



## Allegra PROJECT CAFÉ IRELAND 2020

### MARKET SIZE

Total branded coffee shop outlets

 **587**

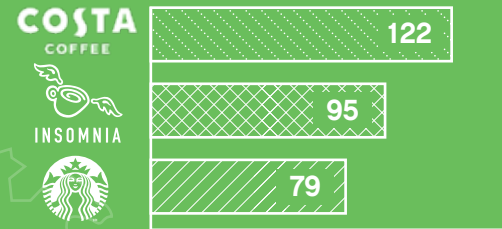
### MARKET GROWTH

Total branded coffee shop outlet growth over the last 12 months

**1.9**  
%

### LEADING BRANDED CHAINS

By total number of outlets



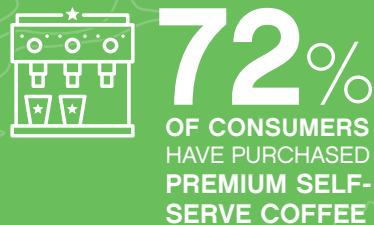
### TYPICAL PRICE

Typical price of a regular drink across major Irish chains



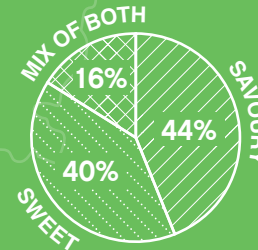
### PREMIUM VENDING

Allégra consumer panel



### FOOD TASTES

Type of food purchased on last visit, Allégra consumer panel



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