

AT A GLANCE: TEA, ICED BEVERAGES AND FOOD IN UK COFFEE SHOPS

TEA



£2.86 
AVERAGE INDIVIDUAL
TEA BEVERAGE SPEND
£0.07

38% 
UK CONSUMERS VIEW
TEA OUT-OF-HOME
AS VALUE-FOR-MONEY
13%

18% 
UK CONSUMERS
PURCHASED BUBBLE TEA
IN LAST YEAR
2%

ICED



£3.99 
AVERAGE SINGLE ICED
BEVERAGE SPEND
£0.11

58% 
UK CONSUMERS ONLY
PURCHASE IN HOT WEATHER
2%

49% 
UK CONSUMERS BELIEVE
ICED BEVERAGE OPTIONS
QUALITY HAS IMPROVED
11%

FOOD



TOP 3 ITEMS PURCHASED

- 1 CAKE SLICE
- 2 PANINI / TOASTED SANDWICH
- 3 SANDWICH

£4.92 
AVERAGE INDIVIDUAL
FOOD SPEND
£0.20

59% 
UK CONSUMERS ARE SATISFIED
WITH QUALITY OF FOOD
8%

Allegra CAKES, SHAKES & TEA BREAKS UK 2024

Cakes, Shakes & Tea Breaks UK 2024 is World Coffee Portal's consumer research led report focusing on tea, iced and food categories in coffee shops. The report features the results of 6,000 surveys conducted with out-of-home UK iced, tea and food consumers, and analyses consumer metrics including average spend, need states, last purchase activity and flavour / variety preferences.

To purchase the report or to make an enquiry, contact:

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