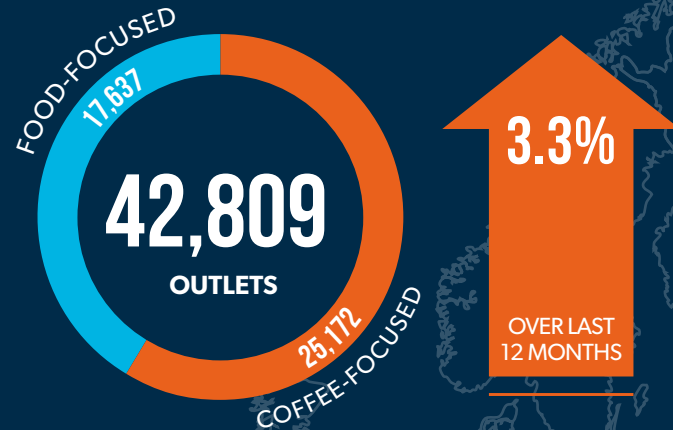


# AT A GLANCE: THE EUROPEAN BRANDED COFFEE SHOP MARKET

## MARKET SIZE AND GROWTH

Estimated total branded coffee shop outlets



## LARGEST CHAINS BY OUTLETS



## AVERAGE BEVERAGE PRICING: 12OZ CAPPUCCINO



## FASTEST OUTLET GROWTH

Of the largest ten markets over the last 12 months

ROMANIA 29%

TURKEY 7%

GREECE 6%

## Allegra PROJECT CAFÉ EUROPE 2023

**Project Café Europe 2023** is World Coffee Portal's definitive annual analysis of Europe's dynamic branded coffee shop market. Get your coffee business up to speed with the latest market sizing and projections, pricing analysis, brand profiles and consumer trends. The report draws on 6,000+ surveys with Irish, Italian and Scandinavian coffee shop visitors and industry insight based on 250+ consultations with senior business leaders.

To purchase the report or to make an enquiry, contact Ruth Thompson, Chief Commercial Officer

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