

EUROPEAN BRANDED COFFEE SHOP MARKET IN NUMBERS



Allegra PROJECT CAFÉ EUROPE 2021

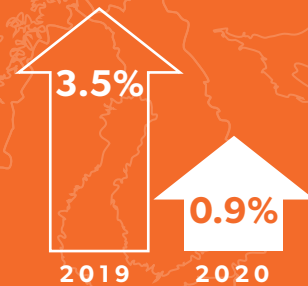
MARKET SIZE

Estimated total branded coffee shop outlets

 **39,308**

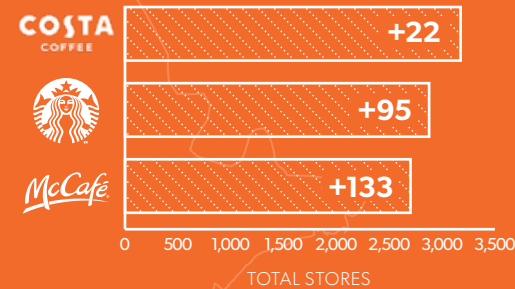
MARKET GROWTH

Net change in total store numbers vs 2019



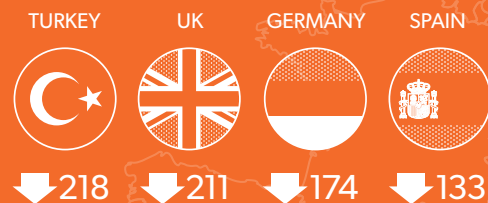
MAJOR BRANDED CHAINS

Net change in store numbers of the largest three branded chains



STORE CLOSURES

Markets with the highest net closures over last 12 months



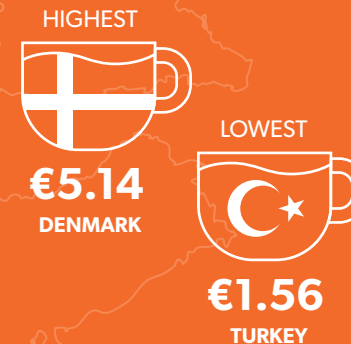
STORE OPENINGS

Markets with the highest net store openings over last 12 months







PRICE COMPARISONS

Highest and lowest average price of a regular latte across major European markets



Project Café Europe 2021 is World Coffee Portal's extensive annual study on the highly diverse European branded coffee shop market. Covering all 48 European countries, our research provides market sizing, industry insight, operator profiling and a Covid-19 impact analysis.

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