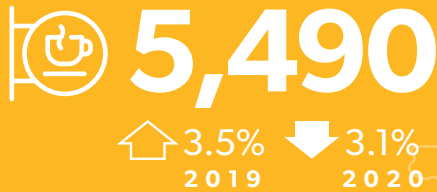


# GERMAN BRANDED COFFEE SHOP MARKET IN NUMBERS



## MARKET SIZE

Estimated total branded coffee shop outlets



## IMPACT OF COVID-19 ON STORE SALES

Estimated revenue loss in 2020



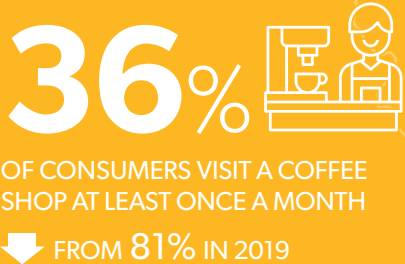
## MAJOR COFFEE-FOCUSED CHAINS

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



## VISIT FREQUENCY

Allegra consumer panel\*



## COFFEE DELIVERY

Allegra consumer panel\*



## DRIVE THRU





Allegra consumer panel\*



# Allegra PROJECT CAFÉ GERMANY 2021

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

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\*Panel of over 2,000 German coffee shop visitors

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

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