notes such as nutty, toffee, caramel, or chocolate enhance enjoyment and add depth to the beverage, while the balance between bitterness and sweetness contributes to a memorable drinking experience.

Ethical sourcing and sustainability practices also play a pivotal role in the decision-making process. There's a growing awareness of the environmental and social impact of coffee production, leading consumers to prefer brands that demonstrate ethical practices like fair trade. Ensuring that farmers are paid fairly and that production does not harm the environment allows consumers to enjoy their coffee with a clear conscience. Sustainable packaging, such as recyclable or biodegradable materials, further reflects a brand's commitment to environmental responsibility.

Price and quality are additional significant considerations. While high-quality coffee that delivers on taste and aroma is desired, consumers also seek value for money. Some are willing to invest more in premium beans and brewing equipment to achieve the desired experience at home, but affordability remains important. Availability and convenience, such as ease of purchase from local stores, influence choices, and recommendations from trusted sources can sway decisions, although branding and popularity are generally less influential compared to personal taste preferences and ethical considerations.





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KEY INSIGHTS

Flavor and Brewing Preferences

- Consumers exhibit a strong preference for rich, bold flavors in their coffee, often enhanced with sweet notes like caramel, toffee, or chocolate. This preference is consistent across both hot and iced coffee orders.
- The brewing method is important to many, with a high-quality espresso machine being a common choice for home brewing. The convenience and consistency of using a machine are valued, although some also appreciate the control and ritual of manual brewing methods like French press.

Quotes:

"I look for rich flavours which have a bold and lasting flavour. It enhances my experience by giving me that morning boost which I want."

Age 28, Male

"It's the rich flavour of the coffee complimented by good quality milk. "

Age 34, Male

"I use a bean to cup machine. I am"

Age 30, Female

"It means it is made to the correct strength. I like the setting of the machine in the middle so it isn't weak and also not overly strong "

Age 30, Female





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KEY INSIGHTS

Coffee Bean Origin and Shop Preference Insights

- A significant number of respondents do not prioritize the origin of coffee beans, focusing instead on taste or convenience.
- Some respondents express a preference for supporting local businesses or seeking specific flavor profiles associated with single-origin beans.
- Convenience and consistency are key factors for those who prefer chain coffee shops, while individuality and atmosphere draw others to independent shops.
- Loyalty programs and the availability of gift cards are appealing aspects of chains for some coffee drinkers.

Quotes:

"The origin doesn't matter to me. Although it can impact the flavour, I don't mind having it from different countries as the taste can be just as good."

Age 28, Male

"Yes it does as I find Colombian beans have a particularly exuberant flavour that I prefer"

Age 32, Male

"I tend to prefer coffee from independent shops however if I need a "safe" coffee there are particular chains that I'll visit. "

Age 25, Male

"I like to go to chains as i can get gift cards to spend on them but usually the chains are more expensive than independent "

Age 18, Female





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KEY INSIGHTS

Qualities of an Ideal Coffee Brand

- Ethical sourcing and fair treatment of coffee farmers are important to consumers, with many looking for fair trade certifications or researching brands' practices before purchasing.
- Sustainable packaging is increasingly important, with a preference for recyclable materials like paper and cardboard. However, some consumers prioritize flavor and quality over packaging sustainability.
- Affordability without compromising on ethical standards and taste is a key quality that consumers desire in their ideal coffee brand.
- Transparency and consistency in product quality are important to build trust and loyalty among coffee enthusiasts.

Quotes:

"Sustainable packaging, great after taste and less pricey"

Age 20, Male

"It would be ethical, fair trade and support local farmers."

Age 28, Male

"Sustainable so that you know what your purchasing isn't doing harm, ethical so you know your money is going to a good cause and helping somebody and transparent so you can trust the company in what they're claiming. "

Age 25, Male

"Well payed workers, sustainable sourcing and packaging, great and unique tasting coffee "

Age 18, Female





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KEY INSIGHTS

Quotes:

"A lot of work goes into coffee production, it is only fair that the workers are paid fairly and have to work under pleasant conditions. "

Age 22, Female

"Yes if coffee can be sustainably packaged that's great. I will try to recycle where possible but I know that is hard when packaged in soft plastic "

Age 30, Female

"Firstly Sustainable & recyclable packaging, secondly great smelling & tasting coffee beans. Finally fresh coffee beans is also key"

Age 34, Male





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KEY INSIGHTS

Brand Loyalty and Coffee Experiences

- Brand loyalty can be influenced by a combination of consistent quality, reasonable pricing, and ethical practices. Loyalty programs offering points and early access to new products also enhance consumer loyalty.
- The coffee experience is enhanced by the ambiance of the café, customer service, and the perceived freshness and uniqueness of the coffee offered. Consumers appreciate both the convenience of chain coffee shops and the personalized touch of local independent shops.

Quotes:

"The flavour and price are my reasons "

Age 29, Female

"Only the loyalty points is what i find the most appealing "

Age 18, Female

"I tend to prefer coffee from independent shops however if I need a "safe" coffee there are particular chains that I'll visit. "

Age 25, Male

"The staff can be more personable at independent shops and if you want a baked good they are usually fresher and not prepackaged"

Age 30, Female





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KEY INSIGHTS

Emerging Trends and Future Outlook

- Seasonal flavors and limited-time offers are effective in attracting consumers to try new coffee types, especially during festive periods like Christmas.
- Platforms like TikTok and Instagram drive coffee trends, showcasing new products and brewing methods. Influencers and strong strategies boost brand visibility and consumer connections.
- Rewards programs and personalized experiences enhance customer satisfaction and loyalty, helping brands stand out and drive repeat business.
- Consumers favor brands with ethical sourcing and sustainable practices. Transparency and genuine efforts build trust and long-term loyalty.

Quotes:

"It is the seasonal flavours but also the option of something being new but also only around for a limited time"

Age 30, Female

"I went to costa coffee and I bought a hot vanilla latte because it was cold outside and i wanted to keep my hands warm"

Age 18, Female

"There are more and more people drinking coffees, and more coffee chains like Starbucks and Costa appearing which is making more people want to enjoy a coffee, creating a bigger market for producers of coffee"

Age 22, Female

"As I can learn more about how to make my coffee as good tasting as possible and maximise the flavour "

Age 30, Female





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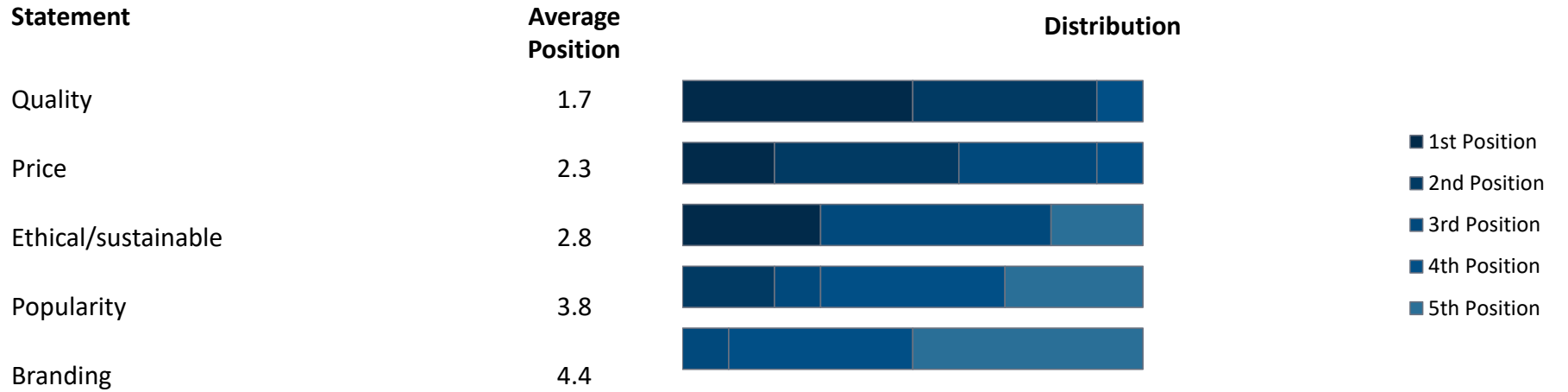
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METRICS

How would you rank these factors in terms of importance for you when choosing a coffee brand



TOPICS

AUDIENCE

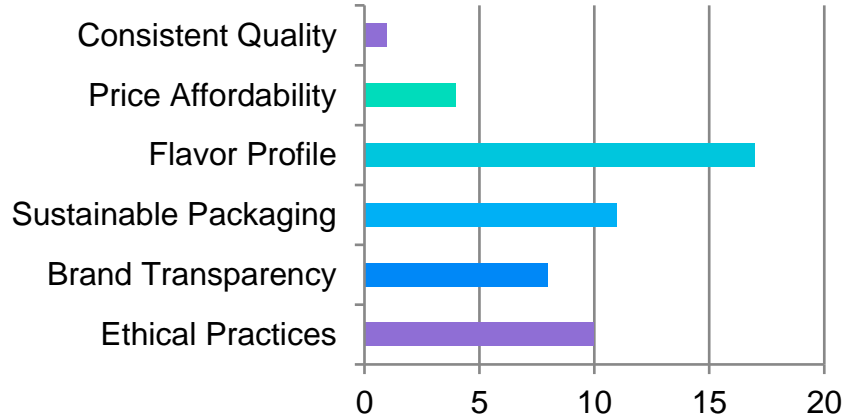
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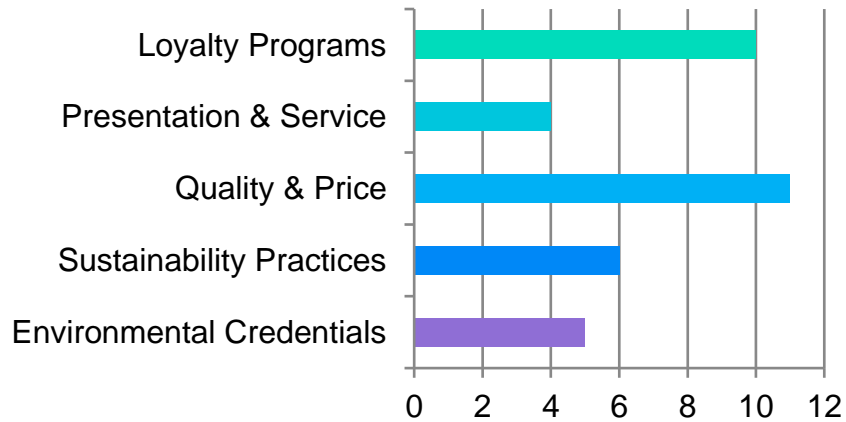
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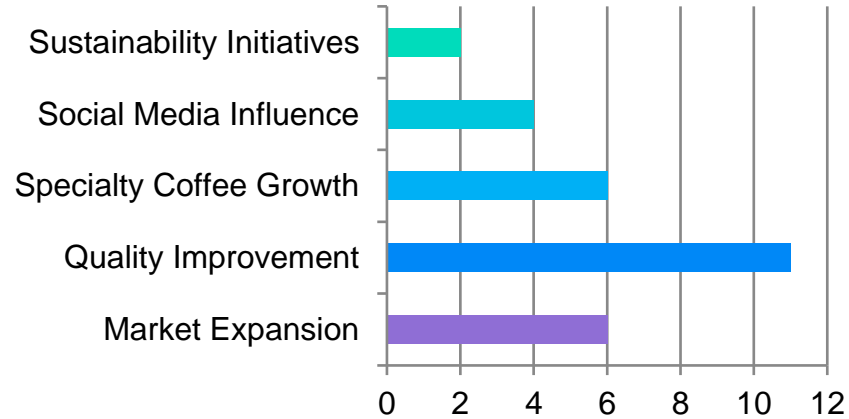
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TOPICS

And finally, what do you think the future holds for the UK Specialty Coffee scene?



PERSONAS

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The Espresso Enthusiast

Description:

- A 20-year-old male, full-time employed, and single with no children. He uses a high-quality espresso machine at home and is passionate about coffee, investing in high-quality beans and equipment.
- Prefers a strong coffee flavor that lingers, opting for double espressos and appreciates quick and kind customer service at coffee chains like Costa. He values the strength and caffeine content of his coffee to stay energetic throughout the day.
- Chooses coffee brands like Costa for their strength and aftertaste, and considers the brewing method crucial for the perfect taste and texture. Ethical sourcing and biodegradable packaging are important to him, and he prefers coffee that is less impactful on the environment.

Insights:

- This persona is driven by the functional benefits of coffee, such as staying awake and energetic. The taste and aftertaste are significant factors in his coffee preference.
- Brand loyalty is influenced by customer service experiences and the convenience of quick orders. He is likely to stick with a brand that offers consistency in taste and service.
- Environmental considerations are secondary but still influence his purchasing decisions. He is likely to support brands that align with his values of ethical sourcing and sustainability.

The Artisan Advocate

Description:

- A 28-year-old unemployed male, single with no children. He enjoys coffee and sometimes experiments with different brewing techniques, using a high-quality espresso machine at home.
- Seeks out new coffee brands and types based on research and supermarket availability, preferring rich and bold flavors. He values ethical sourcing and sustainability highly, choosing coffees that are fair trade and environmentally friendly.
- Prefers coffee from local independent shops for their unique flavors and experiences, and believes in supporting local farmers. He enjoys the process of using a French press and grinding beans by hand for a more authentic taste.

Insights:

- This persona is engaged with the coffee community, staying updated on trends through social media and valuing the uniqueness of local coffee shops.
- Ethical considerations are a top priority, influencing his brand loyalty and satisfaction with his coffee purchases. He is likely to advocate for brands that demonstrate a commitment to fair trade and sustainability.
- The ritual of brewing coffee is part of his enjoyment, indicating a preference for hands-on brewing methods that allow for personalization and control over the final product.

The Conscious Connoisseur

Description:

- A 32-year-old male, full-time employed with children, who is passionate about coffee and uses a high-quality espresso machine. He invests in high-quality beans and enjoys the ritual of making coffee in the morning.
- Prefers single-origin Colombian coffee beans due to personal connections and the exuberant flavor they offer. He values the ethical sourcing of coffee and supports fair trade practices.
- Enjoys coffee from local independent shops like The Steam Room for their atmosphere and premium packaging. He believes the UK Specialty Coffee scene will continue to grow with more companies perfecting their coffee.

Insights:

- This persona has a deep emotional connection to coffee, with personal ties to coffee origins and a preference for single-origin beans that support local farmers.
- The ambiance and presentation of coffee, both in shops and packaging, play a significant role in his coffee experience, indicating a preference for brands that invest in customer experience and aesthetics.
- He is optimistic about the future of the UK Specialty Coffee scene and is likely to be influenced by brands that innovate and improve the quality of their coffee.





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REPORT**

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