

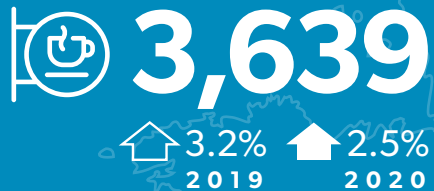
FRENCH BRANDED COFFEE SHOP MARKET IN NUMBERS



Allegra PROJECT CAFÉ FRANCE 2021

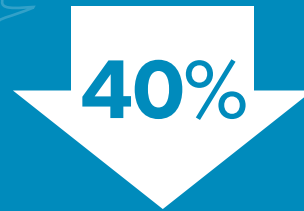
MARKET SIZE

Estimated total branded coffee shop outlets



IMPACT OF COVID-19 ON STORE SALES

Estimated revenue loss in 2020



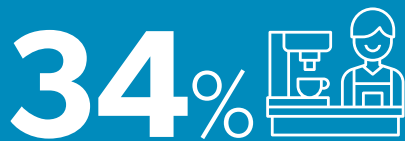
MAJOR COFFEE- FOCUSED CHAINS

Net change in store numbers of the largest three coffee-focused chains



VISIT FREQUENCY

Allegra consumer panel*



OF CONSUMERS VISIT A COFFEE SHOP AT LEAST ONCE A MONTH

FROM 81% IN 2019

COFFEE DELIVERY

Allegra consumer panel*



OF CONSUMERS WOULD REGULARLY ORDER COFFEE DELIVERY

DRIVE THRU

Allegra consumer panel*



CONSUMERS WOULD USE DRIVE THRU IF MORE READILY AVAILABLE

Project Café France 2021 is World Coffee Portal's deep dive report on France's food-focused branded coffee shop market. Our study features a Covid-19 impact analysis, key trends and industry insight plus an in-depth consumer study of French coffee shop visitors.

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* Panel of over 2,000 French coffee shop visitors

Data accurate as of 31 March 2021. Temporary closures due to national lockdown restrictions are not included

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