

# UK BRANDED COFFEE SHOP MARKET IN NUMBERS



## Allegra PROJECT CAFÉ UK 2020

### MARKET SIZE

Total branded coffee shop outlets

 8,222

### MARKET GROWTH

Branded coffee shop outlet growth over the last 12 months

 0.9%

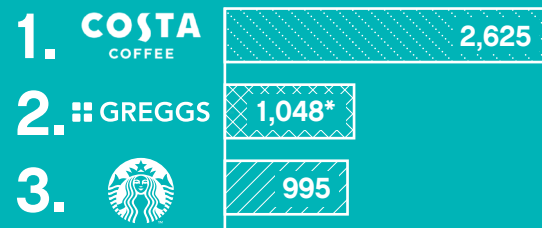
### MARKET VALUE

Total branded coffee shop market value

£4.5  
BILLION

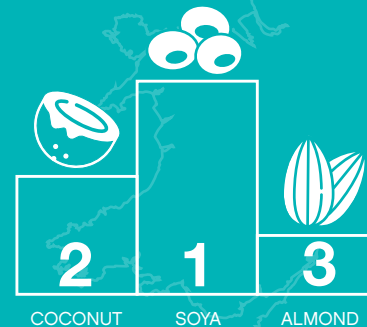
### LEADING BRANDED CHAINS

By number of outlets



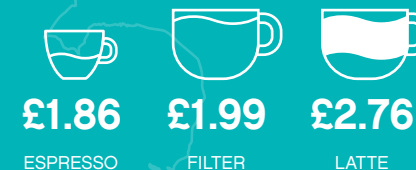
### MILK ALTERNATIVES

Favoured milk alternative purchased with beverage, Allegra consumer panel



### TYPICAL PRICE

Typical price of a regular drink across major branded chains



Project Café UK 2020 is Allegra's definitive annual study on the dynamic UK branded coffee shop market. Drawing on more than 20 years' in-depth research, it is widely regarded as the Bible of the UK coffee industry.

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\*1,048 of Greggs 2,000+ stores satisfy the Allegra criterion of 12.5% or more hot beverage sales mix for inclusion in the report