

Coffee Shops - UK - December 2018

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“With many coffee drinkers wanting to customise their drink, shops that offer create-your-own options will thrive in today’s challenging high street conditions. But it’s not just customisation that’s important. Whether it’s becoming destinations for work, socialising and convenience, focusing on sustainable schemes or meeting health goals, they need to be about supporting causes and togetherness.”
– **Trish Caddy, Senior Foodservice Analyst**

This report looks at the following areas:

- **Can an own-brand coffee shop model work in the grocery channel?**
- **Tailored offerings will be key to survival in challenging retail conditions**
- **Opportunities for coffee shops to premiumise tea**

Non-specialists playing on price and convenience are challenging the traditional coffee shop model, forcing operators to innovate with menu choices and retail formats in order to maintain demand.

As people turn away from the one-size-fits-all concept in favour of tailored offerings, create-your-own business models can help operators to capitalise on this shift.

Meanwhile, the premium/specialty sector is driving innovation among international chains, with new health-focused tea-based drinks such as matcha green tea and kombucha inching towards the mainstream.

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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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