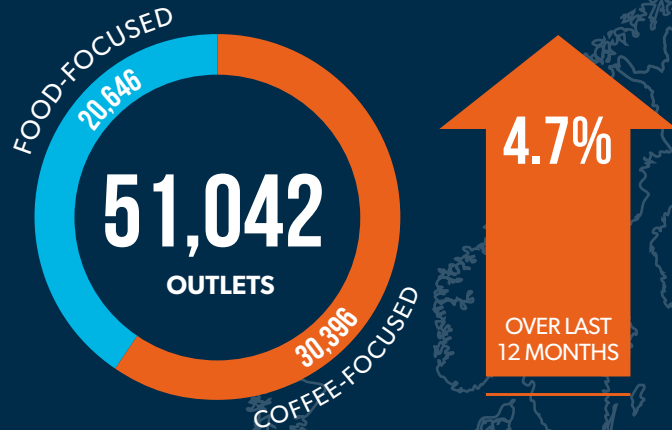


# AT A GLANCE: THE EUROPEAN BRANDED COFFEE SHOP MARKET

## MARKET SIZE AND GROWTH

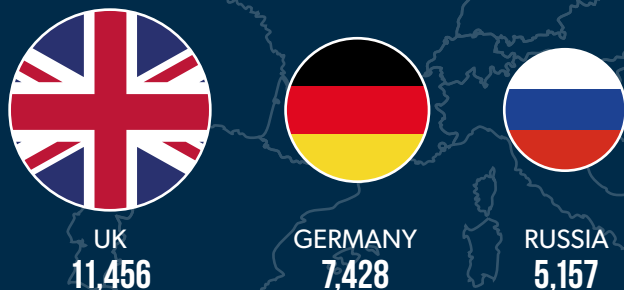
Estimated total branded coffee shop outlets



## TOP 3 LARGEST BRANDED COFFEE CHAINS IN EUROPE

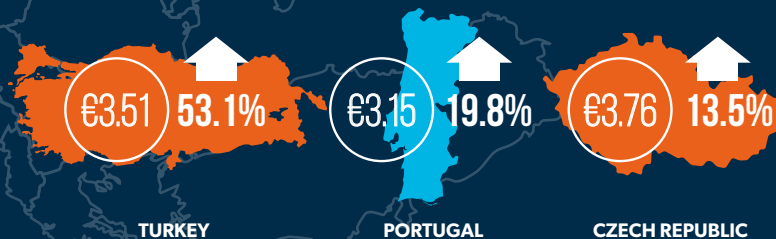


## TOP 3 LARGEST MARKETS BY OUTLETS



## BEVERAGE PRICING: 12OZ CAPPUCCINO

Highest annual price increases



## Allegra PROJECT CAFÉ EUROPE 2025

**Project Café Europe 2025** is World Coffee Portal's meticulous annual study covering all branded coffee shop markets across Europe. In a continent rich with cultural, political, and economic diversity, one commonality that unites Europe is a shared passion for coffee and a love of the coffee shop experience. While the pace of branded chain development varies across different European markets, whether it's a small national chain in Albania or a multinational giant in the UK, Project Café Europe 2025 has it covered.

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