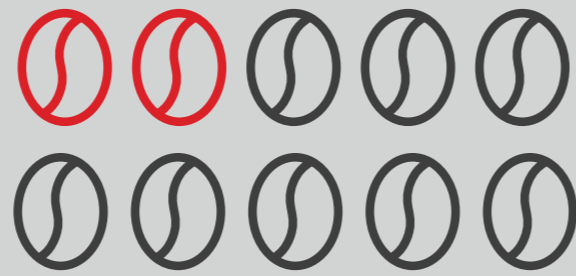


Quality taste, great service and convenience: what consumers really want

Coffee drinking trends, UK, January 2018

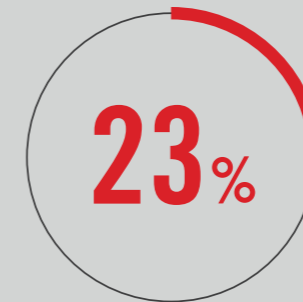
47%

Buy coffee **3+** times a week

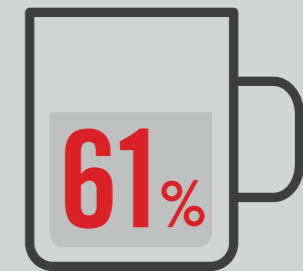


20% More likely to buy during a promotion

TAKE-AWAY HABITS



Buy coffee to go



Buy coffee to drink in

LATTE



Still the UK's favourite coffee

Average amount a consumer would spend for a great coffee

£2.70 

BRAND LOYALTY

36%

Are brand loyal

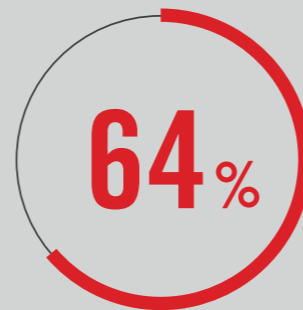
41%

Choose location over brand



26%

Impulse buy food in the queue



Mainly visit their favourite coffee shop

Most important factors on where to buy coffee

64% TASTE

50% CLEANLINESS

43% CONVENIENT LOCATION

Allegria Insight survey of 1,006 UK consumers, June 2017 on UK coffee market on behalf of UCC Coffee UK & Ireland.