



Global Shifts in Caffeine Consumption 2025 & Beyond

Mapping the worlds caffeine
consumption habits.

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Methodology

Vypr is a leading product intelligence platform designed to empower brands with the insights needed to make informed product decisions at the right moments. Our platform connects businesses to a growing global community of engaged consumers, enabling access to real-time, in-context feedback from audiences across the world. This capability allows brands to uncover emerging trends, test product ideas, and refine strategies based on how people truly think, feel and behave.

We go beyond traditional market research by focusing on intuitive, rapid responses. Instead of lengthy surveys, we engage participants with short, targeted questions that prompt fast, instinctive answers. This approach is grounded in the principles of **System 1 thinking**, a concept introduced by psychologist Daniel Kahneman in Thinking, Fast and Slow. System 1 represents the brain's fast, automatic decision-making process, responsible for the vast majority of everyday choices. By tapping into this cognitive mode, **Vypr captures authentic consumer reactions** with speed and confidence.



Research Methodology



Quantitative Research

Our quantitative research is designed to capture clear, structured data at scale, offering meaningful insight into global caffeine habits across demographics and regions.



Sample Size and Scope

Between January and April 2025, we surveyed **14,767 consumers across 59 countries**. This large-scale international sample offers a broad lens into caffeine consumption patterns across diverse markets, age groups and genders.



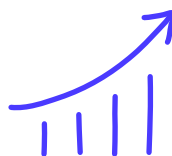
Question Types

Respondents answered a mix of **single-answer** and **multi-answer** questions, designed to measure both the frequency and variety of caffeine product consumption globally.



Survey Method

All responses were gathered via a **mobile-first, device-agnostic platform**, optimised for intuitive, real-time feedback – enabling fast, in-context data capture directly from engaged consumers. This approach accommodated variations in supplier methods across regions (e.g. Prodege, Norstat, GMO).



Audience Composition

Sampling was structured to ensure a **broad balance of age and gender** across all countries included – offering access to diverse viewpoints across a wide range of regions, with continued investment in expanding coverage and improving demographic depth.

Introduction

From the first smell of morning coffee to the late-night cola mixer, our world's population is **powered by caffeine**. This much-loved stimulant takes many forms, spread across different cultures and demographics.

In this detailed report, we mapped the world's caffeine consumption habits, cross-referencing across products, continents, countries, ages, and genders. Along the way, we uncovered **striking opportunities for brands, and potential future trends**.

Creating this report was almost as stimulating as its subject matter, and we hope that you will find these data-backed insights useful. The next time you order, pour or get handed a cup of coffee, remember that you are sharing the experience with two in three other people around the world. It's truly a global experience, intertwined with culture, history and changing tastes.

As you delve into the findings, caffeine will never taste the same again.



Executive Summary

We asked 14,767 people from 59 diverse countries about their caffeine habits. Using a multi-answer steer we discovered that on average, two in every three (67.7%) people consume caffeine at least once a day. More than three in four (76.7%) will have caffeine at least once a month.

Worldwide, across all age groups and genders, coffee is by far the most popular source of caffeine. **But underneath coffee, an interesting ecosystem of alternatives is evolving.**

After just 138 years in circulation, cola is now the world's second favorite caffeine source across all age groups worldwide. Considering that tea and coffee traditions are thousands of years old in some cultures, it is truly extraordinary. More than two in five (42.3%) of us enjoy cola every month.





Our research, however, uncovered that **cola's silver trophy could be slipping for some regions and demographics**. Both Asia and Africa are less impressed with the fizzy drink than the other continents. And in fast-growing economies, it's getting by-passed altogether for energy drinks. Even in Western continents, there are some early signs among Gen-Zs that cola is going out of fashion. For brands, addressing these issues early could help to strategically secure longevity later.

Other caffeine products jostle for third place on the world stage. Dark chocolate just about makes it, with around a third of us (32.7%) enjoying it at least monthly. South and North America lead the way on this trend, making these potentially well-suited regions for brands looking to expand.

Black tea comes in fourth place (31.6%), green tea is fifth (27.8%), energy drinks are sixth (27.7%), seventh are workout drinks (9.3%), eighth are supplements (9.2%), and finally in tenth place is cold fermented tea kombucha (4.6%) – reflecting the mix of caffeinated product consumers rely on throughout the day.

Out of all the countries, Turkey shone out as being the most caffeinated country in the world. It scores number one for most of the caffeine products, including coffee, tea, cola, and dark chocolate, as well as being in the top ten for others. China is one of the countries consuming the least amount of caffeine, which stands in contrast to its neighbours like the Philippines (which is Asia's most caffeinated country).

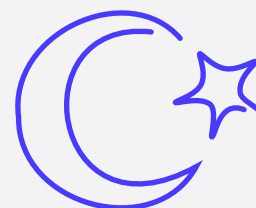
This report uncovers a world of caffeine insights, trends and potentially lucrative markets. We hope you find it insightful and stimulating.



Key Highlights

Turkey is the most caffeinated country in the world, with the highest proportion of people consuming coffee (92.1%), black tea (82.7%), cola (70.9%) and dark chocolate (60.6%). It's also in the top 10 for green tea (45.7%) and energy drinks (44.5%).

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Cola is the world's second most popular caffeine product, with more than two in five (42.3%) people enjoy this fizzy drink at least sometimes

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Energy drinks have made a dramatic impact in less than three decades. The beverages are the second most popular caffeinated product in Africa (including the Middle East), consumed by around one in three (36.9%) people.

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Singapore is – by far – the greatest lover of Kombucha, consuming 3.7x the global average (17.1% vs 4.6%).

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Almost one in ten (9.2%) of people around the world take caffeine supplements at least sometimes.

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China is the least caffeinated country in Asia, with one in five (21.7%) people not consuming any caffeine at all – there's more than 9x the number of caffeine-free people compared to Asia's most caffeinated country, the Philippines.

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Australia and New Zealand both prefer to have several caffeine intakes a day, rather than just one and New Zealanders consume almost double the amount of energy drinks than Australians (40.2% vs 20.4%).

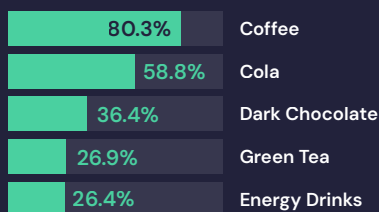
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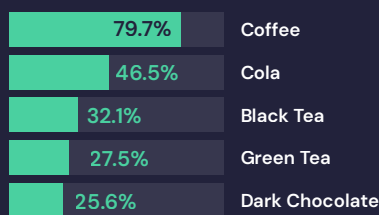
Global Overview

Product by product, this section analyses the most loved caffeine products globally, with a focus on core demographics like age and gender.

North America (762)



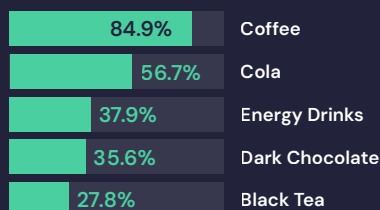
Europe (5,749)



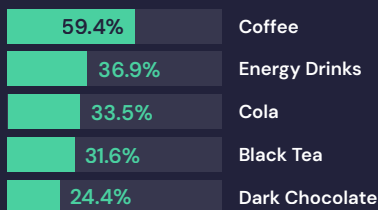
Asia (3,685)



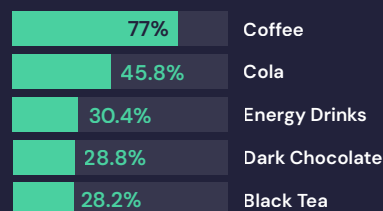
South America (783)



Africa (1,484)



Oceania (504)



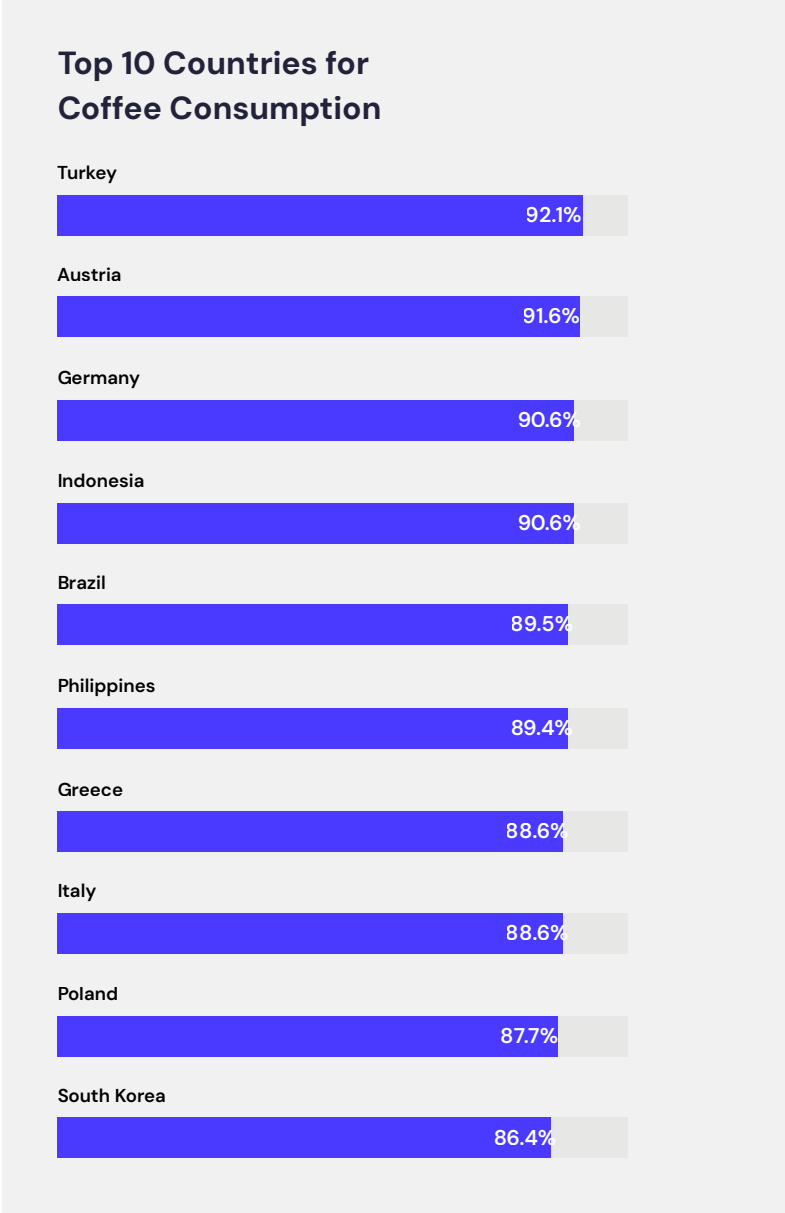
Coffee is the most loved caffeine product in the world

When it comes to caffeine, coffee is the world's heavyweight champion. It is the number one product of choice across all continents, with over three-in-four (76.7%) of the global population sipping it at least monthly.

South America is the continent that loves coffee the most, with more than four in five (84.9%) people drinking it. And within South America, Brazilians consume the most, with almost nine in ten (88.0%) enjoying at least one cup every day.

Taking a broader view, when we look at the countries where coffee is most widely consumed over the course of a month, Turkey takes the top spot. Across Turkey's population, more than nine in ten (92.1%) people incorporate coffee into their diets.

Our research indicates that caffeine in general is deeply embedded in Turkish culture, across all demographics. Strikingly, Turkey is the world's number one consumer of coffee (92.1%), black tea (82.7%), dark chocolate (60.6%) and cola (70.9%). Notably, the country also comes second place for energy drinks (44.5%), and in the top ten for green tea consumption (45.7%). This makes Turkey the most caffeinated country in the world! For producers of caffeine products, the country provides fertile ground for new opportunities.



Cola now ranks as the second most popular caffeinated product

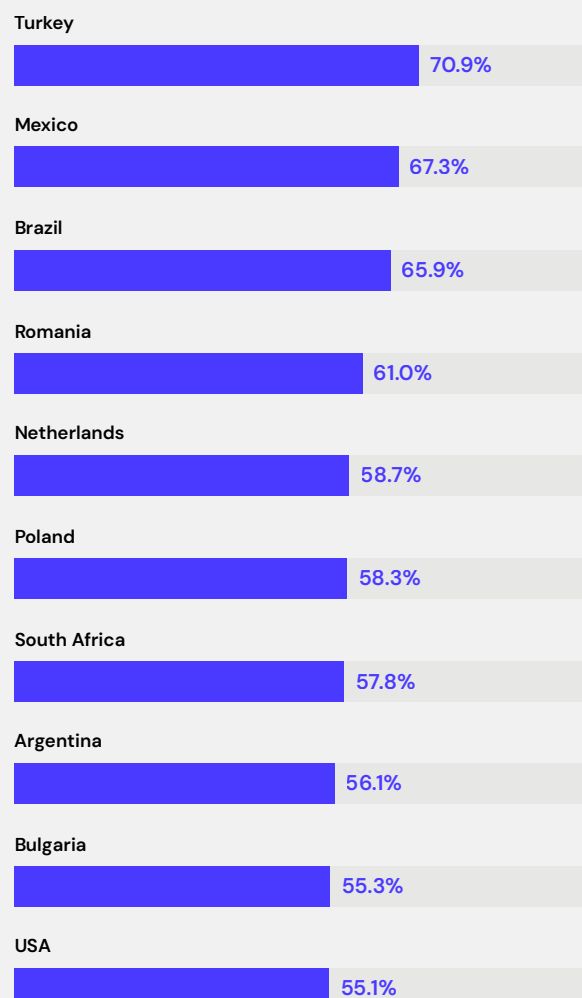
Interestingly, another caffeinated drink has risen through the ranks. Although not as popular as coffee, **cola is now the second most popular product**, overtaking black tea. Around the world, more than two in five (42.3%) people enjoy this fizzy drink at least sometimes. However, that rises to around three in five for countries like Turkey (70.9%), Mexico (67.3%), Brazil (65.9%), Romania (61.0%), the Netherlands (58.7%) and Poland (58.3%).

What connects these countries together is that cola is consumed across all age groups, making it a national staple. While some countries like Romania may show peaks in some demographics, for example, men aged 35 to 44, it is still consumed by others.

This is one of the main differences compared to less popular caffeine products like energy or workout drinks, where there are large demographic gaps. It shows that to become mainstream; the product must appeal – at least somewhat – to all age groups and genders.

Cola is less popular in Africa (including the Middle East) and Asia, where it is only the third and fourth most consumed caffeine product, respectively.

Top 10 Countries for Cola Consumption



Corroborating the above theory, we can see that cola does not appeal to all demographic groups – especially older women.

So, why is cola rising in popularity? The broad appeal suggests that after 139 years, the fizzy drink has become embedded into most cultures and enjoyed by all ages. It is also a versatile drink, which can be consumed by children during hot weather or as part of adult nightlife as a mixer. It's also easy to transport and drink on the go, unlike other traditional alternatives like black or green tea. This broad appeal benefits it enormously, as it rises to the second most popular caffeine product.

The ritual of teamaking continues but gives way to coffee and cola

Once the centuries-long staple of caffeine products, tea now seems to be slipping in popularity. Both green and black tea have given way to coffee across all continents and to cola across most of them. Tea is still popular in Asia. But even if we were to combine green and black tea into one category, it would still be less consumed than coffee in this region (66.1% vs 74.7%). What's more, for Gen-Zs, black or green tea does not make it into their top three caffeine products, suggesting that the decline is likely to continue. Across all the countries in this survey, not a single one consumes more black or green tea than coffee.

The only example of equal black tea and coffee consumption was Pakistan, with just over one in four consuming each product (26.3% for coffee and 26.3% for black tea). If we combine green (23.9%) and black (26.3%) tea, this country drinks more tea than coffee. However, the numbers are relatively low, and we could expect the balance to tip in coffee's favour in the future, as we have seen with other Asian countries, such as India and Japan.

However, these results do not necessarily mean that tea consumption is reducing. Rather, it could indicate that coffee and cola consumption is rising. For many cultures, preparing, brewing and drinking a cup of tea tends to be a social ritual.

Top 5 Caffeine Products Among 18–24 Year Olds

Coffee



Cola



Energy Drinks

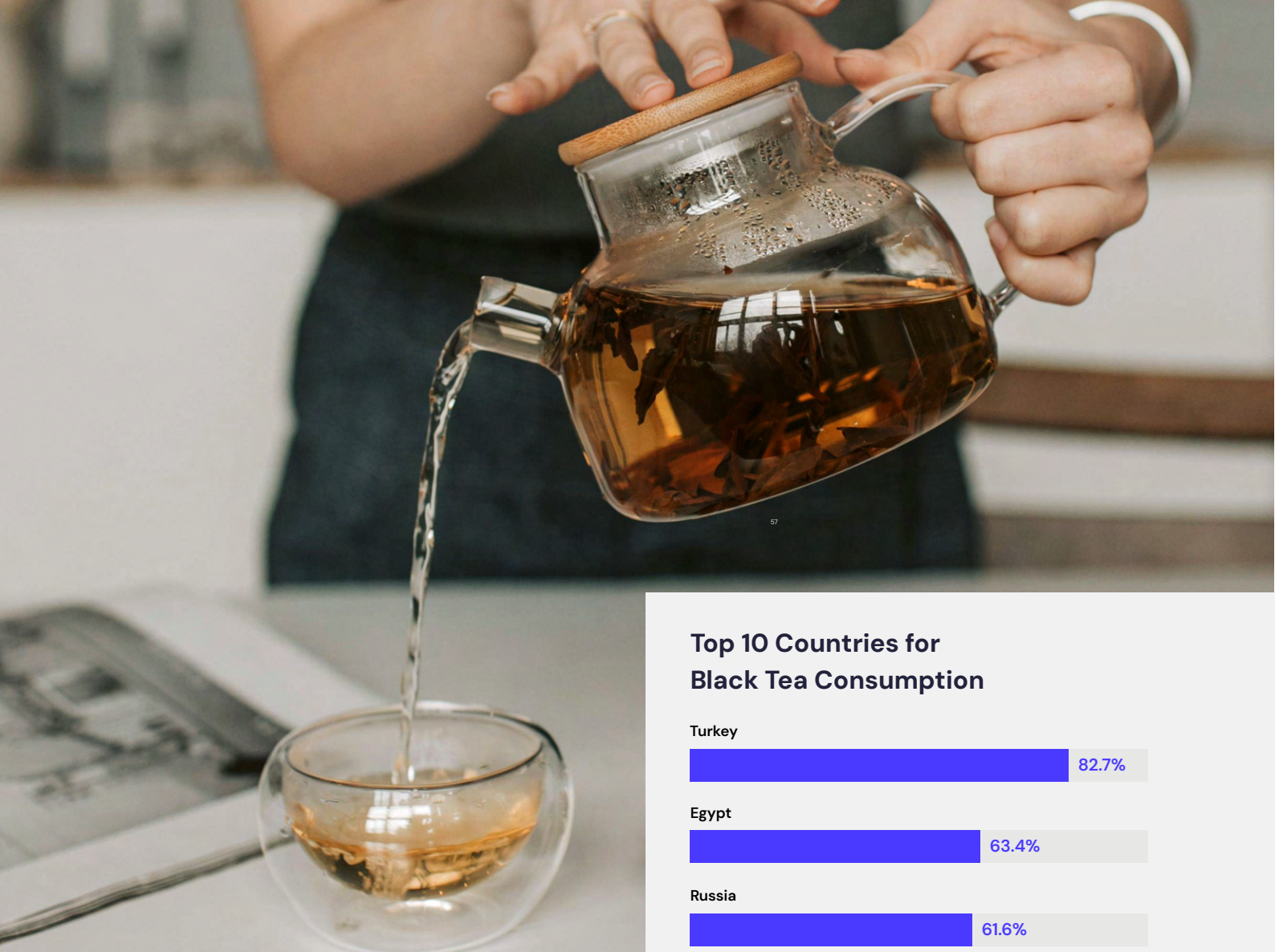


Black Tea



Green Tea

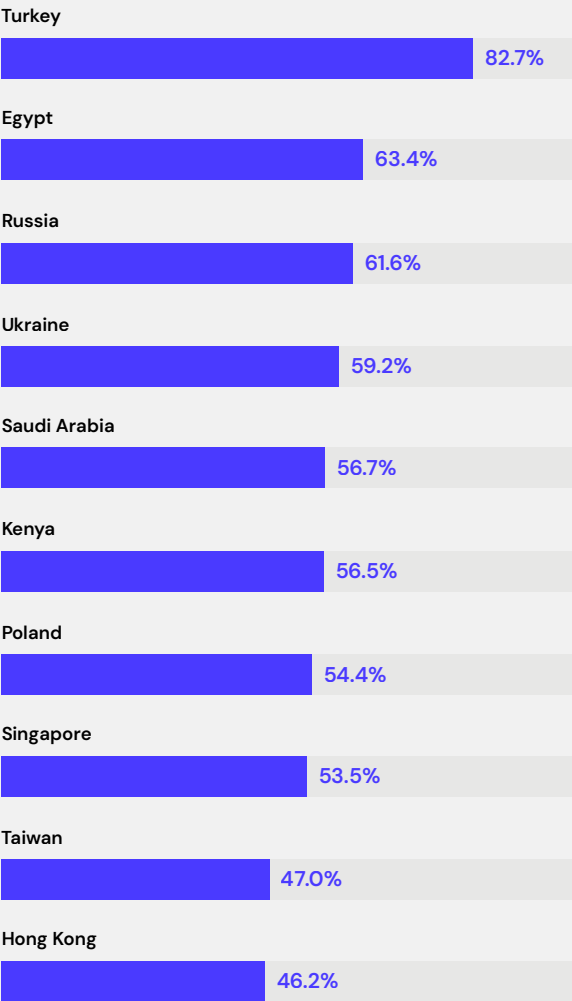




From the bazaars of Istanbul to the workplace cuppas in the UK, many cultures across Asia, Africa, the Middle East and Europe enjoy the process of tea making. The data indicates that nearly all demographics across these continents engage in this process at least sometimes, indicating a steadiness and timelessness.

So while the ritual of tea remains culturally significant, day-to-day caffeine habits lean more towards the convenience of coffee and cola.

Top 10 Countries for Black Tea Consumption



Dark chocolate embedded in some Asian cultures

Just under one in three (32.7%) people worldwide eat dark chocolate, and across all continents, it's one of the top five most consumed caffeinated products. North America enjoys dark chocolate the most with more than one in three (36.4%) treating themselves at least once a month. After coffee and cola, it's the third most popular caffeine product in the region. Out of the three North American countries, Mexico leads the way, with more than two in five (43.7%) people incorporating dark chocolate into their diets.

Following closely behind, almost the same proportion of people in South America (35.6%) and Asia (35.4%) eat dark chocolate. However, for these populations, dark chocolate is the fourth and fifth most popular caffeinated product, respectively.

Zooming into individual countries, Turkey is the biggest chocoholic with three in five (60.6%) tucking in at least sometimes. Next are Hong Kong, Romania and Singapore, with 51.8%, 50.8% and 48.0%, respectively. Digging deeper into the top ten countries for chocolate consumption, there is little that binds them together, except perhaps their higher-than-average caffeine consumption in general. Most of these countries feature in other top-ten lists for products like cola, tea and coffee too.

This could suggest that populations who have a taste of caffeine in one product enjoy it across other foods and beverages too. Another potential connection is countries like Singapore and France are famously health conscious. This could imply that they opt for sweet treats with less sugar and lactose, such as dark chocolate.



% of Population that Consumes Caffeine at Least Once a Day

South Africa



Kenya



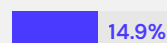
Nigeria



Uganda



Ghana



Energy drinks make a huge impact in a short space of time

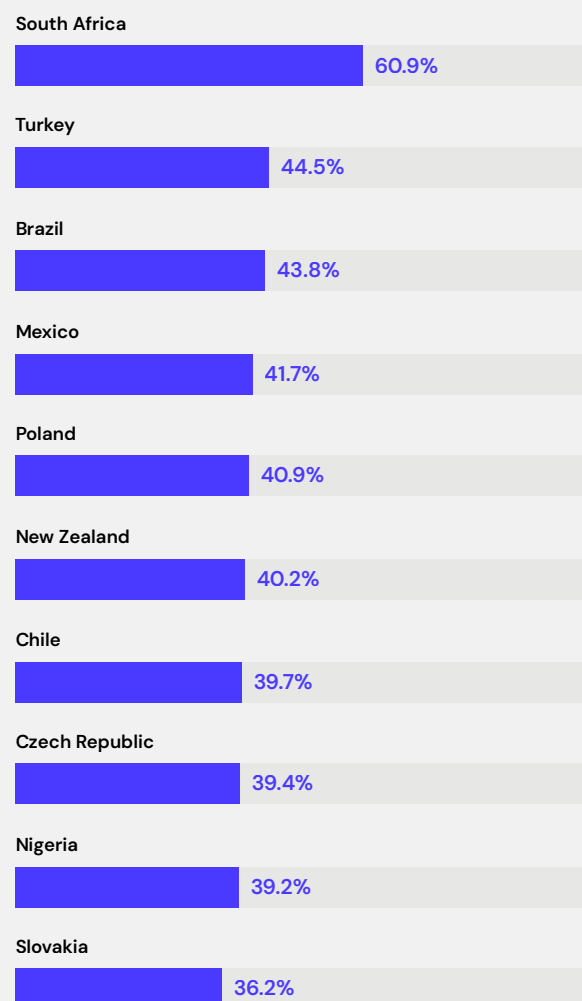
Compared to the other top five caffeinated products so far, energy drinks are remarkably new. The first energy drink company, Red Bull, launched in 1987, making them just 38 years old—a millennial. By contrast, cola is 139 years old; coffee is around 1,000 years old, tea is about 2,500 years old, and dark chocolate is more than 3,000 years old. What's more, energy drinks have only become widely available on some continents later; for example, Red Bull took a decade to become accessible in Africa.

Considering this, energy drinks have had a remarkable effect on the world in a very short space of time. In just three decades, they have become the second most popular caffeinated product in Africa (including the Middle East), consumed by more than a third (36.9%) of the population surveyed (1,484 respondents across eight countries). In this continent, energy drinks are more popular than cola (33.5%), black tea (31.6%) and dark chocolate (24.4%).

South Africa stands out for loving energy drinks, a remarkable three in five (60.9%) people consume these drinks at least monthly, which is 1.7x more than the continental average (60.9% vs 36.9%). In this country, energy drinks are regularly consumed by most women (58.6%) and men (63.3%) across most age groups. The demographic which most loves energy drinks is women aged 25 to 34, with almost three quarters (71.4%) incorporating them into their diets.

Examining energy drink consumption by continents, the top spot goes to South Americans, where almost two in five (37.9%) drink energy drinks at least monthly. By contrast, Europe and Asia are the least tempted.

Top 10 Countries for Energy Drink Consumption



Kombucha

Kombucha is an interesting example of a caffeinated drink that bridges the gap between old and new worlds. While the drink itself – first conceived in China before spreading to Eastern Europe in the 20th century – is centuries old, the concept of bottling it commercially only really began in the mid-1990s. In this way, it has some resemblance to energy drinks, although it is not as popular. Worldwide, just under one in 20 (4.6%) people drink Kombucha regularly, compared to more than one in four (27.7%) for energy drinks.

In sharp contrast with its historical roots, China drinks less Kombucha than the world average, with just 3.5% of the population consuming it at least sometimes.

Interestingly, the drink seems to be gaining popularity in parts of the world which are not that closely connected to its past. Singapore is – by far – the greatest lover of Kombucha, consuming almost four times (3.7x) the global average (17.1% vs 4.6%). This could be because the drink fits in well with Singaporean love of twisting modern convenience with traditional health boosters.

Top 10 Countries for Kombucha Consumption

Singapore

17.1%

Malaysia

10.2%

UAE

10.2%

Australia

10.0%

South Korea

10.0%

Saudi Arabia

9.8%

India

8.1%

Czech Republic

7.9%

Hong Kong

7.6%

Indonesia

6.7%



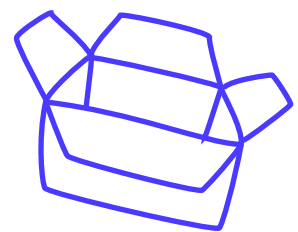
Supplements

Almost one in ten (9.2%) of people around the world take caffeine supplements at least sometimes. But in the Middle East (surveying people in Egypt, Saudi Arabia, Turkey and the United Arab Emirates – UAE), that rises to almost one in five (19.4%).

Within this region, the UAE takes the most supplements, with more than one in five (22.0%) using them at least monthly. The demographics are interesting, our data shows that while UAE men take 1.5x more than women more on average (26.6% vs 17.3%), this does not apply to Gen-Z women.

UAE women aged between 18 and 24 consume 1.6x as many supplements as the men the same age (30.4% vs 19.0%). Further questioning of this consumer group could uncover the motivations behind the increase, helping to inform the strategy of brands looking to actively target this engaged segment. This pattern flips for those in the next age group up, where men aged 25 to 34 take twice (2.1x) as many supplements as women (31.4% vs 15.1%). This could be because women may be more likely to be pregnant at this age and therefore avoid caffeine products. The sudden jump for men could possibly be explained by long days in the office, especially as there is a siesta culture during the heat of the day, and men may need a pick-me-up to return to work in the early evening.

Interestingly, the country that uses the most caffeine supplements is not in the Middle East, but Asia. More than one in four (25.3%) people take supplements in Singapore, 2.8x the world average (25.3% vs 9.2%).



There are a few possible explanations for this. Firstly, the immigrant population of Singapore is very high, with some estimating it to be more than two in five people. As these people travel between countries – often for high-level work in finance or consulting – they could be using caffeine supplements to overcome jet lag. The data broadly correlates with this, as the main users are aged 55 to 64 (47.9%), which is the expected age range of an experienced senior manager. In the summer, Singapore is also a hot and humid country, which could lead people to feel drowsy. Finally, the mix of cultures (especially those from more caffeinated regions) probably has an influence, compared to less diverse Asian countries.

Workout drinks

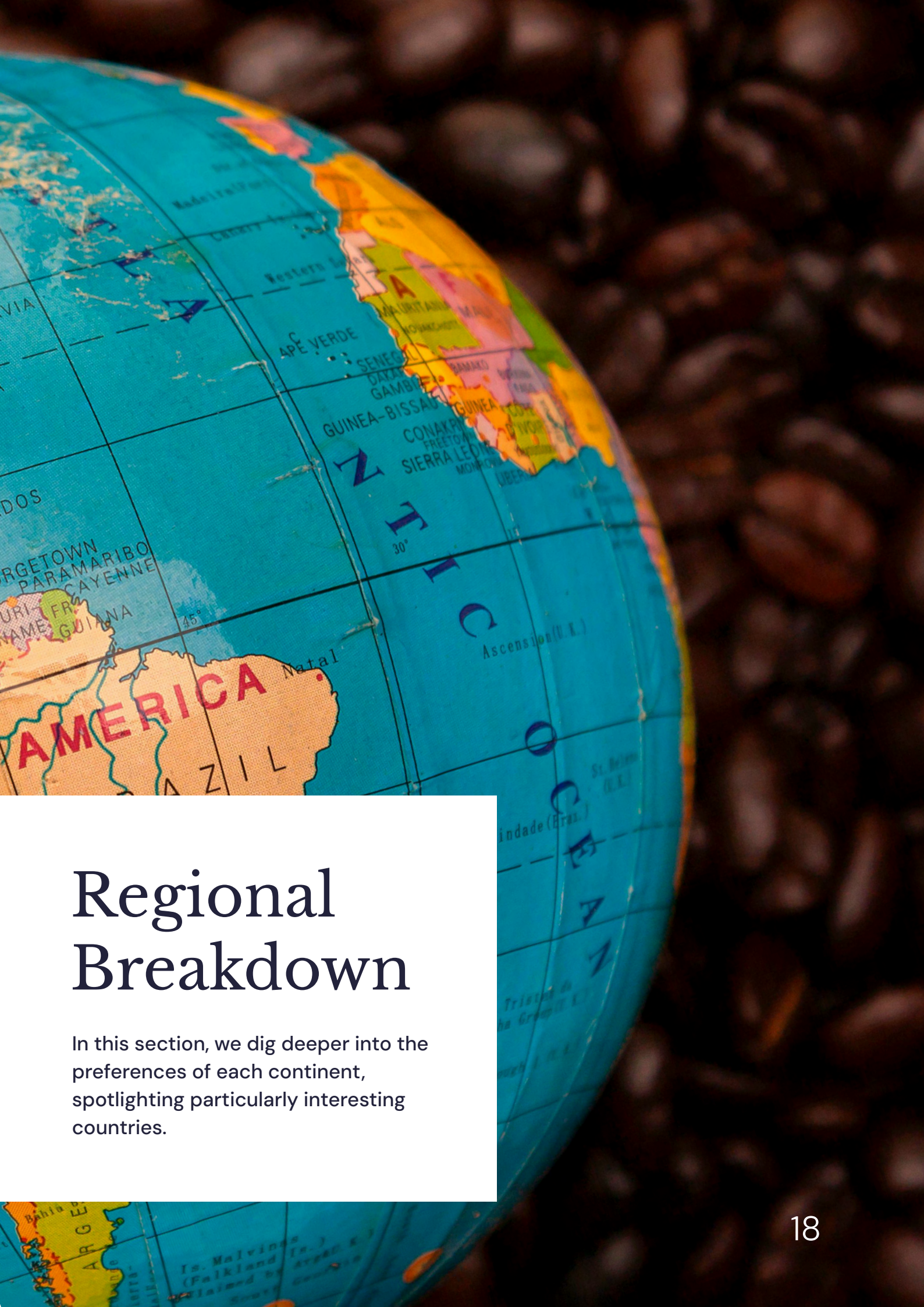
Tracking down the consumption of caffeinated workout drinks is interesting, as no strong regional patterns emerge. Instead, there are a few passionate countries which pull up the overall averages for their continents. **The strongest example is South America, our research finds that more than one in six (17.5%) enjoy workout drinks at least monthly, which is 1.9x the world average (9.3%).**

However, when we dig a little deeper, we can see that the demand is overwhelmingly coming from Brazil, where more than one in four (26.1%) of the population consume workout drinks.

Younger Brazilians are especially keen, with almost two in five (38.7%) of 18 to 24 year olds enjoying workout drinks at least monthly. Brazil is quite unique in this respect, and could be an excellent market for brands looking to expand to a younger market. Comparing Gen-Zs, Brazilians drink 1.8x more workout drinks than Argentinians, 2.0x more than Chileans and 7.3x more than Columbians.

In Asia, there is a cluster of countries where around one in five people consume caffeinated workout drinks. These are South Korea (20.5%), China (19.4%), Hong Kong (19.1%) and Indonesia (18.0%). We can broadly categorise this region as East and South East Asia, but there are notable exceptions to the trend. For example, Japan is one of the countries that consumes the least amount of workout drinks in the world, at just 2.2% – around a tenth of South Korea's levels. Similarly, only around one in twenty people (6.7%) in Taiwan consume workout drinks.

In terms of Africa and the Middle East, the UAE consumes by far the most workout drinks. One in five (20.0%) enjoy these at least monthly, rising to more than one in three (35.3%) for men aged 25 to 34. Similar to caffeine supplements, there is a curious trend of young women aged 18 to 24 consuming more than average, and women over the age of 24 consuming less than average.

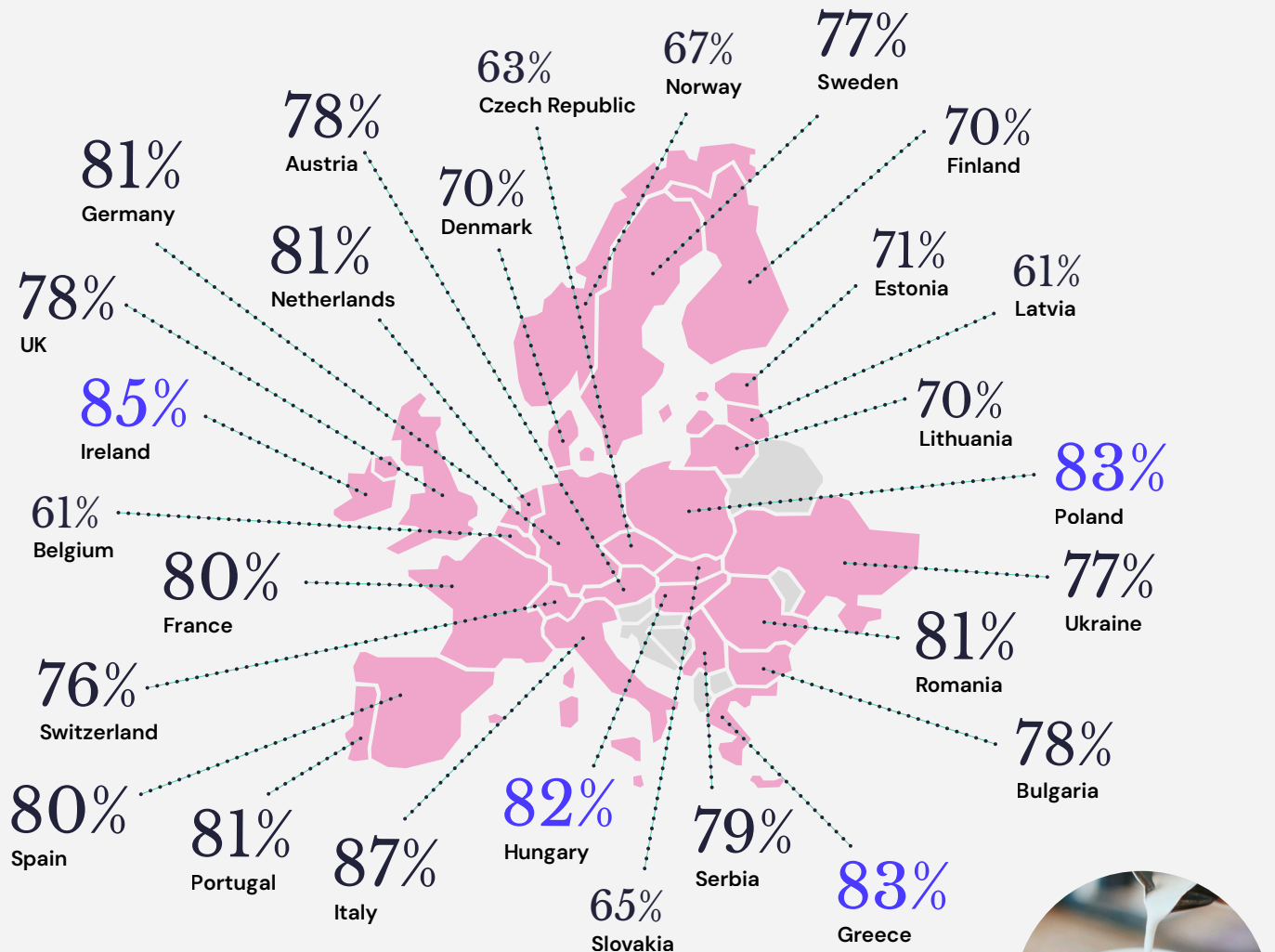


Regional Breakdown

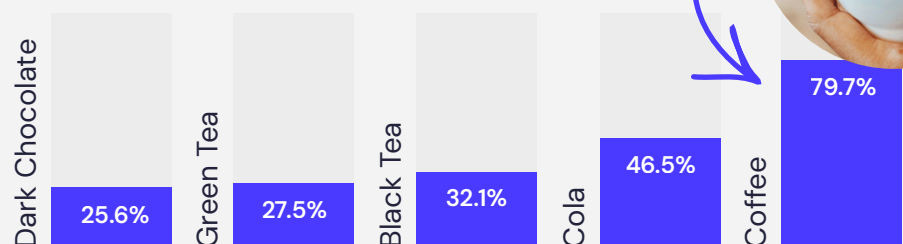
In this section, we dig deeper into the preferences of each continent, spotlighting particularly interesting countries.

Europe

Three in four (75.0%) Europeans consume caffeine at least daily, rising to several times a day for more than two in five (42.3%). Across the 28 countries and 5,749 people we surveyed, there were some distinct differences.



Most Popular Caffeine Products in Europe



Italy: Land of espresso, cappuccino and... cola?

Italians are most caffeinated Europeans, with almost nine in ten (87.4%) getting their fix at least daily. Perhaps unsurprisingly, coffee is the most popular product. Almost nine in ten (88.6%) respondents confirmed that it's part of their diet. This could be cultural. After all, a morning cappuccino (as long as it is before 11am) and a standing espresso after lunch are characteristic Italian customs.

Coffee may be the most popular caffeinated drink in Italy, but it is not the only one. In second place, comes cola with just over half (53.7%) of Italians enjoying this at least sometimes. Overall men are slightly more inclined to drink cola than women (54.3% vs 52.8%). And the group that consumes the most are men between the ages of 55 and 64, with two thirds (66.7%) enjoying the fizzy drink.

Dark chocolate is the third most popular caffeinated product in Italy, with two in five (40.9%) incorporating it in their diets. The biggest dark chocolate lovers are the men aged 25 to 34, who are 10% more likely to buy it than the overall average (52.6% vs 40.9%).





Ireland's distinct caffeine generations: From Red Bull, to cola to tea

In second place, more than four in five (85.5%) Irish people intake caffeine at least once a day, with almost one in two (47.4%) enjoying several.

Like Italians, coffee is the clear favourite. Three-quarters (74.9%) of the population enjoy drinking it at least monthly. Famously, Irish coffee contains a little whiskey, so this could also form part of cultural get-togethers or events. Overall, women in Ireland tend to drink coffee more than men (80.3% vs 70.1%). Across both genders, the intake tends to increase with age, peaking at the 55 to 64 category, where 96.2% incorporate coffee in their diets. This makes the 55 to 64 group almost twice as likely to reach for a cup of coffee as the 18 to 24 age range (96.2% vs 45.5%).

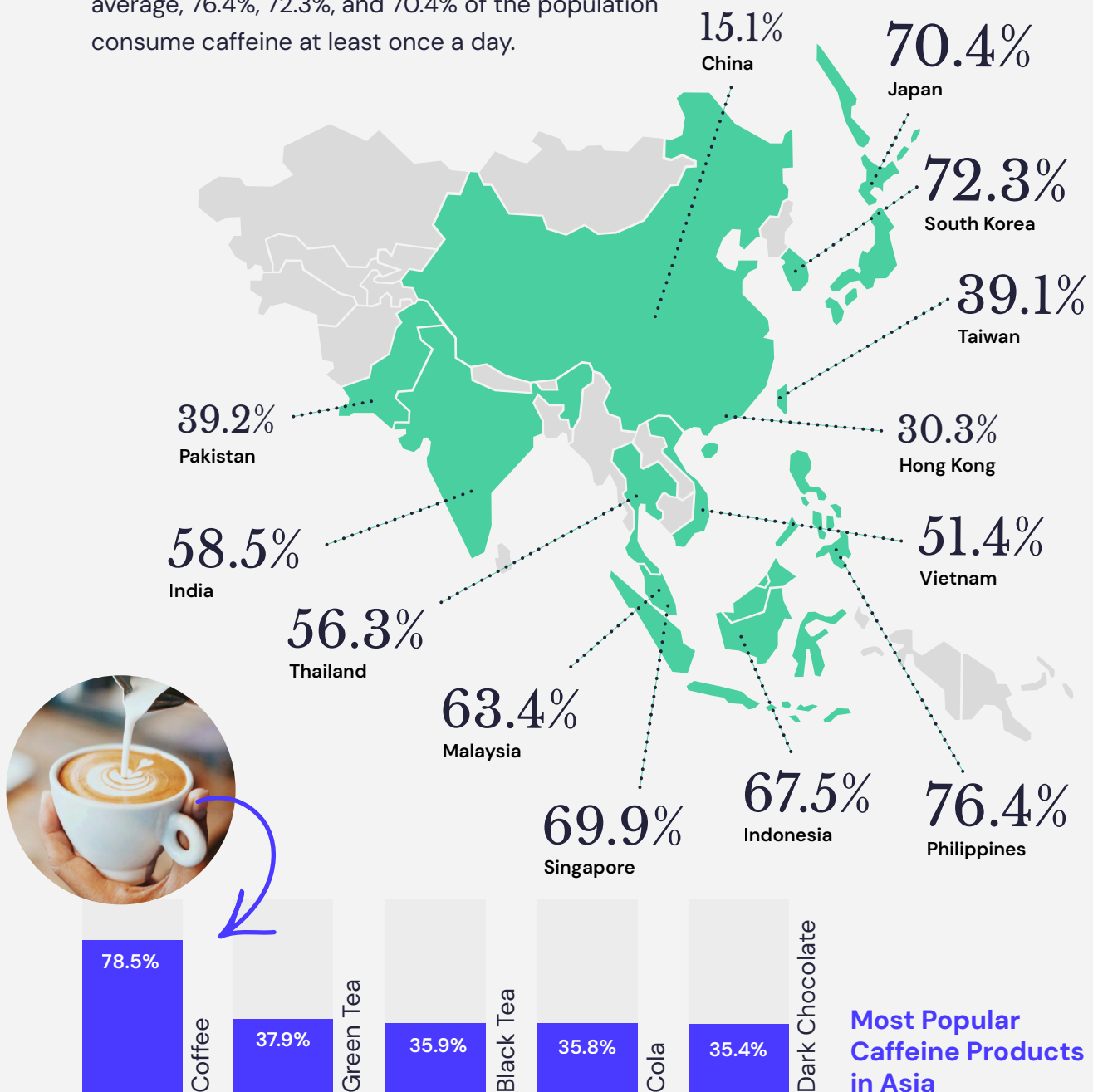
Again, like the findings in Italy, cola is the second most popular caffeine product in Ireland. One in two (49.6%) incorporate it into their diets, with men drinking slightly more than women (52.8%). Consistent with the findings in Italy, the trend is led by middle-aged men, with the 45 to 54 group drinking 1.3 times more than the overall average (65.2% vs 49.6%).

In third and fourth places are black tea and energy drinks (37.8% and 32.3%); however, they have very different consumers. Tea tends to be preferred by older people in Ireland. For example, after age 64, two-thirds (66.7%) of Irish women drink black tea – although they are still 1.3x more likely to opt for coffee (88.9% vs 66.7%). When it comes to energy drinks, young men take the lead. Almost seven in ten (68.8%) men aged 18–24 consume brands like Red Bull, Monster and Rockstar – making them more than twice as likely as the average person, and over 15 times more likely than those aged 65 and over.

Asia

More than half (54.6%) of the people living in Asia consume some form of caffeine at least once every day. Within this group, two in five (40.8%, or 22.3% of the overall population) enjoy several stimulants a day.

The countries that love caffeine the most are the Philippines, South Korea, and Japan. On average, 76.4%, 72.3%, and 70.4% of the population consume caffeine at least once a day.



Philippines: Officially Asia's greatest coffee lovers

The Philippines consumes the most caffeine in Asia, with over three-quarters (76.4%) of the population getting at least one daily intake. Consistent with most countries worldwide, coffee is the clear favourite, with nine in ten (89.4%) Filipinos incorporating it into their diets. Coffee intake seems to increase with age, although our sample sizes for older consumers are quite small. The coffee culture could have a historical influence, as Spain brought it over in the 18th century. This marks out the Philippines from other top caffeine-consuming countries in Asia.

Cola, dark chocolate and energy drinks are the next most popular caffeinated products, but they come a long way after coffee. Just two in five (39.8%) people incorporate cola into their diets, making coffee more than twice as popular. While for dark chocolate (31.9%) and energy drinks (25.2%), consumption is even more nascent. This nation is powered by coffee.





Are South Korea's grandfathers and grandsons bonding over cola?

In second position, almost three in four (72.3%) South Koreans have a hit of caffeine at least once a day. Within this group, most (56%, or 40.5% of the entire population) consume several intakes each day. Coffee is the most popular, especially for the 45 to 64 age range. Nearly every South Korean (97.9%) of this demographic incorporate coffee into their diets. South Korean men aged 18 to 24 are the least likely to order or make themselves a cup of coffee. But it is still a popular choice, as more than two thirds still drink it at least sometimes.

By contrast, men between 18 and 24 are 2.1x more likely to consume energy drinks than the overall population (69.2% v 33.2%). Overall, energy drinks are the third most popular choice of caffeine in South Korea (after coffee at 86.4% and cola at 51.8%), propelled by the oldest and youngest men in society. The youngest men (aged 18 to 24) are also the top cola drinkers, with more than four in five (84.6%) enjoying a glass. Interestingly, the trend comes full circle as energy drink consumption dips for middle-aged men and then peaks again for males over the age of 65. Men over 65 are the second largest group (71.4%) of cola drinkers. It paints a picture that grandfathers could enjoy a glass of cola with their grandsons.



Japan loves coffee more than green and black tea combined

More than two thirds (70.4%) of Japan's population consume caffeine at least daily. And for most of this group (54.7%, or 38.5% overall), it's several times a day.

As with almost all other countries, the most popular product is coffee. More than four-fifths (84.4%) of Japanese people enjoy this much-loved drink. The trend is mostly led by the older generation, and particularly women over the age of 45.

Tea is the next most popular caffeinated beverage in Japan. More than a third (37.5%) of the population consume green tea, and more than a sixth (18.5%) drink black tea. Interestingly, more people go for coffee than both types of tea combined.

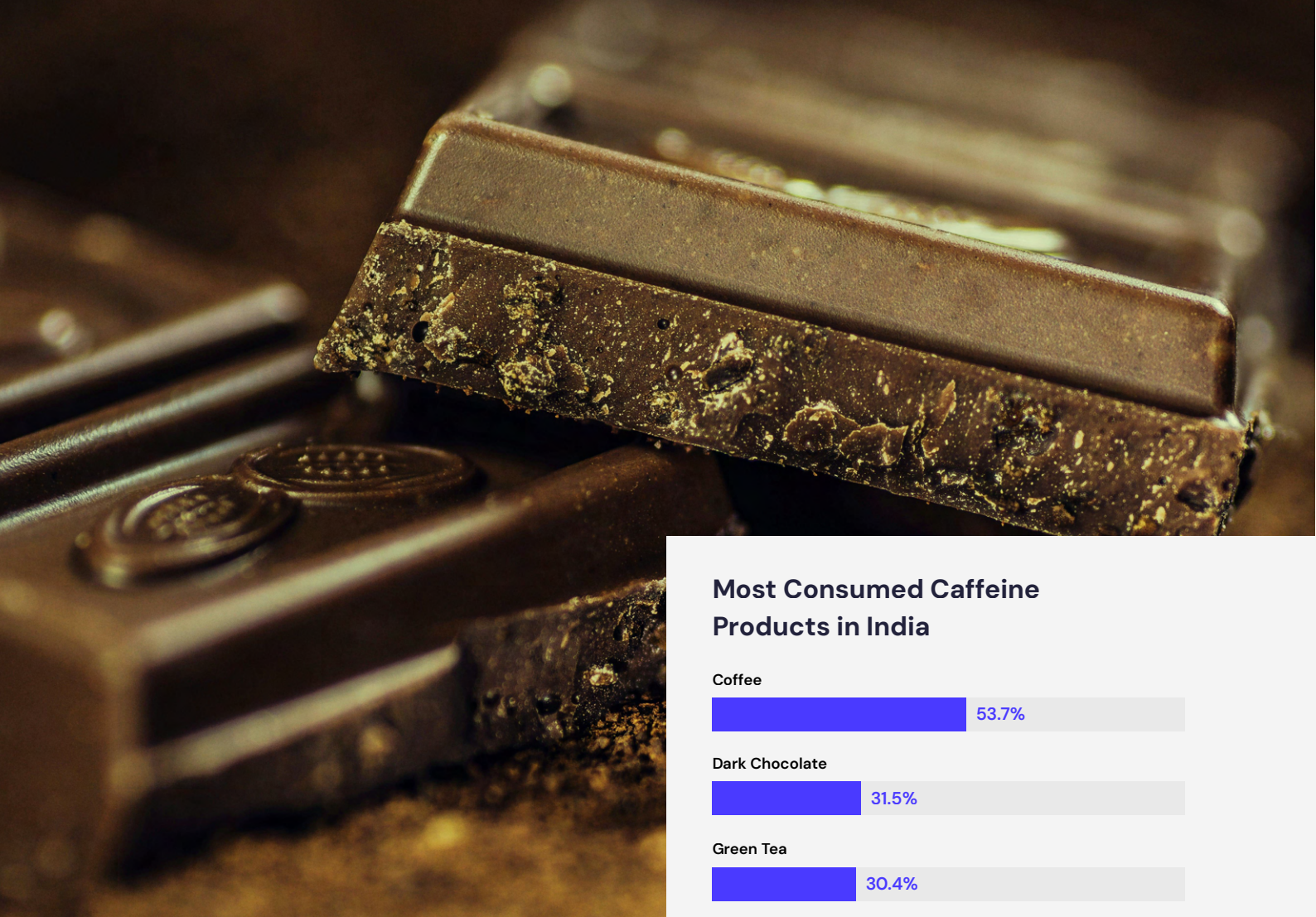
China is the least caffeinated country in Asia

Standing out from the other countries, **China has a remarkably low caffeine intake.** **Around one in five (21.7%) people don't consume any caffeine at all.** This is more than 9x the number of caffeine-free people in Asia's most caffeinated country, the Philippines.

Almost one in six (15.1%) Chinese people consume caffeine on a daily basis, with less than one in a hundred (0.8%) getting more than one intake a day. Zooming out over longer time frames, more than two thirds (68.2%) of the population have a caffeinated product at least sometimes. The most popular timeframe is multiple times a week, with a third (33.7%) of people following this regime.

China's moderate consumption of caffeine could imply that there is less of a “coffee culture” than other countries, with more of a focus on will power and discipline than artificial energy sources.





India: Cola is not as beloved as coffee, chocolate or tea

Most Consumed Caffeine Products in India

Coffee



Dark Chocolate



Green Tea



Black Tea



Energy Drink



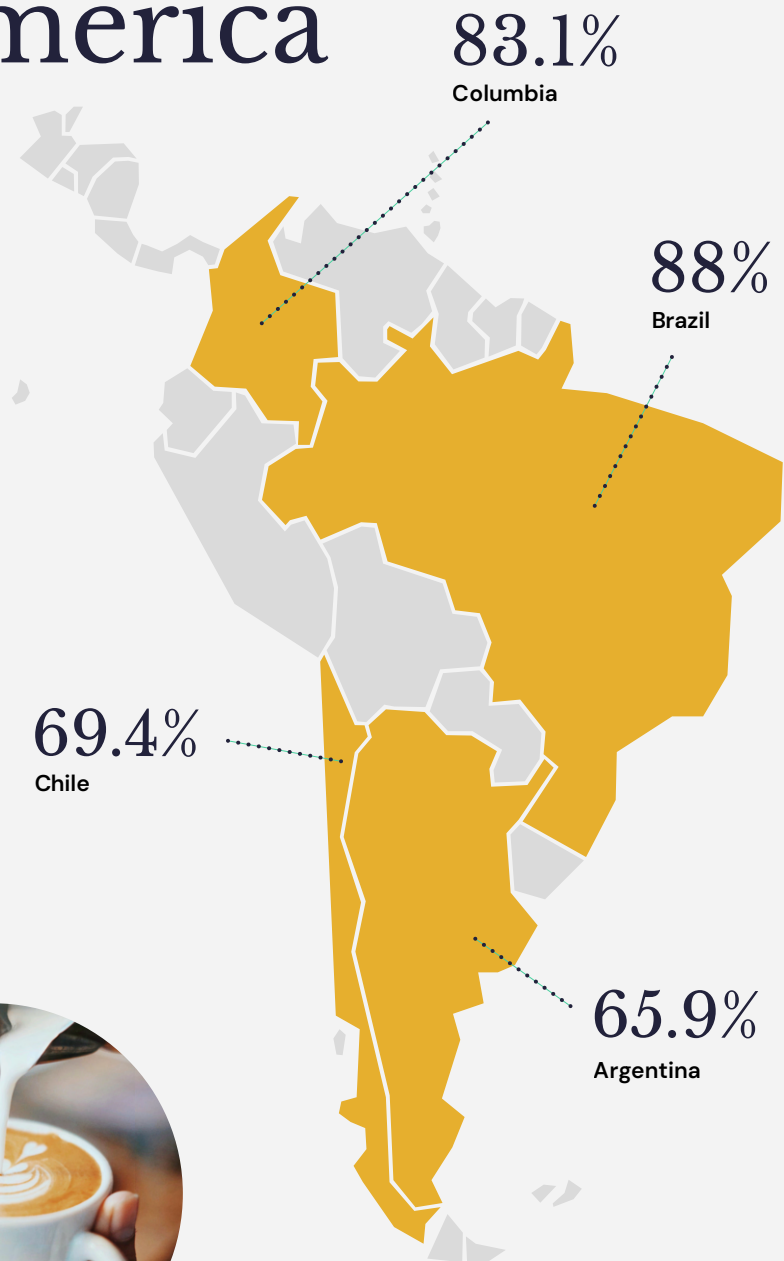
As the world's most populated country and one of the fastest growing economies, we were interested to explore India's caffeine habits. Of the thirteen Asian countries we analysed, India is in the middle-ground for caffeine consumption. Just under three in five (58.5%) people enjoy an intake daily, and around half of this group (45.0% or 26.3% overall) have several in a day, which is about average for the region.

Consistent with the other countries, coffee is the firm favourite. Roughly one in two (53.7%) people enjoy a cup at least monthly. However, what sets India somewhat apart is that cola is very low on the list of alternative options. Cola has become the second most popular caffeine product for most of the world. However for India, it doesn't even make the top 5. Instead, with almost a third (31.5%) of consumers, dark chocolate takes the second spot.

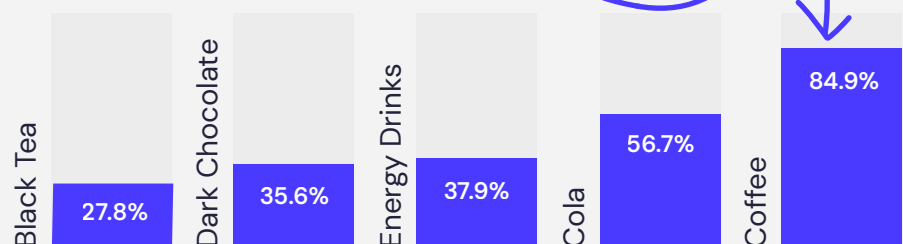
South America

For this research, we surveyed 1,037 South Americans across Argentina, Brazil, Chile and Columbia. We found that over three in four (76.6%) respondents consume caffeine daily, and more than a third (37.1%) have several intakes each day.

This makes South America one of the most caffeinated regions, beating Europe and Asia to the top spot.



Most Popular Caffeine Products in South America



Brazil is full of beans

Notably, the country which consumes the most caffeine is Brazil, with nearly nine in ten (88.0%) people getting a daily fix.

Coffee is the most popular product, with cola coming second, energy drinks in third place, dark chocolate fourth and workout drinks in fifth position. The data from our survey shows that Brazilians are in the top-five coffee drinkers in the world, as well as being in the top three for cola and energy drinks.

While coffee and cola is consumed by all age groups, energy drinks are the most popular among the under-34s in Brazil. With so much coffee and chocolate, this nation is certainly full of beans.



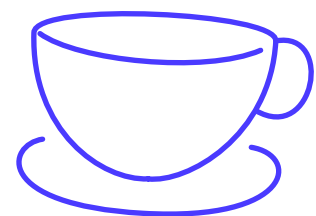
Columbia: Women take the lead while Gen-Zs shun caffeine?

In second position for South America comes Columbia, where more than four in five people (83.1%) consume caffeine at least daily. However, there is an interesting divide between Gen-Zs (or at least, under-24s) and the rest of the population. Just a third (35.8%) of Columbians between the ages of 18 and 24 consume caffeine at least once a day, compared to eight in ten (83.1%) over the age of 24. This could imply that caffeine consumption will reduce in the future as the Gen-Zs age.

When it comes to the caffeine of choice, coffee is the most popular, with more than four fifths (85.0%) of the population incorporating it into their diets at least sometimes. Women are more likely to drink coffee than men (91.3% vs 78.7%), with 100% of the female 45 to 54 age group drinking coffee in our sample. Just over three quarters (78.9%) of under-24s enjoy a cup at least sometimes, a significant drop compared to the over-24s (91.0%). This shows that coffee consumption is led by older women, and trails off for younger consumers.

In Columbia, women are also slightly more likely to drink cola than men (40.2% vs 36.2%). This is especially true for the under-24s, where they drink 1.8x more (38.9% vs 15.0%). Dark chocolate is the third most consumed caffeinated product, also led by women (40.2% women consumption vs 35.4% men). Men pick up the energy drink market however, consuming 1.3x more than women (31.5% vs 23.6%).

All in all, Columbia presents an interesting and changing picture when it comes to caffeine. Older women are storming ahead with caffeine consumption, especially coffee. Men tend to opt for more energy drinks. Meanwhile under-24s seem to be somewhat shunning caffeine.



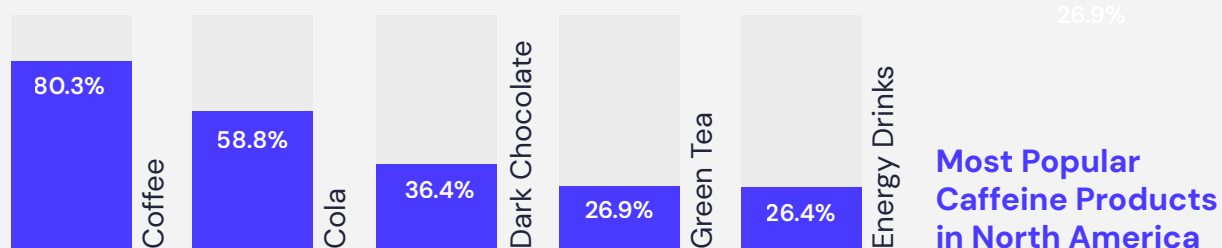
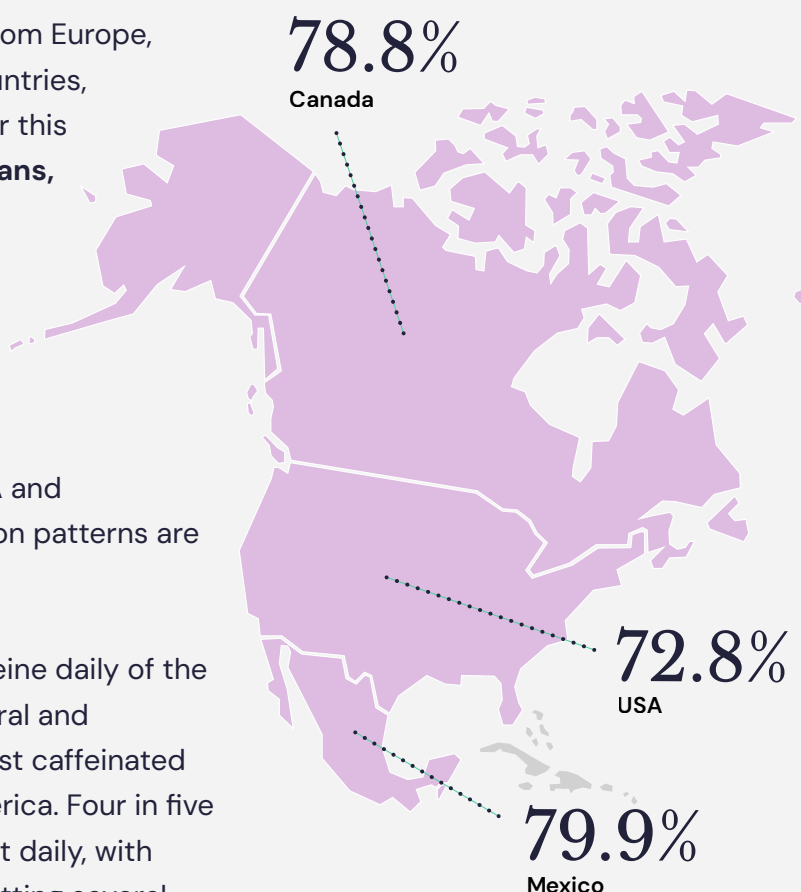
North America

When it comes to consuming any type of caffeine on a daily basis, North America ranks in the top three continents. Europe comes first with 77.7% of the population, North America is a narrow second at 77.2% and South America comes third with 76.6%.

What stands North America out from Europe, however, is that it is just three countries, rather than the 28 we surveyed for this research. This shows that **Americans, Canadians and Mexicans are much more aligned in their consumption patterns than other regions.** While many people might draw a cultural line between Hispanic Mexico and the Northern countries of the USA and Canada, their caffeine consumption patterns are not so different.

Mexicans consume the most caffeine daily of the three, which may reflect the cultural and geographical closeness to the most caffeinated continent in the world, South America. Four in five (79.9%) Mexicans get a caffeine hit daily, with more than one in three (36.2%) getting several.

In the USA, this shrinks to less than one in four (72.8%) although a greater proportion get several caffeine intakes a day (40.2%). Canada sits as a kind of middle ground between the two. Nearly four in five consume caffeine daily (78.8%), with an equal split between just once a day (39.4%) versus several intakes (39.4%). For this reason, we're zooming in on Canada.



Canada: Cola becomes a middle-aged drink

North America tops the list of continents when it comes to cola consumption, almost three in five (58.8%), people drink it regularly. This makes North Americans 1.4x more likely to opt for a cola than the world average (58.8% vs 42.3%), and nearly twice as likely as Asians (58.8% vs 31.2%).

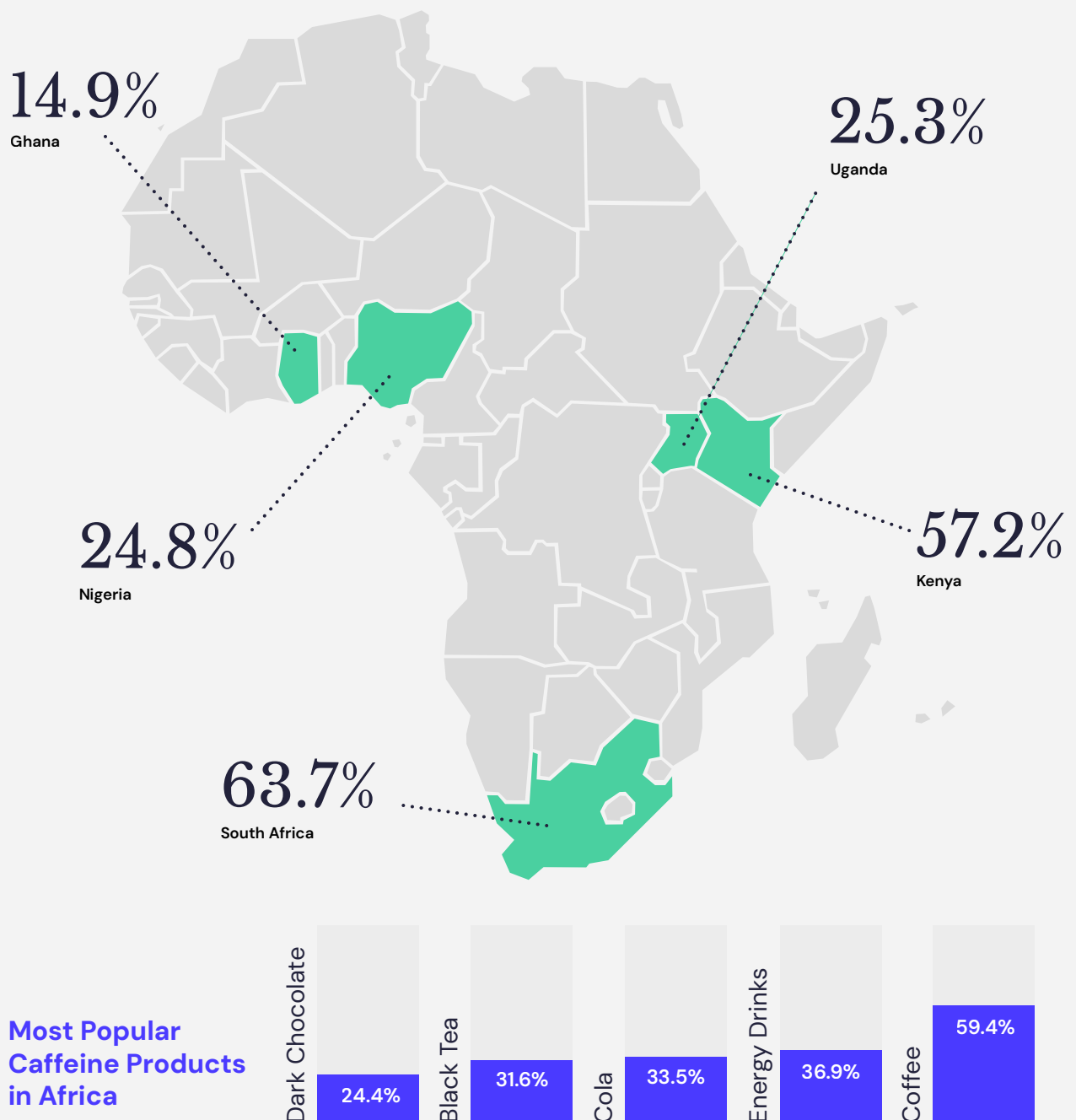
Looking at cola consumption in Canada, our research detected an interesting phenomenon. Middle aged men (aged 45 to 64) are almost three times (2.9x) more likely to opt for cola than men aged 18 to 24 (71.6% vs 25.0%). This implies that cola could be perceived as a more middle-aged caffeine product.

By contrast, the male and female 18 to 24 age group are over three times (3.3x) more likely to enjoy an energy drink than the over-45s (41.7% vs 12.7%). This could imply that alternative caffeine sources like energy drinks are surpassing cola for future generations.



Africa

To discover more about Africa's caffeine habits, we conducted nationally representative surveys across Ghana, Kenya, Nigeria, South Africa and Uganda. We found vast divergences in coffee consumption across these different countries. South Africans, for example, get through 4.3x more than Ghanaians.



Changing social sentiments towards caffeine in Kenya

Kenya's deep and complicated relationship with caffeine is evolving all the time. It is intertwined with colonialism and is still finding its feet after the end of British rule in 1963.

Despite being one of the world's largest exporters of tea and coffee, Kenyans themselves have traditionally been able to enjoy very little of it. However, our research indicates that this could be changing.

Our research finds Kenyans to be strong tea drinkers, coming sixth place worldwide for black tea consumption. This is consistent across all demographics, but some of the heaviest tea drinkers are women aged 25 to 34 (68.3%) and men aged 45 to 54 (64.3%).

However, times are changing and tea is now playing second fiddle to coffee. Almost three quarters of the population drink black and green tea at least sometimes ($56.5\% + 15.5\% = 72.0\%$), which is just slightly below the coffee consumption (at 73.3%). This 1.3% difference may seem small, but it marks a change, aligning Kenya with most of the world in its caffeine choices. As a non-native crop, traditionally exported to Westerners, the rise in coffee consumption could symbolise an enhanced globalisation and confidence. Further reinforcing this, energy drinks are also popular, especially among men aged 25 to 44. Almost half (45.7%) of this group consume energy drinks at least sometimes.



Spotlight on Turkey: The world's most caffeinated nation

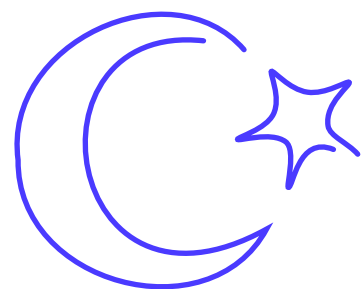
During our research, one country stood out time and time again for its intense love of caffeine. **Turkey is the top consumer of coffee (92.1%), black tea (82.7%), cola (70.9%) and dark chocolate (60.6%). It's also in the top 10 for green tea (45.7%) and energy drinks (44.5%).** Spanning across Europe and the Middle East, Turkish culture has elements of both continents' habits, with caffeine deeply embedded into the fabric of everyday life.

Analysing the data, we can see that women mostly lead the trends. Energy drinks and cola are the only caffeine products that men consume more than women (46.5% vs 42.5%, and 72.4% vs 69.3% respectively). This could imply that Turkish men slightly prefer to have their caffeine cold, while Turkish women tend to opt for hotter servings. Perhaps a large proportion of men's working lives could be more in the heat, while women's working lives could be more shaded.

However, men certainly enjoy hot caffeine too. Nine in ten Turkish men enjoy coffee (89.8%), almost the same level as Turkish women (94.5%). And nearly half of men consume black tea (46.4%), which is usually served hot.

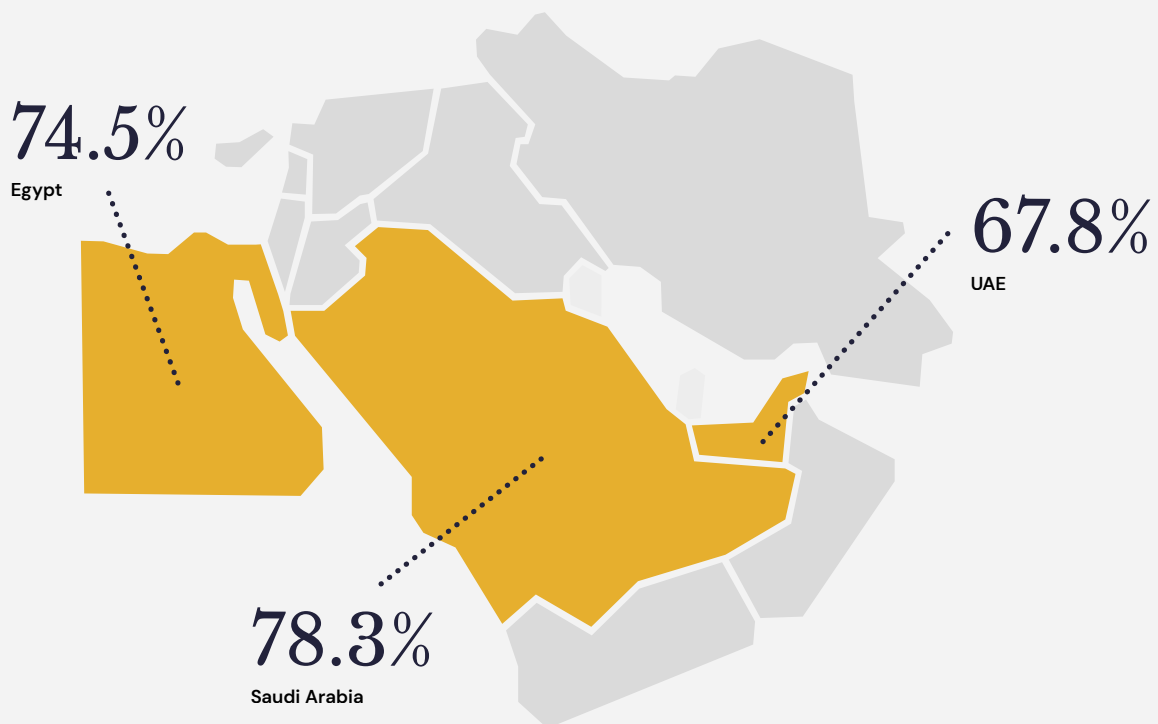
However, when it comes to tea, Turkish women reign supreme. Nine in ten (89.0%) drink black tea at least monthly, led by women in the 35 to 44 age group (91.9%). Green tea is also a popular option, with women under 54 consuming more than twice as much as men in the same age group (61.3% vs 29.4%).

All in all, the data points to a country where women lead the way with hot caffeine choices, but men are also keeping pace and interested in cold caffeine options.



The Middle East

To understand more about caffeine consumption in the Middle East, we gathered data from 763 participants across Egypt, Saudi Arabia, and the United Arab Emirates (UAE). For this deep dive, we excluded Turkey as it borders different continents, is an extreme case of caffeine consumption, and could, therefore, skew the results.



Across these three nations, tea is a much-loved beverage. When we combine black and green tea consumption, it is generally the number one drink. However, as separate categories, coffee is the clear winner for the Middle East. Broadly, the most popular caffeine products are coffee, black tea, cola and dark chocolate.

In both Egypt and Saudi Arabia, the data suggests that women start consuming caffeine products at an earlier age than men. This is most clearly demonstrated in Saudi Arabia, which we have spotlighted below.



Saudi Arabia: Youngest men shun caffeine while youngest women fully embrace it

Nearly four in five (78.3%) Saudi Arabians consume caffeine daily, with around half of this group (46.2%, or 36.2% overall) having several intakes. Within this data set, we noted that young men are moving in a different direction from the rest of the population. Men aged 18 to 24 are half as likely to reach for a cup of coffee than the other groups (35.7% vs 77.6%), and compared to women the same age, it shrinks to a third (35.7% vs 95.2%).

The differences in caffeine habits between the youngest men and women are striking. This trend continues across other products too. Gen Z women are 1.4x more likely to drink black tea than men (61.9% vs 42.9%), 2.2x as likely to consume cola (61.9% vs 28.6%), 2.0x as likely to drink green tea (42.9% vs 21.4%), and 2.7x more likely to consume energy drinks (57.1% vs 21.4%).

Across most of the other countries, men have consumed more energy drinks than women. However, this imbalance among the younger consumers tips the overall proportions so that Saudi Arabian women consume slightly more energy drinks than men (37.0% vs 31.5%).

Oceania

Australia and New Zealand are interesting because both of the populations **prefer to have several caffeine intakes a day, rather than just one**. This is the only continent in our study to do that.

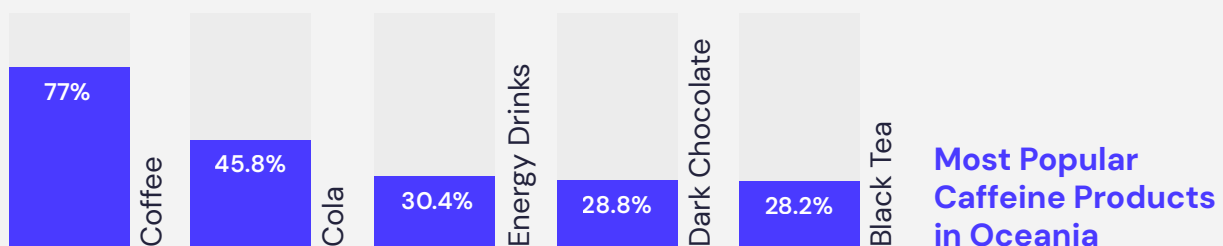
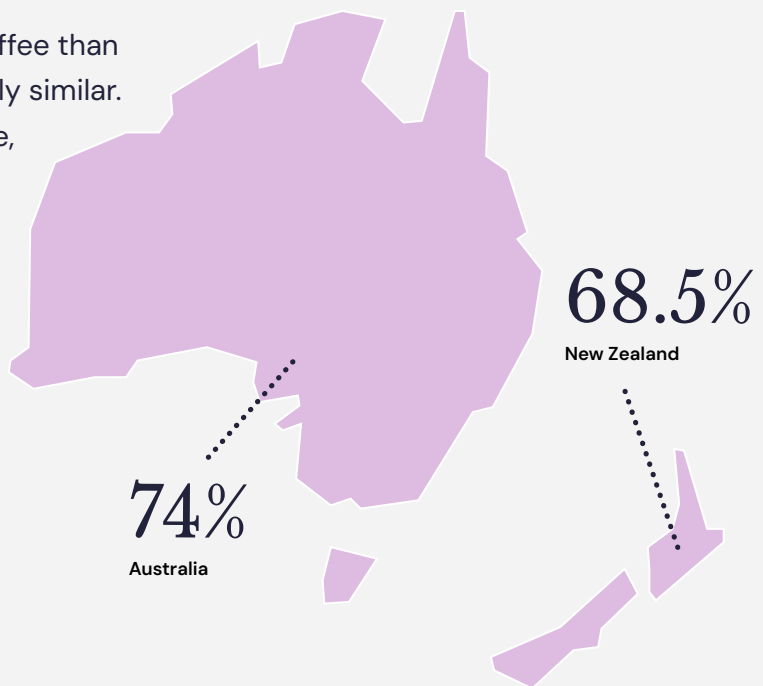
The two nations are quite aligned, revealing similar caffeine intake traits. In both cases, more than two-thirds (74.0% of Australians and 68.5% of New Zealanders) drink caffeine at least daily, with just under one-third (32.0% and 31.5%) enjoying multiple intakes.

Australians and New Zealanders have very similar caffeine consumption patterns, with a few slight differences. Coffee is the most popular form, with over three quarters (75.2% in Australia and 78.7% in New Zealand) of both populations incorporating it into their diets.

In both countries, men drink more coffee than women, and the numbers are strikingly similar.

82.0% of men in Australia drink coffee, compared to 81.9% of the men in New Zealand. However, the ages of coffee drinkers vary slightly.

Australian men aged between 25 and 34 drink 1.2x more coffee than the same demographic in New Zealand (92.9% vs 80.0%). While for New Zealanders, men over the age of 65 consume more than their counterparts in Australia (92.3% vs 87.1%).



Women in both countries drink less coffee than men. But there is an uptick for the 45 to 54 group in New Zealand. New Zealander women in this age range drink 1.5x more coffee than the same group in Australia.

In Australia, the 25–34 age group consume 1.2x more than the overall average (89.7% vs 75.2%). Whereas for New Zealanders, it's the 45 to 54 age group that gets through the most coffee (89.7% vs 78.7%).

Perhaps due to the hotter climate and barbeque culture, Australians are marginally more inclined to drink cola than New Zealanders. But the difference is only slight (47.6% vs 44.1%). In both countries, the top cola drinkers are aged 25 to 34 (65.5% in Australia and 55.6% in New Zealand).

However, where New Zealanders may dip in cola, they make it up in energy drinks, consuming almost double the amount of Australians (40.2% vs 20.4%). New Zealand is ranked 6th highest for their energy drink consumption across the world, with the trend led mostly by 25 to 34 year olds.

Zooming out, the 25 to 34 demographic is leading the caffeine demand across Australia and New Zealand, and particularly the men.

Most Consumed Caffeine Products in Oceania

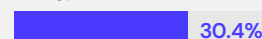
Coffee



Cola



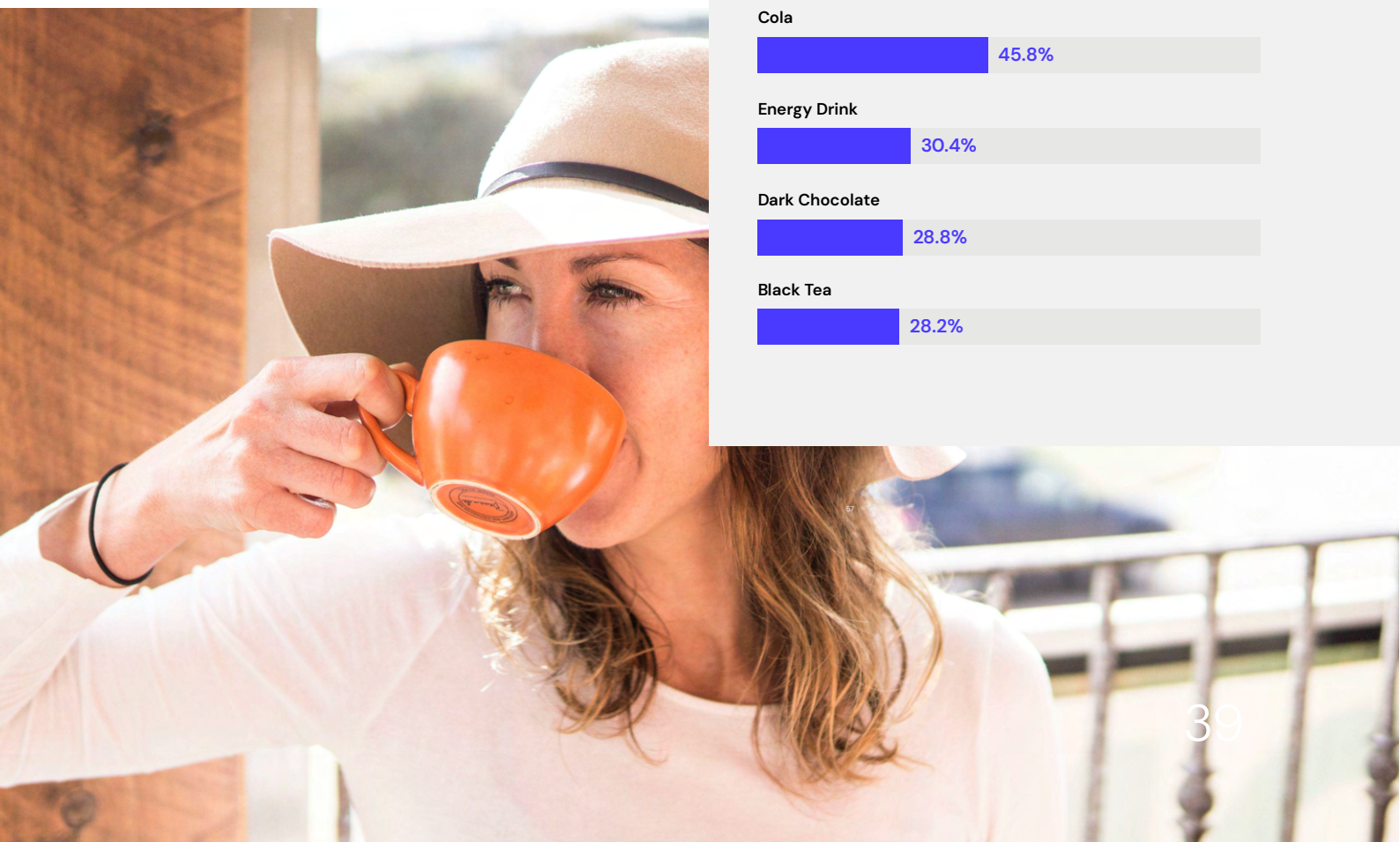
Energy Drink



Dark Chocolate



Black Tea





Emerging trends

So far, this report has served as a timestamp detailing the caffeine habits of the world today. For this section, we are looking at the trends of tomorrow.

Coffee is here to stay, with each generation loving it more

Looking to the short-to-mid term future, coffee looks secure in its top spot position. Promisingly, it is the most popular caffeinated product across all generations worldwide – and by a significant margin. Over-55s, for example, are 2.5x more likely to reach for a cup of coffee than their second favourite, a glass of cola (83.3% vs 32.9%). This implies a strong and relatively affluent consumer base for the next few years.

Top 5 Caffeine Products For 45–54 Year Olds

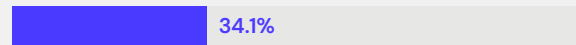
Coffee



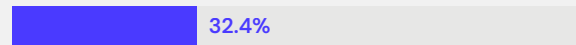
Cola



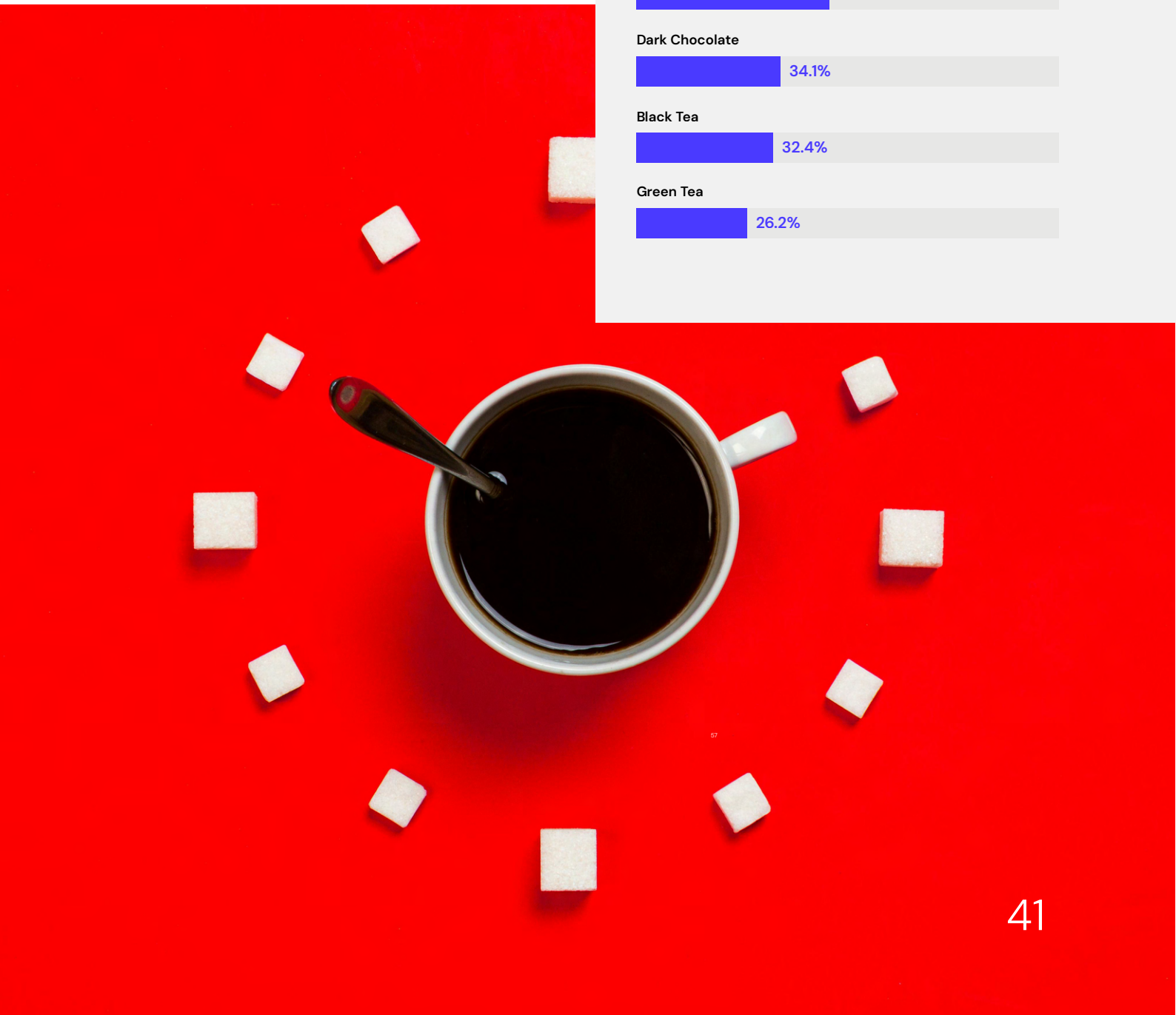
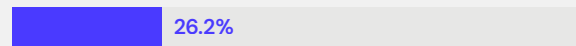
Dark Chocolate



Black Tea



Green Tea





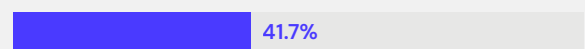
Looking longer-term into the future, the world's youngest consumers are also coffee lovers – although not as strongly as the older generations. Gen-Zs are 1.4x more likely to opt for coffee over cola (59.4% vs 41.7%), making them more open to alternatives than older generations.

Top 5 Caffeine Products Among 18–24 Year Olds

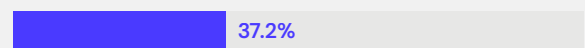
Coffee



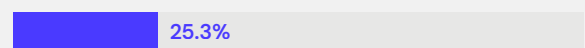
Cola



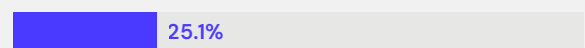
Energy Drinks



Black Tea



Green Tea



However, the nature of coffee is that we tend to rely on it more – not less – over time. We can see this reflected in the data. The next generation, Millennials, drink over a third (34.0%) more coffee than Gen-Zs (79.6% vs 59.4%). And the age group above them – the 45 to 55 group – drink more still, at 84.1%.

The data suggests that Gen-Z are also more likely to increase their consumption of coffee over the mid-to-long term future. However, we should be aware that competing caffeine products like cola and energy drinks are also making inroads.

Cola continues becoming embedded in society, but faces risks

After over a century in circulation, the data suggests that cola has become a staple in continents like North America, South America, Europe and Oceania. This report shows that it is now the second most popular caffeinated product in the world, after coffee. This is a remarkable journey for a relatively new drink.

However, cola comes with its own set of reputational risks, which could impact consumption levels over the future. The most prominent brand's strong association with the United States of America could suffer some political backlash. While the rising tide of eco-anxious consumers could seek alternatives which are better for the environment. In addition, the rise of perceived, healthier caffeine alternatives, such as workout drinks or Kombucha could also create barriers for some health-conscious demographics.

Looking out to the mid-term future, it seems likely that cola will continue to become ever-more embedded into our diets. However, there are potential risks which could unravel this.



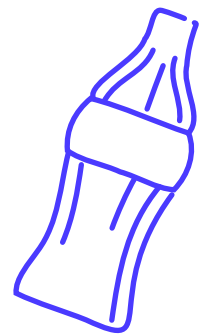
Energy drinks likely to surpass cola in fast-growing economies

Like the rest of the world, the workforce behind the fastest-growing economies is powered by coffee. However, cola is not necessarily the next favourite. An interesting rivalry is taking place between energy drinks and cola in these countries. **Both are jostling for the second position, and as of the time of writing, energy drinks seem to be edging into the lead.**

This trend is likely to continue over the mid-term future, especially as economies grow and people gain more spending power.

Our data included four of the fastest-growing economies (classified by the International Monetary Fund), India, Uganda, the Philippines and Vietnam.

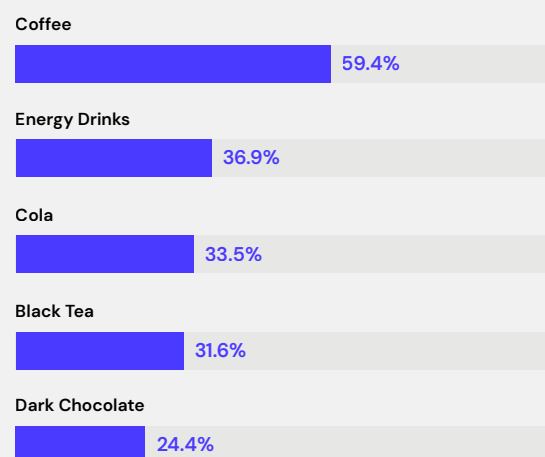
	Cola consumption	Energy drink consumption
India	9.3%	9.9%
Philippines	15.7%	9.9%
Uganda	7.1%	9.6%
Vietnam	8.7%	9.3%



Looking at emerging economies, energy drinks have generally already surpassed Cola. For example, in the continent of Africa (which contains a higher proportion of lower-income countries), energy drinks are the second most consumed caffeine product, and cola is in third position.

Within this continent, Ghana is the lowest-income country within our data set, as classified by the World Bank. People here are 1.4x more likely to opt for energy drinks over cola, although the proportion of cola or energy drink consumers is still less than one in ten. Over the future, it seems likely that this preference will continue as energy drinks become more embedded in society. Taking inspiration from cola, lower-income and fast-growing economies could be promising environments for energy drink companies looking to strategically establish themselves for the future.

Most Consumed Caffeine Products in Africa



Kombucha gains a foothold in international markets

The countries with a higher proportion of immigrants, such as Singapore, Malaysia and the UAE, consume more kombucha. This suggests that the drink could have an international appeal, which has the potential to spread to other regions as workers migrate. Over the mid-term, awareness of the drink could rise, particularly among those who work abroad.

Countries like Singapore famously attract more affluent immigrants, working in well-paid roles such as finance, consulting or law. This could imply that kombucha appeals to the international professionals most. However, further research is needed to establish this hypothesis.



Key takeaways



1. Cola brands should be wary of appearing middle-aged

With two in five (42.3%) people worldwide enjoying cola, it is now the second most consumed caffeinated product, after coffee. However some demographics are turning their backs on the fizzy drink.

Our data detected that the main consumers in North America, New Zealand and parts of Europe like Ireland are middle-aged, while younger consumers are getting their kicks elsewhere – mostly energy drinks. This could imply that cola is becoming a less fashionable beverage for young people, perceived as more middle-aged.

Cola brands seeking to stay relevant over the long-term could focus on creating a more timeless appeal. They could draw inspiration from other longstanding brands. For example, Chanel uses Hollywood icons like Marilyn Monroe in its perfume advertising to show longevity. Nike also showcases sporting legends wearing its products over the decades. Cola could follow a similar approach presenting clips of glamorous stars drinking cola throughout the ages. This could help to revive some affection among younger consumers and reduce some of the first signs of aging for the brand.

2. Fast-growing economies have an appetite for energy drinks

For energy drink brands looking to expand, fast growing economies such as India, Uganda, the Philippines and Vietnam could represent attractive markets. Here, energy drinks consumption already surpasses cola, suggesting a market that is open to new caffeine products.

On the flip side, cola companies may have to fight harder to compete in these energy-drink thirsty markets. They could do this with powerful promotions, product placement, or even consider partnering with up-and-coming competitors.

Key takeaways



3. International communities are more open to kombucha and supplements

Strong international hubs in the Middle East and Asia make better markets for kombucha brands. Our research found that Singapore is an especially attractive location, with more than a sixth of people (17.1%) consuming the drink at least sometimes. We speculate that this could be due to a strong professional immigrant community, who value both caffeine and health. Interestingly it is those who tend to be at the beginning (age 25 to 34) and the peak (age 55 to 64) of their careers who consume the most.

These regions are also more open to caffeine supplements, suggesting that it could also be used to overcome jet lag or travel fatigue. For brands offering alternative and healthy caffeine options, markets like Singapore could be the best places to gain traction.

4. China is the country with the least appetite for caffeine

In stark contrast with neighboring countries such as the Philippines or South Korea, China is remarkable in how little caffeine is consumed. Very few people enjoy products like coffee, tea, cola or energy drinks daily, and there is a strong proportion of people who do not consume caffeine at all. This makes China a potentially bad match for caffeine brands looking to expand into Asia.

Key takeaways



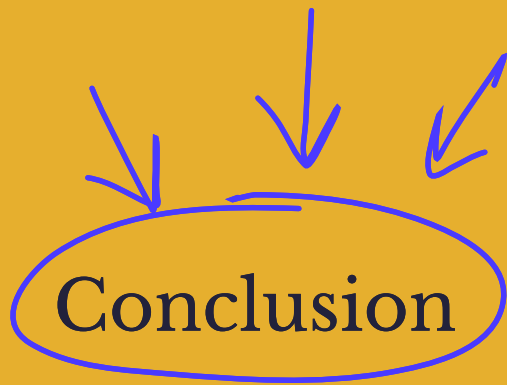
5. Women in the Middle East start consuming caffeine before men

An interesting finding in this data is that men in countries like Egypt and Saudi Arabia consume caffeine about five to ten years later than women. An extreme example of this is in Saudi Arabia, where women aged 18 to 24 drink around three times more coffee than men the same age (95.2% vs 35.7%). However, after the age of 24, there is a drop in women's caffeine consumption levels.

We don't have answers for this, but we speculate that it could be because at 18 to 24, women could be substituting alcohol for caffeine when they go out socialising. This hypothesis requires further study, but if it has some validity, caffeine brands could tailor their products as alternatives to alcohol geared towards younger women.

6. A potential gap in the Turkish market for refreshing caffeine products geared to men

As the world's most caffeinated country, Turkey represents a vibrant and exciting market for brands looking to expand. Our research finds that women tend to consume the most caffeine, with a preference for coffee, green and black tea as well as dark chocolate. Men meanwhile, tend to opt for colder options like cola and energy drinks. This signals that there could be potential for refreshing colder beverages to make inroads with men. However, there is also a risk that with such high consumption levels already, the market could be saturated.

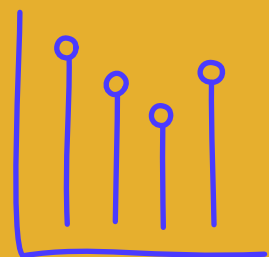


Conclusion

The world of caffeine is rapidly evolving, and each new generation brings fresh tastes, perspectives, and cultures. We're seeing this now with the evolution of cold caffeinated beverages like energy drinks, potentially surpassing cola for younger demographics and faster-growing economies.

We're also witnessing a potential destabilising of tea. Once the world's favourite, it has now sunk to third and fourth position but could plunge further in the future. As caffeine takes new shapes, the much-loved ritual of tea-making could serve as less of an everyday stimulant and more of an occasional indulgence.

Elsewhere in the world, in hubs like Singapore, we're seeing the exciting emergence of little-known caffeine alternatives like kombucha and supplements hit the shopping baskets. Tomorrow could bring entirely new products to the world stage.



Caffeine consumption reflects an entire universe of different cultures, habits and outlooks from across the globe. The data collected opens a new world of understanding and business possibilities.

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