

2018 SQUARE UK COFFEE SHOP REPORT



We analysed coffee shop and café orders across the UK to uncover the latest trends in drink choices

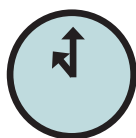
TIME OF DAY

Coffee shop sales rise steadily from 6am, and peak between 10am and 11am. Different drinks appeal at different times of day.



10AM

Flat White



11AM

Latte



11AM

Americano



1 PM

Tea



3PM

Hot Chocolate

Overall

AVERAGE PRICE

£ 2.44

MOST POPULAR COFFEE SHOP DRINKS

and average price!

1



Latte

£2.50

2



Tea

£2.02

3



Americano

£2.18

4



Flat White

£2.50

5



Cappuccino

£2.53

6



Filter

£2.53

TOP FIVE

MOST EXPENSIVE

Coffee Shop Drinks

- 1 MATCHA £4.74
- 2 COLD BREW £3.30
- 3 BUBBLE TEA £3.10
- 4 POUR-OVER £2.98
- 5 ICED COFFEE £2.78

TOP FIVE LEAST EXPENSIVE

Coffee Shop Drinks

- 1 SHORT BLACK £1.59
- 2 RISTRETTO £1.83
- 3 TEA £2.02
- 4 MACCHIATO £2.10
- 5 AMERICANO £2.18

WHAT'S MOST REMARKABLE HERE IS THE POPULARITY OF TEA - IT'S A QUINTESSENTIALLY BRITISH CHOICE THAT SHOWS NO SIGNS OF ABATING IN POPULARITY."

- PETER GIULIANO
Chief Research Officer

THE SPECIALITY COFFEE ASSOCIATION

EMERGING TRENDS

OAT MILK + ALMOND MILK

4X

GROWTH YEAR-OVER-YEAR

DATA FROM SQUARE UK

Data represents millions of anonymised transactions from cafés and coffee shops across the UK, from June 2017 to June 2018.