



## Allegra PROJECT CAFE GERMANY 2020


### MARKET SIZE

Total branded coffee shop outlets

 **5,586**

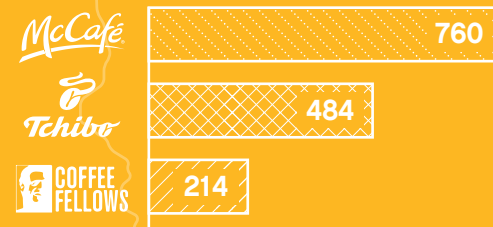
### MARKET GROWTH

Total branded coffee shop outlet growth over the last 12 months

 **2.5%**

### LEADING COFFEE-FOCUSED CHAINS

By total number of outlets



### TYPICAL PRICE

Typical price of a regular drink across major German chains



### PURPOSE OF VISIT

Reason for last coffee shop visit, Allegra consumer panel

 **75%**  
PURCHASED A BEVERAGE TO DRINK-IN

### HEALTH PERCEPTIONS

Allegra consumer panel

LESS THAN **1 IN 10** PERCEIVE COFFEE TO BE BAD FOR HEALTH



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