

EUROPEAN BRANDED COFFEE SHOP MARKET IN NUMBERS



Allegra PROJECT CAFÉ EUROPE 2020

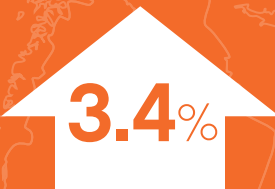
MARKET SIZE

Total branded coffee shop outlets*

 **37,598**

MARKET GROWTH

Total branded coffee shop outlet growth over the last 12 months

 **3.4%**

LARGEST MARKETS

Largest markets by number of branded outlets



8,222



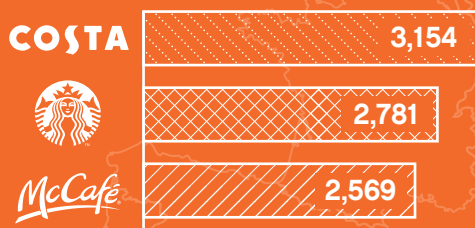
5,586



3,523

LEADING COFFEE SHOP BRANDS

By total number of outlets across 24 key markets



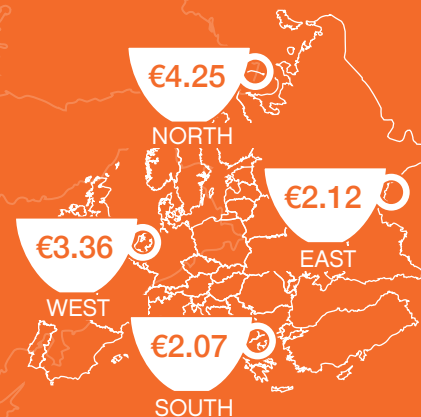
FASTEST GROWING MARKETS

Fastest growing markets by annual outlet growth rate % over the last 12 months**



TYPICAL PRICE

Typical price of a regular cappuccino across top 5 operators in 24 key markets



Project Café Europe 2020 is World Coffee Portal's definitive analysis on the dynamic European branded coffee shop market. The report details market sizing for all 48 national markets, plus a detailed trading assessment of 24 key countries, and additional consumer data for four featured markets.

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**WORLD
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PORTAL**

*Covers all 48 European markets

**Across the 30 largest markets