

CANADIAN COFFEE SHOP MARKET IN NUMBERS



Allegra PROJECT CAFÉ CANADA 2021

MARKET SIZE

Estimated total branded coffee shop outlets

 7,476

MARKET VALUE

Total branded coffee shop market value

C\$ 9.5
BILLION

IMPACT OF COVID-19 ON ANNUAL SALES

Estimated change in branded coffee shop store sales, 2020 vs 2019

22
%

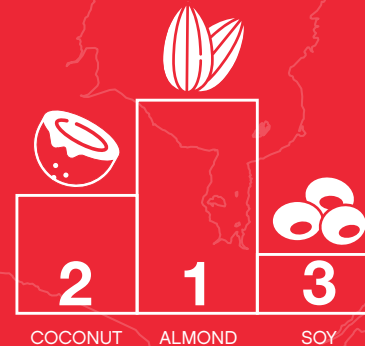
LEADING BRANDED CHAINS

By number of outlets



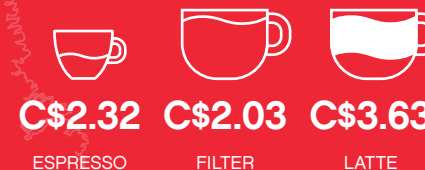
MILK ALTERNATIVES

Favoured milk alternative purchased with beverage, Allegra consumer panel



TYPICAL PRICE

Typical price of a regular drink across major branded chains



Project Café Canada 2021 is World Coffee Portal's first ever analysis of Canada's expansive branded coffee shop market. The research provides market sizing and growth projections, industry insight and impact of Covid-19 plus an in-depth consumer study of Canadian coffee shop visitors.

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