

Coffee Shops - Ireland - 2022

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This report looks at the following areas:

- The impact of the cost of living crisis 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 importance of environmental concerns to consumers when buying hot drinks.

While the coffee shop and café sector has recovered somewhat from the impact of COVID-19 in 2022, the spectre of the cost of living crisis is presenting new challenges in encouraging consumers to splash out on premium hot drinks at a time when their finances are being squeezed.



"With the cost of a visit to a coffee shop increasing in 2022, and consumers having less disposable income, it is likely that overall footfall to Irish coffee shops will be impacted. However, Irish consumers are confirmed coffee users and can still be tempted in-store with a good value for money offering."

- Brian O'Connor, Senior Consumer Analyst

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