

## NEW RESEARCH REVEALS THE UK'S COFFEE HABITS

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New online research from Product of the Year involving over 2,000 consumers has lifted the lid on Britain's coffee habits – from frequency to top devices and how much people are willing to spend on a single cup.

Coffee reigns supreme as the nation's favourite first drink of the day, with 37% of respondents across Instagram, Facebook and X choosing a coffee hit before anything else. Tea still has a loyal following (around a third at 34%), while just over a quarter (27%) opt for pure and simple water.

When it comes to *how much* we drink, the most common answer is a solid 2–3 cups a day (42%), with a small but committed group (15%) owning up to a whopping four or more cups!

Instant vs. pod debate divides: Instagram users heavily favour instant coffee (52%), while the Facebook crowd leans towards pod machines like Nespresso (39%). Only a small percentage use slightly more involved approaches including cafetières or pour-over methods.

Surprisingly, most coffee drinkers prefer to brew at home for cost and comfort (57%), though a third (37%) like to mix in takeaway visits. And when it comes to flavour, a “white” coffee – lattes, cappuccinos and flat whites – is by far the nation's favourite, winning two-thirds (62%) of the vote.

Caffeine cravings are real: while over a third (37%) claim they're “totally fine” without their coffee, another third (32%) feel a little ‘sluggish’ without and 31% admit to being grumpy until they've had one! Most consumption happens *before* or *just after* the workday starts, with only a handful indulging in the afternoon or evening.

Sustainability is still a work in progress – fewer than one in eight always bring a reusable cup, two-fifths sometimes do and 43% never do.

And as for spending? The majority fork out £3–£5 for their priciest cup (56%), but a third (29%) have splurged an eye-wateringly expensive, £5–£10. A brave 2% have spent over £10 on a single coffee. A lucky few pay less than £3 (13%).

“Britain's love affair with coffee is very much hotting up, but our poll shows it's about more than just getting a caffeine hit – ritual, taste, convenience, and even identity, are all part of the experience that makes it special,” says Helga Slater, MD at Product of the Year. “Over the years, we've seen all manner of coffee innovation win awards – we're looking forward to seeing what turns heads in our next awards for 2026.”

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