



# How Much Caffeine Is in Your Cup?

A PRACTICAL GUIDE TO INTENTIONAL COFFEE CONSUMPTION



**Coffee consumption is changing. Today, coffee is no longer only about taste or routine, it's about intention. Consumers are increasingly conscious of how caffeine affects energy, focus, anxiety, and sleep.**

**This guide was created to help you better understand decaffeinated and low caffeine coffee, and to give you practical tools to talk about caffeine with clarity and confidence.**



## Why decaf matters today?

The global decaffeinated coffee market reached approximately USD 2.49 billion in 2024 and is expected to surpass USD 4.2 billion by 2033, growing at around 6% annually. This growth reflects a clear shift in consumer behavior: decaf is no longer perceived as a compromise, but as a conscious choice aligned with wellbeing, lifestyle balance, and flavor expectations. More than a quarter of consumers actively seek low-caffeine beverages, while a growing share prefers decaffeinated coffees processed without chemical solvents. Transparency, process, and cup quality are now central to the decaf conversation.

## Coffee by Intention: How Consumers Think About Caffeine

Rather than consuming caffeine uniformly throughout the day, many people now adjust intake based on how they want to feel. Higher caffeine is associated with focus and productivity in the morning, while lower-caffeine or decaf options support calm, comfort, and sleep later in the day. This approach allows coffee to remain part of daily rituals without compromising rest or wellbeing.



## Understanding Caffeine in Coffee

A standard cup of regular coffee typically contains between 95 and 200 milligrams of caffeine, while a decaffeinated coffee usually contains between 2 and 5 milligrams per cup. Although small, this difference is significant for individuals sensitive to caffeine or mindful of sleep quality. Interestingly, many decaf drinkers consume more cups per day, not for stimulation, but for flavor, comfort, and ritual, without unwanted side effects.

## What Affects the Amount of Caffeine in Your Cup

The caffeine content of a brewed cup is influenced by three main factors: the caffeine level of the green coffee, the amount of coffee used (dose), and the brewing method. Understanding these variables allows for more informed choices and clearer communication.



# Estimating Caffeine: A Practical Framework

This formula provides an estimate of how much caffeine may be present in a cup of coffee. It is not a laboratory measurement, but a useful comparison tool.

To estimate the amount of caffeine in your brew use the following formula:

**Caffeine (mg):  $1000 \times D \times G \times R \times B$**

D: dose in grams

G: Green coffee caffeine % (Ref. down)

R: Roast adjustment factor: 1.15

B: Brew method factor

Green Coffee:

- **Arabica** (Standard): 1.2%–1.5% caffeine by weight.
- **Robusta**: 2.2%–2.7% caffeine by weight (almost double that of Arabica).
- **Low-caf varieties** (e.g., Laurina, Aramosa): 0.4%–1.0% caffeine by weight.
- **Decaffeinated coffee**: Less than 0.1% caffeine by weight (according to EU and UK standards).

*\*Whenever you see a percentage (%) in a formula, divide it by 100 before using it.*

**Example Calculation**

**Caffeine (mg) =  $1000 \times 20 \times 0.012 \times 1.15 \times 0.9 = 248.4$  mg**

Brew Method	“B” factor
<i>Cold Brew</i>	1.0
<i>Pour Over</i>	0.9
<i>Stovetop</i>	0.9
<i>Aeropress</i>	0.8
<i>Cafetiere</i>	0.8
<i>Espresso</i>	0.7



# Estimating Caffeine: A Practical Framework



<b>Decaf/Low</b>	5-20 mg	Ideal for evening consumption, highly sensitive individuals, or those seeking flavor without stimulation.
<b>Moderate</b>	30-100 mg	Typically an average espresso shot, a strong tea, or a smaller regular coffee. Provides a gentle lift.
<b>High</b>	100 - 200 mg	The standard range for an 8 oz filtered coffee. Often associated with morning focus and productivity.
<b>Very High</b>	+200 mg	Common in larger coffee servings (12 oz+) or energy drinks. Provides a significant stimulant effect.

## Balance Zones

**Mindful/Safe Zone** (Up to 100 mg/day).

**Sensitivity Zone** (100-300 mg/day).

**Elevated Zone** (300-400 mg/day).

**Excessive Zone** (+400 mg/day).

While caffeine tolerance varies for everyone, categorizing your intake into "balance zones" helps you align your coffee choice with your daily intentions. By understanding these levels, you can maintain your rituals without overstepping your personal comfort limits.



# How You Can Use This Information



- Design coffee offerings with different caffeine levels in mind.
- Educate customers using clear, non-alarmist language.
- Communicate decaf and low-caf options with confidence.
- Support more intentional coffee consumption habits.

## Coffee as balance

Decaf and low-caffeine coffees are not about removing coffee from daily life, but about rebalancing it. Flavor, ritual, and function can coexist. Understanding caffeine allows coffee to be enjoyed with greater awareness, flexibility, and intention.

**This guide was developed by Ally Coffee as part of its ongoing commitment to education, transparency, and long-term partnerships across the coffee chain!**



A faint, light blue illustration of a coffee branch with several leaves and small coffee cherries, positioned in the top left corner of the page.

## Sources

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