

## A BASIC SURVEY FOR MONITORING TRENDS IN THE DEMAND FOR COFFEE

[REPORT]  
2008/2009



May 2009

ALL JAPAN COFFEE ASSOCIATION

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### 1. Estimated Consumption in 2008 (reference)

#### Target Population of the Coffee Market

<Population (Age 12-79) > (000 persons)

	2002	2004	2006	2008	Difference (2008-2006)
Total respondents	106,931	106,912	106,700	106,201	-499
Male st	52,979	53,028	52,959	52,740	-219
12-17 years old	4,128	3,946	3,818	3,728	-90
18-24 years old	5,539	5,269	5,053	4,837	-216
25-39 years old	13,749	13,856	13,776	13,591	-185
40-59 years old	17,641	17,362	17,512	17,039	-473
60+ years old	11,922	12,595	12,800	13,544	744
Female st	53,952	53,884	53,741	53,461	-280
12-17 years old	3,944	3,768	3,643	3,558	-85
18-24 years old	5,305	5,047	4,841	4,630	-211
25-39 years old	13,177	13,272	13,182	13,002	-180
40-59 years old	17,562	17,244	17,357	16,856	-501
60+ years old	13,965	14,553	14,718	15,416	698

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## 2. Consumption in Each Segment

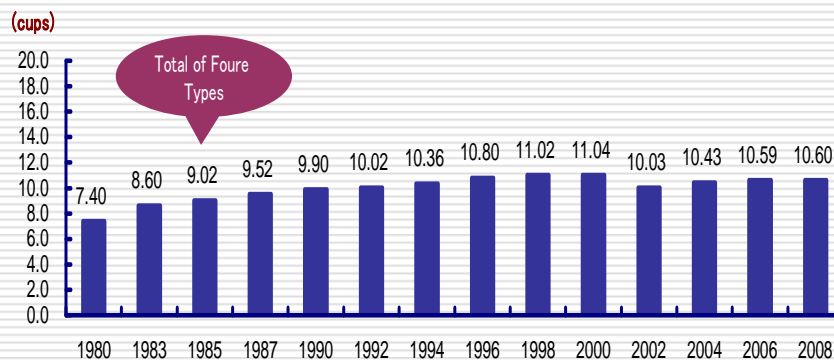
	12-17 years old	18-24 years old	25-39 years old	40-59 years old	60-79 years old
<b>Male</b>		<u>Young Core User</u> • Population: 31,430,000 persons (29.6%) • Total Consumption Rate: 341,563,000 cups (30.3%)		<u>Middle Core User</u> • Population: 33,895,000 persons (31.9%) • Total Consumption Rate: 468,194,000 cups (41.5%)	<u>Senior User</u> • Population: 28,960,000 persons (27.3%) • Total Consumption Rate: 279,807,000 cups (24.8%)
<b>Female</b>	<u>Junior User</u> • Population: 11,916,000 persons (11.2%) • Total Consumption Rate: 38,368,000 cups (3.4%)				

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## 3-1. Coffee Consumption

### Changes in Weekly Consumption of Coffee

#### Movement in Weekly Consumption of Coffee: Time Series Data



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### 3-2. Coffee Consumption

#### Changes in Weekly Consumption of Coffee

Total Consumption of Coffee per Week (in number of cups; sum of all four types):  
Time Series Data

2002	16.5	14.4	18.7	12.6	15.9	8.6	5.9	3.3	4.1	3327	10.03	83.5
2004	16.6	15.3	17.6	11.3	14.2	10.1	7.1	3.4	4.4	3312	10.43	83.4
2006	17.0	15.4	17.1	11.9	14.1	8.8	7.1	3.1	5.4	3233	10.59	82.9
2008	15.5	14.9	19.0	11.5	14.4	9.2	6.7	3.7	5.0	3322	10.60	84.4