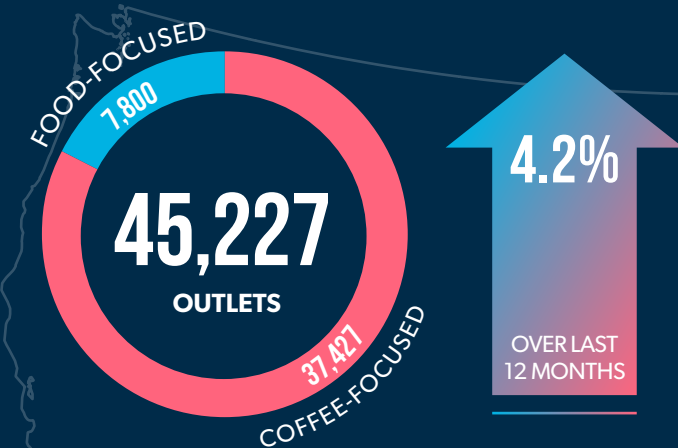
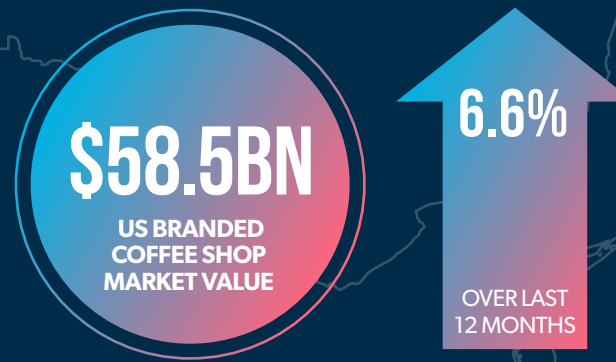


THE US BRANDED COFFEE SHOP MARKET IN NUMBERS

MARKET SIZE BY OUTLETS



MARKET VALUE



TOP 3 LARGEST COFFEE CHAINS BY OUTLETS



AVERAGE BEVERAGE PRICING: 16OZ LATTE



Allegra PROJECT CAFÉ USA 2026

Project Café USA 2026

is World Coffee Portal's annual analysis of the vast US branded coffee shop market. A segment once dominated by filter coffee, the US is now home to a diverse ecosystem of operators – from world-class specialty concepts to a thriving drive-thru sector – led by the world's largest branded coffee chain, Starbucks.

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