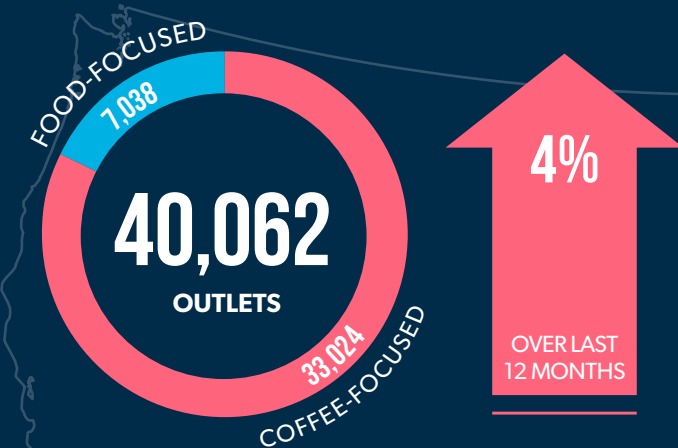
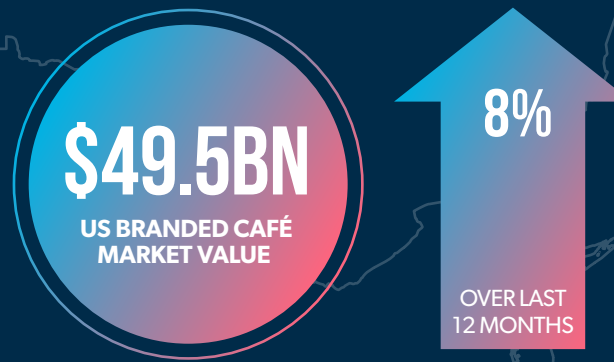


THE US BRANDED CAFÉ MARKET IN NUMBERS

MARKET SIZE BY OUTLETS



MARKET VALUE



TOP 3 LARGEST CHAINS BY OUTLETS



AVERAGE BEVERAGE PRICING: 16OZ FILTER COFFEE



Allegra PROJECT CAFÉ USA 2024

Project Café USA 2024

is World Coffee Portal's definitive annual study of the US branded coffee shop market across all 50 states. Our research includes market sizing, sector-by-sector insight, beverage pricing, brand profiles and an in-depth survey of more than 5,000 US coffee consumers.

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