This report looks at the following areas:

- The impact of COVID-19 on sales via coffee shops and cafés
- How the working at home trend has influenced consumer coffee shop behaviour
- What the top brands/locations are for buying hot drinks among Irish consumers
- The threat posed by fast food and in-store coffee kiosks to the wider coffee shop and café sector
- The importance of environmental concerns to consumers when buying hot drinks.

COVID-19 has taken a heavy toll on the coffee shop and café sector, with lockdowns preventing many from operating, while lingering fears relating to virus exposure have seen consumers visit these establishments less frequently – particularly to dine in. Furthermore, greater working at home behaviour has impact the potential lunchtime and breakfast markets, as consumers eat these meals more at home.

Environmental issues surrounding single use takeaway cups continues to be a hot issue for consumers, with many supporting levies on single-use cups and showing strong support for reusable vessels to be used.

“COVID-19 has taken a huge toll on the overall foodservice sector, limiting the ability of coffee shops and cafés to operate in 2021. Despite this, Irish appetite for coffee and other hot drinks remains high, while issues surrounding single use takeaway cups remain an important issue.”

– Brian O’Connor, Senior Consumer Analyst
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