

MyFriendsCoffee Study

481 US Coffee Roasters



MyFriendsCoffee

Goals

The aim of our study was to better understand the US coffee industry.

For this, we decided to explore coffee roasters.

There are many studies aimed at finding out how often Americans drink coffee, how much they drink daily, at what time of day they drink, what kind of coffee they drink, and much more.

For example, a study by the [National Coffee Association \(NCA\)](#) and other studies of the [coffee market in the US](#) cover Americans' coffee habits.

But we could not find studies in the public domain that aim at understanding coffee roasters.

Our team decided to rectify the situation by conducting a study of this segment of the US coffee market.

Overview

To collect information, we analyzed the sites of 481 US coffee roasters and looked at what products and services they offer to their customers.

Our analysis was carried out between February 1 and March 30, 2021.

Before starting, we defined the categories of data we would look at for each roaster.

As we collected data, [we entered it into a table](#)

Then we analyzed the data, which gave us the results for each category that we've included in our report.

Methodology

For the study, we have selected data that can be useful to both buyers and roasters.

Basic data

First, we paid attention to the price per pack of freshly roasted coffee.

Based on our analysis of the roasters' prices, we were able to find the average cost per pack.

We also used this data to calculate the average cost per cup of coffee made from freshly roasted beans.

This information can be helpful in calculating coffee costs.

Data for consumers

We also collected data on roasters' coffee shop availability and quantity.

We looked at the assortment of coffees offered by each roaster. We took into account both blends and single-origin coffees, and different roasting profiles.

In our data table, we recorded information about the services that coffee roasters provide to their customers.

We were interested in whether roasters offer the following services:

- Grinding beans to customers' desired size
- Coffee subscriptions
- Wholesale coffee beans

Data for roasters

Finally, we looked at how coffee roasters keep in touch with their customers.

We collected information on the following points:

- Does the roaster have a blog on their site where they introduce customers to coffee and teach them how to prepare it correctly?
- Does the roaster have an email newsletter?
- What social networks do coffee roasters have accounts on, and how many subscribers do the accounts have?