The United States is currently the world’s largest market for coffee. Annual consumption per capita is just over 4 kg compared with 5 kg on average in Europe.

Consumption in Europe varies from around 10 kg per capita per year in the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden) to around 3 kg in the United Kingdom and most of Eastern Europe.

The annual consumption of over 5 kg per capita in Brazil is exceptionally high among the over 60 coffee-producing countries. Brazil’s annual production of around 2.4 million tonnes (40 million 60-kg bags) makes up a third of the world production of just over 7 million tonnes.

Territory size shows the proportion of all coffee worldwide that is consumed in that territory.

“A day without coffee is like … a day without coffee!”. Text on a billboard in the US, 2005