Coffee Shops - UK - February 2012

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

"Consumers remain committed to eating out and coffee shops additionally benefit from being seen as an 'affordable treat'. However, with stagnant salaries and the increasing cost of living, consumers' spending capabilities have been curtailed, meaning that 2012 is likely to be as tough on operators as 2011. "

– Helena Spicer, Senior Foodservice Analyst

In this report we answer the key questions:

- How can coffee shops reassert their position in the face of rising non-specialist competitors?
- What can coffee shops learn from the rest of the eating out market?
- What can coffee shops learn from trends in the retail environment to encourage interest in tea?
- How much potential is there for coffee shops to tap into the healthy eating trend?

Definition

This report covers those establishments where coffee is the primary sales item. They are based on the European and North American coffee shop models, typified by Starbucks, Costa Coffee, Caffè Nero and Coffee Republic, and offering a wide variety and different types of coffee, eg cappuccino, latte, mocha, etc. Other items are usually on sale, such as pastries, tea, coffee beans, etc. However, the food offer may be restricted.

Coffee shops include venues such as individual stores, kiosks and concessions. These may operate in a number of locations – motorway service areas (MSAs), health clubs and hospitals, for example, as well as standalone outlets. However, they must be independent of the facility they are located in.

This report does not include other establishments that sell coffee, such as restaurants, in-store cafés, tea shops or traditional cafés, except as a means of comparison. Nor does it include sandwich shops, such as Pret A Manger or Eat, although these are mentioned in the consumer research for comparative purposes.

Market sizes at constant 2011 prices have been calculated using Mintel's food deflator.

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