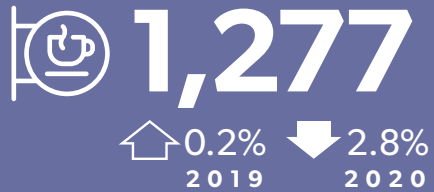


SCANDINAVIAN BRANDED COFFEE SHOP MARKET IN NUMBERS



MARKET SIZE

Estimated total branded coffee shop outlets



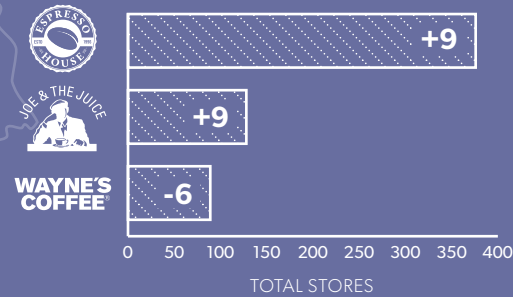
IMPACT OF COVID-19 ON STORE SALES

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*



OF CONSUMERS VISIT A COFFEE SHOP AT LEAST ONCE A MONTH

↓ FROM 77% IN 2019

COFFEE DELIVERY

Allegra consumer panel*



OF CONSUMERS WOULD REGULARLY ORDER COFFEE DELIVERY

DRIVE THRU

Allegra consumer panel*



OF CONSUMERS WOULD USE DRIVE THRU IF MORE READILY AVAILABLE

Allegra PROJECT CAFÉ SCANDINAVIA 2021

Project Café Scandinavia

2021 is World Coffee

Portal's deep dive report on Scandinavia's contemporary branded coffee shop market. Our study features a Covid-19 impact analysis, key trends and industry insight plus an in-depth consumer study of Scandinavian coffee shop visitors.

[ORDER HERE](#)



* Panel of over 3,000 Scandinavian coffee shop visitors

Covers Denmark, Norway and Sweden. Data accurate as of 31 March 2021. Temporary closures due to national lockdown restrictions are not included.

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