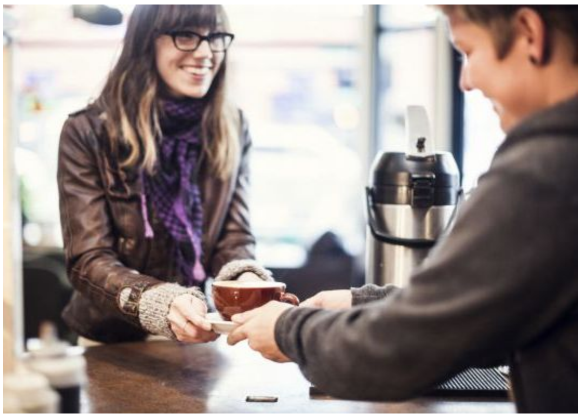
Coffee Shops - UK - December 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The out-of-home hot drinks market continues to attract attention from non-specialists, putting pressure on specialist coffee shop operators to offer a point of difference. As such, the larger specialist players are refreshing their offer with a renewed focus on food, technology and store formats in order to increase their competitive edge."
– Richard Ford, Senior Food and Drink Analyst

This report looks at the following areas:

- Reducing waiting times should win customer favour
- Coffee subscriptions: a threat and an opportunity for UK coffee shops
- Operators experiment with late night and alcohol trials in a competitive landscape

Coffee's ubiquity in modern Britain is evident from this report's finding that 74% of Brits drank hot drinks out-of-home in the three months to September 2015.

The large specialist coffee chains face increasing competition from non-specialists such as pubs and fast food restaurants, which continue to improve and upgrade their hot drinks offers. They also face increased competition from smaller specialists, often at the forefront of innovation, which are attracting funding for expansion.

In reaction to this increasing threat, larger specialists are exploring new revenue streams, for example, by trialling alcohol, evening hot food and by teaming up with third party fresh food brands. Meanwhile, new formats, such as Costa Fresco and Starbucks Reserve, promise to enhance the customer experience in their stores through strategies such as table service, iPad ordering, in-house baking and more artisanal coffee making methods.

Across the market, technology is also playing an increasing role with pre-order apps, for example, making it even more convenient and quicker for users to get coffee on the go.

In-store roasting and draught coffee are providing something different for the coffee connoisseur, meanwhile, research for this report also identifies that products such as traditional British baked goods and fresh bread hold promise as complementary coffee shop items.

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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