

US COFFEE SHOP MARKET IN NUMBERS



Allegra PROJECT CAFÉ USA 2020

MARKET SIZE

Estimated number of branded coffee shop outlets

 **37,274**

MARKET VALUE

Estimated value of the branded coffee shop market

\$47.5
BILLION

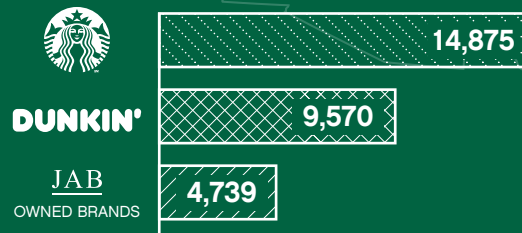
MARKET GROWTH

Annual sales increase

4.3
%

LEADING COFFEE SHOP BRANDS

By total number of outlets



AVERAGE PRICE

Average price across major US branded coffee shop chains nationwide



HEALTH PERCEPTIONS

Allegra consumer study 2019*

ONLY
1 IN 10
PERCEIVE COFFEE TO BE
BAD FOR HEALTH



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*Over 5,000 online surveys with US consumers

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