

Coffee Shops - UK - November 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“As coffee is now an expected product in foodservice outlets, eateries with accessibly priced hot drinks, alongside a strong food offering, have an advantage over specialist coffee shops. Reviewing price strategies are an obvious starting point for coffee shops to fight back, as people are now spreading their budget across more establishments that offer barista-style coffee.”
– Trish Caddy, Senior Foodservice Analyst

This report looks at the following areas:

- Coffee is an expected product in foodservice outlets
- So, how can coffee shops compete against non-specialists?
- How to stand out from modern independent coffee shops?

Sales value growth in the coffee shops sector has moderated from 8.9% in 2015 to 3.2% in 2019 as the market faces tough competition from non-specialists that are playing on price and convenience.

Instead of adding more coffee shop sites to compete with the raft of food-led shops that are now serving coffee, operators will have to explore launching new concepts, including vending machines aimed at consumers who are spending more time in transit and in need for strong coffee on-the-go.

However, with consumers pledging to live more sustainably, operators are pressured to innovate around practical recycling solutions. Although 56% of customers agree that more coffee shops should charge people a fee for using disposable coffee cups, reusable coffee cups are the preferred solution, as 82% of customers agree that more people should use them.

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DID YOU KNOW?

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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The Market – What You Need to Know

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#CupCupandAway scheme

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