

UK BRANDED COFFEE SHOP MARKET IN NUMBERS



Allegra PROJECT CAFÉ UK 2020

MARKET SIZE

Total branded coffee shop outlets

 8,222

MARKET GROWTH

Branded coffee shop outlet growth over the last 12 months

 0.9
%

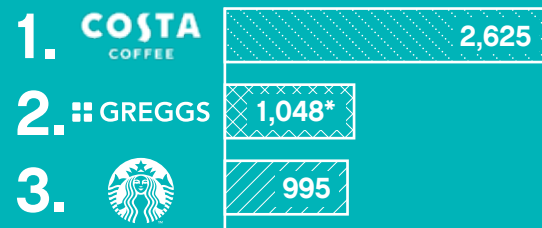
MARKET VALUE

Total branded coffee shop market value

£4.5
BILLION

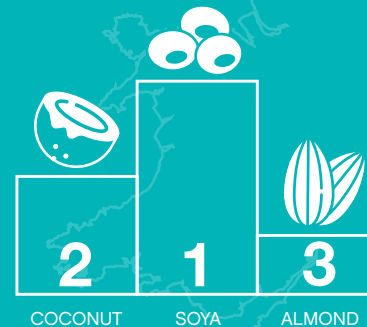
LEADING BRANDED CHAINS

By number of outlets



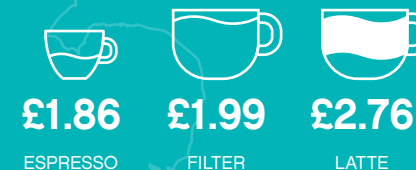
MILK ALTERNATIVES

Favoured milk alternative purchased with beverage, Allegra consumer panel



TYPICAL PRICE

Typical price of a regular drink across major branded chains



Project Café UK 2020 is Allegra's definitive annual study on the dynamic UK branded coffee shop market. Drawing on more than 20 years' in-depth research, it is widely regarded as the Bible of the UK coffee industry.

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*1,048 of Greggs 2,000+ stores satisfy the Allegra criterion of 12.5% or more hot beverage sales mix for inclusion in the report