

Coffee Shops & Sandwich Shops - Ireland - July 2015

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“A generation of café goers are now at ease using coffee shops to catch up with friends over some lunch or as a place to relax with a cup of coffee. Indeed, as the growing craze for coffee continues to develop the Irish café culture, we could witness more consumers opting for a coffee in a coffee shop as opposed to a pint at the pub.”
 – Emma McGeown, Research Analyst

This report looks at the following areas:

- What types of coffee shops, café and sandwich shops are consumers visiting?
- How is the current economic situation impacting the market?
- What products and services attract customers to coffee shops and sandwich shops?
- What does the future hold for the Irish coffee shop and sandwich shop market?

As the Irish coffee culture continues to boom we see a larger portion of Irish consumers visiting coffee shops, cafés and sandwich shops, with international brands such as McDonald's McCafé and Starbucks proving most popular among Irish consumers. However, we find that as more consumers visit coffee shops and sandwich shops they are being hit by the extra expense – perhaps deterring more regular visits. This in turn, is causing these establishments to seek a greater pull to make consumers visit more regularly.

This report examines the coffee shop, café and sandwich shop sector in Ireland and highlights the types of coffee/sandwich shops that Irish consumers are visiting, their reasons for visiting these establishments, consumer attitudes towards coffee shops and sandwich shops as well as gauging consumer interest in new products and services for buying coffee out of the home.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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