**PROJECT CAFE EUROPE 2019**

Project Café Europe 2019 is World Coffee Portal’s definitive analysis on the European branded coffee shop market. Covering 24 key countries, the study provides an in-depth understanding of the Continent’s dynamic coffee shop industry.

**MARKET SIZE**
Total branded coffee shop outlets*

![33,745](image)

**MARKET GROWTH**
Total branded coffee shop outlet growth in last 12 months

![6%](image)

**LARGEST MARKETS**
By total number of outlets

- **UK**: 7,934
- **GERMANY**: 5,193
- **FRANCE**: 3,361

**LEADING COFFEE SHOP BRANDS**
By total number of outlets

1. **COSTA**
2. **Starbucks**
3. **McCafe**

**TYPICAL PRICE**
Typical price of a regular cappuccino across Europe

- **NORTHERN**: €4.26
- **EASTERN**: €2.09
- **WESTERN**: €3.31
- **SOUTHERN**: €1.89

*Includes Austria, Belgium, Bulgaria, Czech Republic, Cyprus, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Ireland, Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, Turkey, United Kingdom

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