

Bakery & Coffee Cafe

Double, Double Loyal or Trouble

44%

are loyal to a specific coffee cafe because it serves their preferred coffee

29%

say a loyalty or rewards program at coffee cafes is a key traffic driver

“When visiting cafes, I tend to visit...”

Bakery

43% Exact Same Location

20% Same Brand Different Locations

37% A variety of concepts

Coffee

42% Exact Same Location

25% Same Brand Different Locations

33% A variety of concepts



41%

participate in a coffee-cafe's loyalty program

See which brands are leading loyalty programs in the full report.

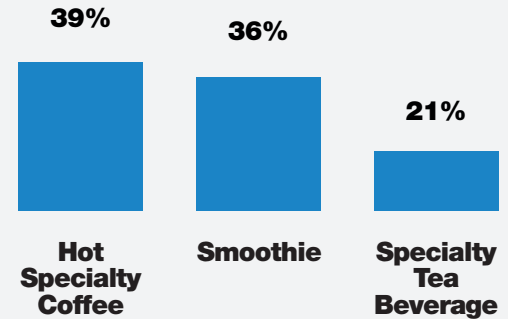
37%

participate in a bakery-cafe's loyalty program

See which brands are leading loyalty programs in the full report.

Percent Likely to Order at Coffee Cafes

See popular offerings, and which food items are likely to be ordered in the full report



Percent Likely to Order at Bakery Cafes

See popular offerings, and which beverage items are likely to be ordered in the full report

