

Coffee Shops - UK - December 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“Younger Millennials aged 18-27 and parents of under-16s make up the core consumers of the coffee shops market.”
- Trish Caddy, Foodservice Analyst

This report looks at the following areas:

- **Attracting older generations**
- **New-wave loyalty**
- **Meal deal potential**

Younger Millennials are drawn to new product lines, and parents care about ethical sourcing and premium quality experiences. As a group, they are spreading their budget across a larger number of establishments that are selling coffee, including non-specialists that have expanded into low-cost coffee alongside their food offerings, which threatens to take chunks off the coffee shops market share.

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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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