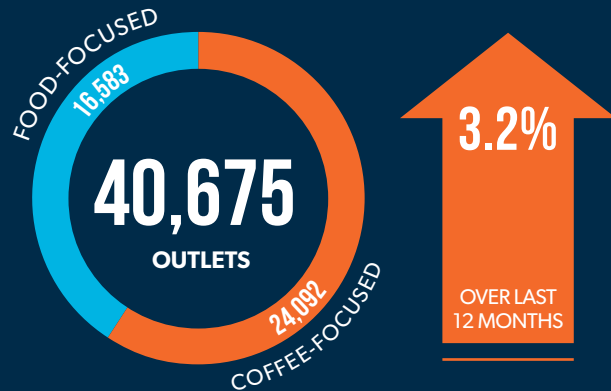


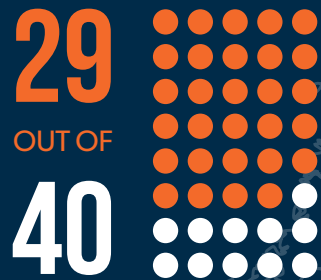
THE EUROPEAN BRANDED CAFÉ MARKET IN NUMBERS

MARKET SIZE AND GROWTH

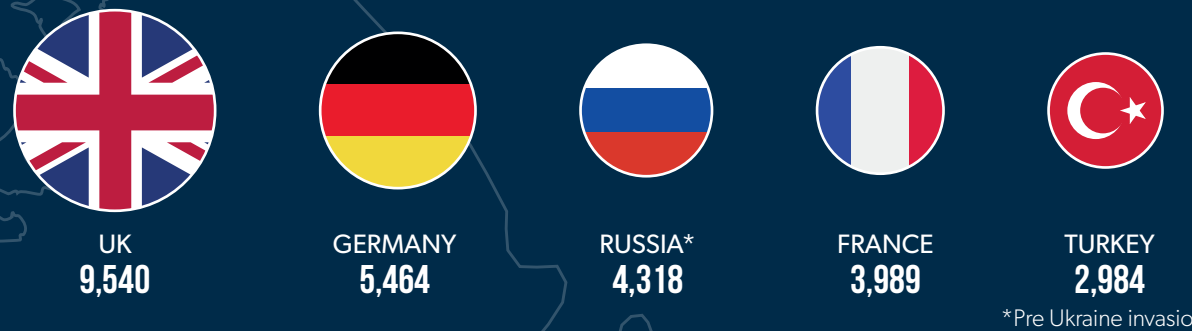
Estimated total branded coffee shop outlets



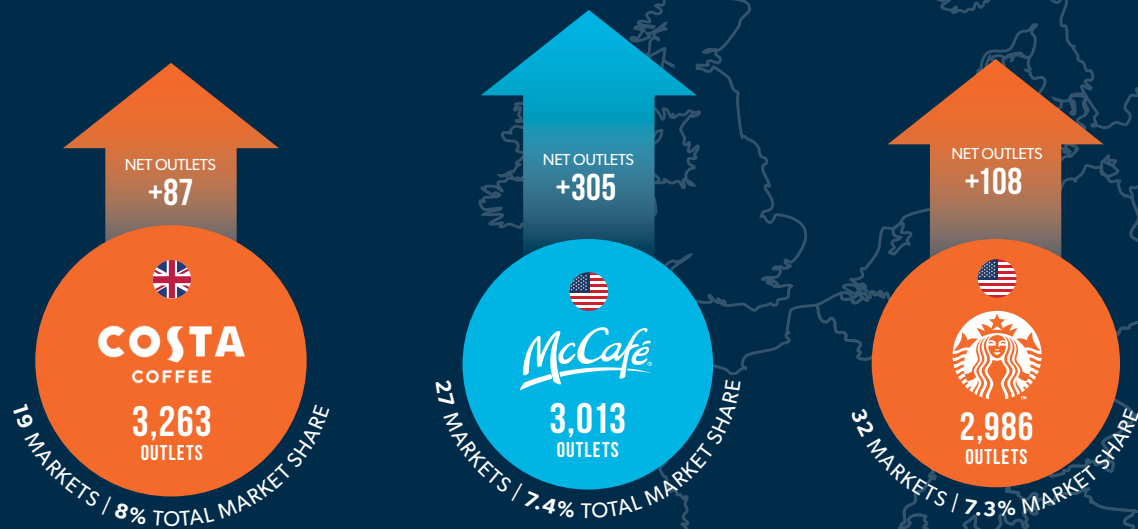
LARGEST EUROPEAN MARKETS ADDING OUTLETS OVER THE PAST 12 MONTHS



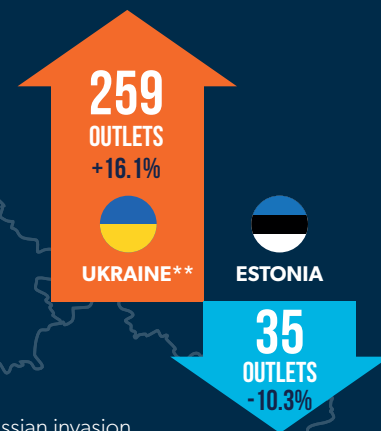
TOP 5 LARGEST MARKETS BY OUTLETS



TOP 3 LARGEST EUROPEAN BRANDED COFFEE CHAINS



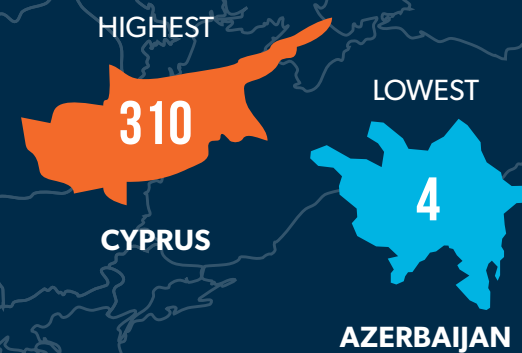
HIGHEST AND LOWEST EUROPEAN BRANDED CAFÉ MARKET OUTLET GROWTH



BRANDED CHAIN ORIGIN



BRANDED CAFÉ OUTLETS PER CAPITA



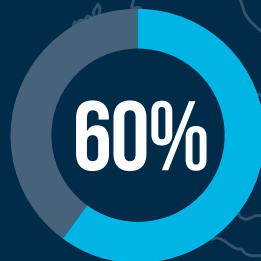
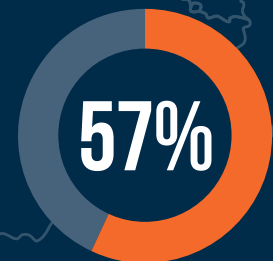
BEVERAGE PRICING: 12OZ CAPPUCCINO

Average price of a regular cappuccino across major European markets



INDUSTRY LEADER INSIGHT

TOP 3 SUSTAINABILITY ISSUES TO TACKLE



Project Café Europe 2022 is World Coffee Portal's extensive annual study on the highly diverse European branded coffee shop market. The report details sizing by outlets for 50 European markets, identifying the key players, changing retail footprints, competitive positioning, prospects for future growth and insight from senior industry leaders.

To purchase the report or to make an enquiry, contact Matthew Hill, Commercial Executive - mhill@allegra.co.uk - +44(0)20 7691 8800 - worldcoffeeportal.com

