



CONSUMER EXPECTATIONS

77% 

AGREE POOR TASTING COFFEE IS MORE DISCOURAGING THAN POOR SERVICE

BEVERAGE INNOVATION

1 IN 4 

WOULD STILL BUY COLD COFFEE IN WINTER

SUSTAINABILITY

NEARLY

75% 

WANT COFFEE SHOPS TO BE TRANSPARENT ABOUT THEIR COFFEE SOURCING

LOCATION

OVER

2/3 

STOP AT A COFFEE SHOP WHEN VISITING A HIGH STREET

EMPLOYMENT

NEARLY

90% 

SUPPORT PAYING COFFEE SHOP STAFF THE REAL LIVING WAGE

TECHNOLOGY

NEARLY

1 IN 5 

WOULD BUY COFFEE FROM A ROBOT BARISTA

The Future of Coffee UK 2020 is Allegra World Coffee Portal's forward-thinking report on the market dynamics, new technology, product innovation and consumer trends shaping the next era of UK coffee shop development.

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