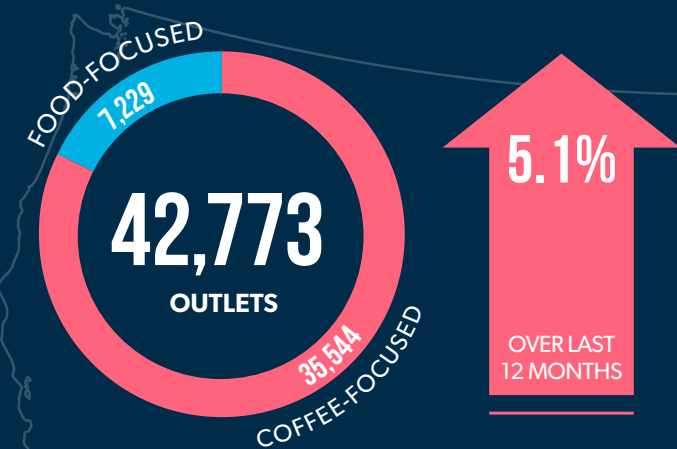
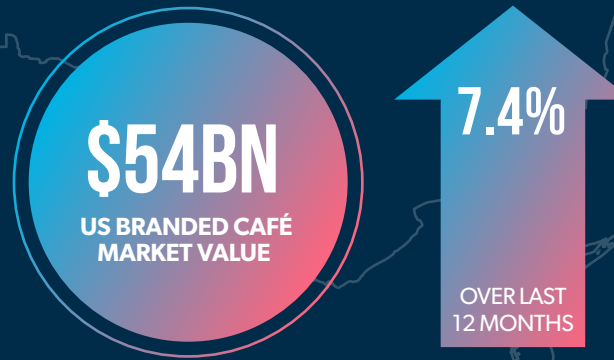


THE US BRANDED CAFÉ MARKET IN NUMBERS

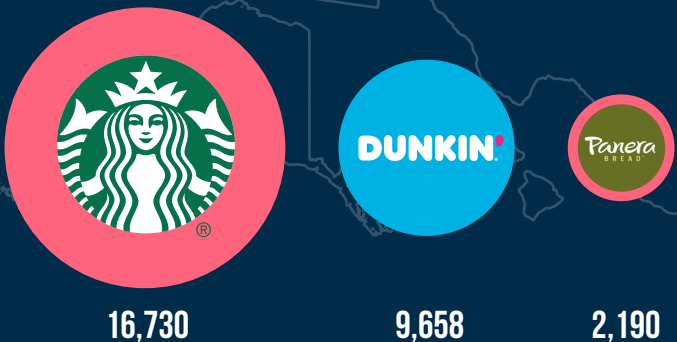
MARKET SIZE BY OUTLETS



MARKET VALUE



TOP 3 LARGEST CHAINS BY OUTLETS



AVERAGE BEVERAGE PRICING: 16OZ FILTER COFFEE



Allegra PROJECT CAFÉ USA 2025

Project Café USA 2025 is World Coffee Portal's definitive annual study of the US branded coffee shop market across all 50 states. Our research includes market sizing, sector-by-sector insight, beverage pricing analysis, in-depth brand profiles and an extensive survey of more than 5,000 US coffee consumers.

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