

US COFFEE SHOP MARKET IN NUMBERS



MARKET SIZE

Estimated total branded coffee shop outlets



MARKET VALUE

Estimated value of the branded coffee shop market



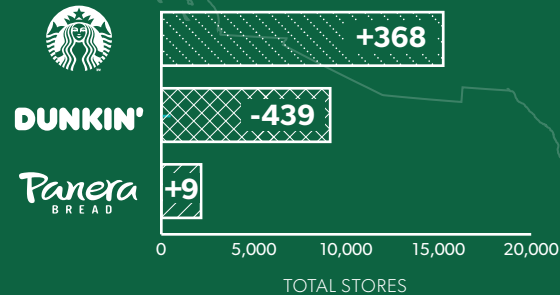
IMPACT OF COVID-19 ON STORE SALES

Estimated loss of annual store sales in 2020



MAJOR BRANDED CHAINS

Net increase/reduction in 2020 of the largest three chains



DRIVE THRU

Allegra consumer study 2020*



COFFEE DELIVERY

Allegra consumer study 2020*



Allegra PROJECT CAFÉ USA 2021

Project Café USA 2021 is World Coffee Portal's ground-breaking study of the US branded coffee shop market across all 50 states. Our research provides market sizing, sector-by-sector insight, impact of Covid-19 analysis and an in-depth consumer survey.

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*over 5,000 online surveys with US consumers