

2018 SQUARE AUSTRALIA COFFEE REPORT

We looked at coffee purchases across the country to uncover the most popular beverages this year.



Specialty Coffee Association



DITCHING DAIRY

Non-dairy milk alternatives have secured their spot on coffee shop menus across the country, and according to consumers and baristas alike, they're here to stay.

- 1 SOY
- 2 ALMOND
- 3 COCONUT
- 4 MACADAMIA
- 5 CASHEW

TEA TIME

Coffee may be king, but Aussies are still buying up their tea, especially later in the day. These were the most popular flavours purchased this year.

- 1 CHAI
- 2 MATCHA
- 3 ENGLISH BREAKFAST
- 4 EARL GREY
- 5 GREEN

CASHLESS COFFEE

While almost all coffee varieties sold in Australia are under \$5, interestingly

54%

of consumers still chose to pay by card for their beverages this year, with only 46% opting to use cash.

WHAT TYPE OF COFFEE IS MOST POPULAR IN YOUR STATE?

Percentage of total cups sold in coffee bars and cafes in each state or territory.



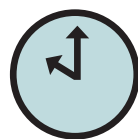
HAPPY HOURS

The peak time beverages are sold at coffee bars and cafes in Australia.



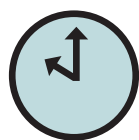
9 AM

Latte



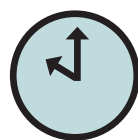
9 AM

Flat white



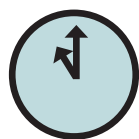
9 AM

Cappuccino



10 AM

Tea



11 AM

Chai

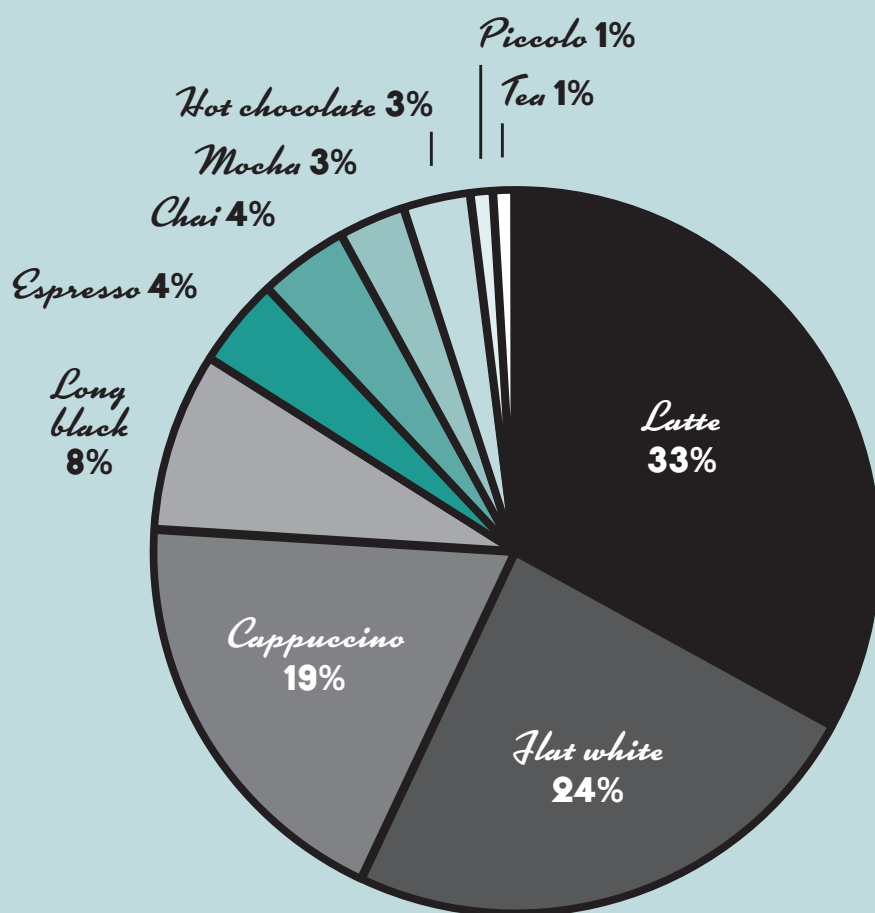


3 PM

Matcha

OUR COFFEE FAVOURITES

Total cups sold in coffee bars and cafes in Australia.



DATA FROM SQUARE, INC.

Data is based off millions of anonymized transactions from thousands of coffee shops across Australia. Data set includes transactions from June 2017 to June 2018.