

# UK BRANDED COFFEE SHOP MARKET IN NUMBERS



## MARKET SIZE

Estimated total branded coffee shop outlets

 **9,159**  
↓ 1.9%

## MARKET VALUE

Estimated value of the branded coffee shop market

**£3**  
**BILLION**  
↓ 39%

## IMPACT OF COVID-19 ON STORE SALES

Estimated loss of annual store sales in 2020

**-£2**  
**BILLION**

## MARKET RECOVERY

Projected timeframe for recovery to pre-pandemic outlet size

**3**   
**YEARS**  
AT LEAST

## COFFEE DELIVERY

Allegra consumer study\*

**26%**   
OF CONSUMERS WOULD REGULARLY ORDER COFFEE DELIVERY

## COFFEE SUBSCRIPTION

Allegra consumer study\*

**22%**   
OF CONSUMERS ARE OPEN TO COFFEE SHOP SUBSCRIPTIONS

# Allegra PROJECT CAFÉ UK 2021

**Project Café UK 2021** is World Coffee Portal's definitive annual report on the UK's highly influential branded coffee shop sector. Our research covers market sizing, impact of Covid-19 analysis, an in-depth consumer study and more.

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