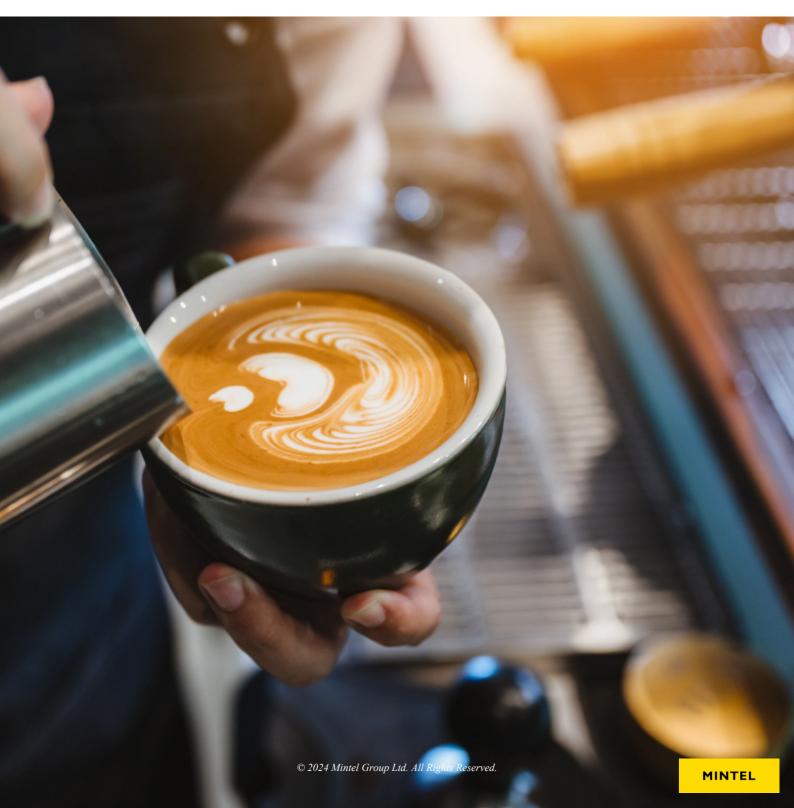
# COFFEE SHOPS – IRELAND – 2023

With consumers feeling the effects of rising costs of living, coffee shops can benefit from presenting as an affordable foodservice and night-out activity.



Brian O'Connor, Category Director - Irish Reports



# Coffee Shops – Ireland – 2023

# 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
- How coffee shops could re-frame themselves as night-out venues



With consumers feeling the effects of rising costs of living, coffee shops can benefit from presenting as an affordable foodservice and night-out activity.

#### **Overview**

The cost of living crisis is seeing Irish consumers less able to afford to visit coffee shops, and more likely to prepare drinks at home. But with visiting a restaurant or pub a more expensive prospect, there are opportunities to capture some of their market.

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# Report Content

#### **EXECUTIVE SUMMARY**

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- · Many still working remotely

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Consumer research methodology

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