

Iced, Please! Survey Uncovers Gen Z's Coffee Cravings

Shopkick grinds data for National Coffee Day and finds Americans can't function without their java

REDWOOD CITY, Calif. -- Sept. 22, 2020 -- Grab your favorite mug because Tuesday, Sept. 29 is National Coffee Day! To celebrate, [Shopkick](#), a leading shopping rewards app, asked America a lot about Joe. Turns out, 60 percent can't function without their caffeine, and the youngest Americans want their coffee iced and light.

In a survey of more than 15,000 consumers, Shopkick discovered tasty insights on America's coffee preferences, looking particularly at how Gen Z takes their cup.

Here's the Juice on Java:

- **Caffeine Cravings:** When asked how important coffee is to their daily routine, the majority (60 percent) said it's so essential they couldn't function without it, with 63 percent saying they typically drink one-two cups a day. Five percent of consumers even report drinking five cups a day - or more.
- **Homebound Baristas:** Most coffee consumers (70 percent) prefer to make their cups at home, but just how differs. Forty-four percent prefer a Keurig and 36 percent prefer a grind and brew coffee maker. Instant coffee (9 percent), cold brew (4 percent), espresso machines (4 percent), and French press (4 percent) trail far behind. When purchasing for at-home brewing, taste (93 percent) and freshness (60 percent) prove more important than brand (40 percent) or recyclability (12 percent).

Gen Z's Coffee Consumption:

- **Ice, Ice Baby:** Gen Zers (48 percent) are more likely to drink their coffee iced compared to less than 15 percent across older generations.
- **All Day Energy:** Thirty percent of Gen Zers say they could drink a cuppa Joe all day long, compared to 25 percent of millennials, 20 percent of Boomers and only 16 percent of Gen Xers.
- **Instant Gratification:** Interestingly, 22 percent of Gen Zers use instant coffee at home, compared to less than 10 percent among the other generations.
- **Light Brew, Please:** While most consumers across generations want their coffee brewed somewhere in the middle (62 percent), Gen Zers prefer their java light and delicate (26 percent). Meanwhile, millennials (27 percent), Boomers (23 percent) and Gen Xers (16 percent) want the extra espresso shots.

Shopkick conducted a survey of 15,156 consumers across the country to gain insights into their coffee preferences. The survey was conducted online from Aug. 7 - 13, 2020

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About Shopkick, Inc.

Shopkick, a Trax company, is a leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, Shopkick provides high consumer engagement along the entire path to purchase. The company's unique pay for performance model has been proven to deliver high ROI, while driving incremental traffic, product engagement, and sales. Some of its leading brand and retail partners include Kraft-Heinz, Barilla, GE, Kellogg's, TJ Maxx and Unilever, among others.

Shopkick is available for free on iPhone from the App Store and for Android from Google Play. For more information, please visit www.shopkick.com.

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