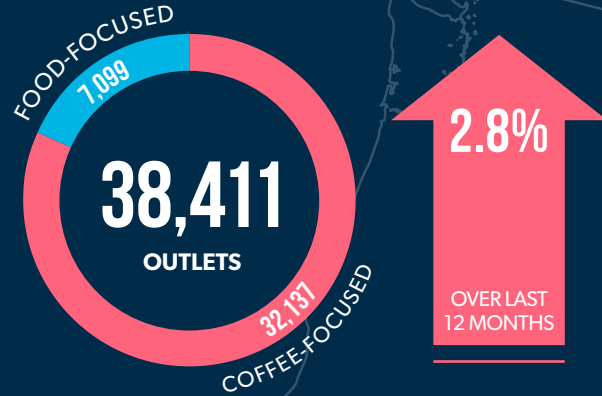


THE US BRANDED CAFÉ MARKET IN NUMBERS

MARKET SIZE AND GROWTH

Estimated total branded coffee shop outlets



2.8%

OVER LAST 12 MONTHS

MARKET VALUE



10.8%

OVER LAST 12 MONTHS

TOP 5 LARGEST BRANDED COFFEE CHAINS BY OUTLETS



15,650



9,262



2,173

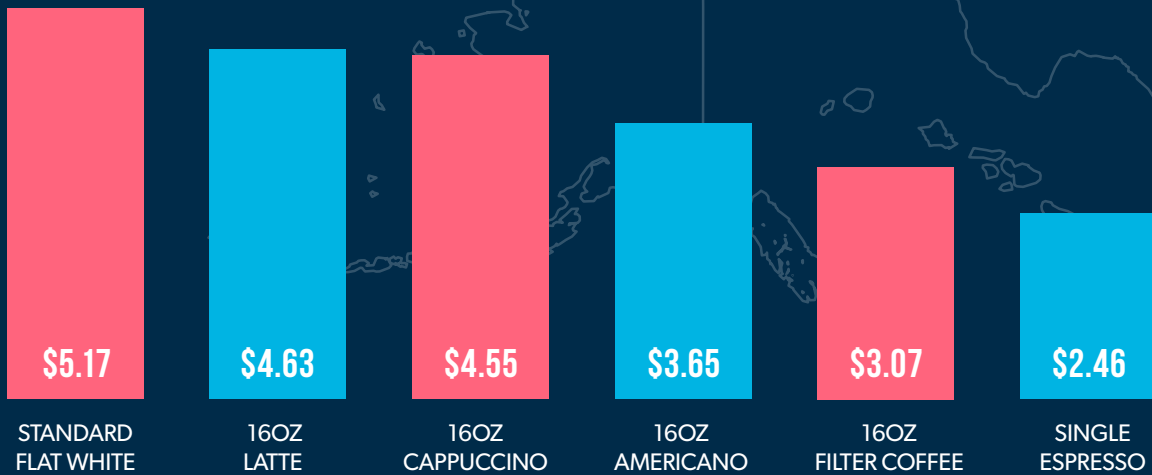


693



646

AVERAGE BEVERAGE PRICING



TOP 5 PLANT-BASED MILK PREFERENCES IN COFFEE SHOPS



1

ALMOND MILK



2

OAT MILK



3

COCONUT MILK



4

HAZELNUT MILK



5

SOYA MILK

CONSUMER DATA

Sample: 5,000 surveys

64%

VISIT A COFFEE SHOP AT LEAST ONCE A WEEK

43%

AGREE A PRICE INCREASE IS PREFERABLE TO PAYING THE SAME FOR LESS

55%

PREFER DRIVE-THRU OVER ENTERING COFFEE SHOP

62%

AGED 55 AND OVER BELIEVE COFFEE IS GOOD FOR HEALTH

41%

UNDER 35s BELIEVE COFFEE IS GOOD FOR HEALTH

INDUSTRY DATA

Sample: 150 surveys

TOP 3 SUSTAINABILITY ISSUES TO TACKLE

- 1 PACKAGING WASTE
- 2 SUPPLY CHAIN TRANSPARENCY
- 3 CLIMATE UNPREDICTABILITY

80%

BELIEVE THERE IS PLENTY OF GROWTH POTENTIAL FOR BRANDED COFFEE CHAINS

49%

DESCRIBE CURRENT TRADING CONDITIONS AS POSITIVE

11%

BELIEVE COVID WILL NEGATIVELY IMPACT CONSUMER DESIRE FOR COFFEE OUT-OF-HOME

Project Café USA 2023 is World Coffee Portal's definitive study on the vast and fast-developing US branded coffee shop market. Featuring operational insights and data based on 5,000 consumer surveys and 150 industry leader interviews, the report provides market sizing, pricing, operator profiles and more across all 50 US states.

To purchase the report or to make an enquiry, contact Matthew Hill, Commercial Executive
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