

WHAT IS THE ISSUE?

Australians drink 1.91kg of coffee per person per year, but do coffee drinkers understand what it's doing to their minds and bodies?

SIGNIFICANCE OF ISSUE:

"(It was) consistently found that higher coffee consumption was significantly associated with reduced brain volume, putting you at risk of brain diseases such as dementia and stroke"



<https://unsplash.com/photos/Y3AqmbmtLQI>

Like any food or drink, coffee can be both beneficial and harmful depending on the dose. Too much coffee can increase the risk of osteoarthritis, arthropathy, obesity and brain diseases. 6 cups of coffee a day were considered the upper limit of safe consumption

Understanding the effects and risks associated with coffee intake could have very large implications for population health given the worldwide popularity of the drink. However, investigations have been using an observational approach where comparisons are made against non-coffee drinkers which can deliver misleading results

However, with the strong coffee culture and the ubiquity of cafes in Melbourne, drinking coffee has developed a social aspect. This means more people are drinking more coffee, even when its effects are unwanted.



2-3 KEY USERS:

Liam is a coffee enthusiast and frequently enjoys coffee at home

Sally works in the CBD and frequents a café near her office



2-3 POINT OF VIEW STATEMENTS:

Liam is deep into the coffee 'hobby' and drinks many cups of espressos, cold brews and single origin pourovers throughout the day. His friends tell him to cut back and sometimes he wonders if he is drinking too much coffee

Sally visits the nearby café 3 or 4 times a day as she often has client meetings there and it's a nice place to take a break at. She feels that it's socially awkward not to have a coffee in hand when at the café but has noticed feeling very nervous and jittery during work hours

KEY IMAGES: (2-3 key images with annotation)



#42
in the world for
coffee consumption per person³



Coffee drinkers make up
46%
of Australian population⁴



Individual average
1.91kg
of coffee consumed in 2017⁵

¹Source: IBISWorld Industry Report H4511b, ²Source: mccriddle.com, ³Source: worldatlas.com, ⁴Source: Australian Bureau of Statistics, ⁵Source: statista.com

Coffee is a way of life for Australians

INDUSTRY SECTORS:

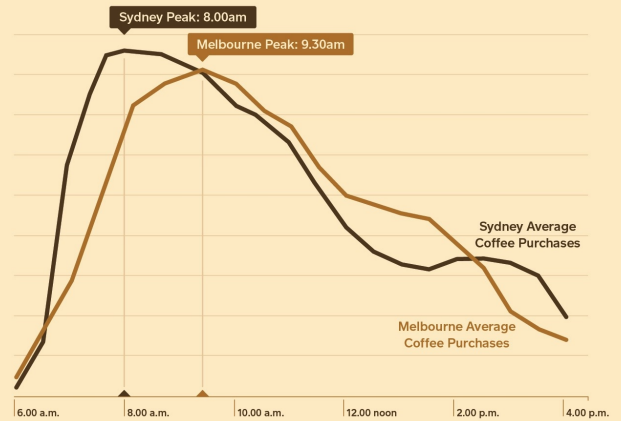
Food and beverage

Coffee beans and equipment
wholesalers

Health sector

What time do we get our coffee hit each day?

A look at how peak time coffee purchases compare between Melbourne and Sydney. Sydney drinkers get a jump start on the day, picking up their first cup 90 minutes prior to Melbourneites on average.



There is a clear sense of 'ritual' and habit

SOURCES OF INFORMATION:

<https://www.healthdirect.gov.au/caffeine>

<https://www.unisa.edu.au/Media-Centre/Releases/2020/excess-coffee-consumption-a-culprit-for-poor-health/>

<https://www.unisa.edu.au/media-centre/Releases/2021/excess-coffee-a-bitter-brew-for-brain-health/>

https://www.statista.com/topics/4615/coffee-market-in-australia/#topicHeader__wrapper

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