

Allegra
Project Kaffee13
DEUTSCHLAND

German Out of Home Coffee Chain Market – Table of Contents, January 2013



In partnership with



Objectives and Scope

Objectives

- To produce the most up-to-date, definitive research report on branded German out of home coffee market
 - To provide business managers, owners and investors with valuable insight into market developments, key issues and growth forecasts
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Scope

- The analysis covers branded coffee chains, such as Starbucks Coffee Company, Segafredo Zanetti Espresso and Coffee Fellows; Top 100 bakery chains, such as Schäfer's Brot- und Kuchen-Spezialitäten, Meisterbäckerei Steinecke, K&U Bäckerei, Kamps Backstube and Junge; fast food chains, such as McCafé, McDonald's, Burger King, Burger King Café and Subway; travel operators, such as Petit Bistro (Aral), Shell cafés and Yorma's; retail operators, such as Tchibo, Karstadt, Dinea and IKEA and other non-specialist operators
 - Analysis of supplier segments and property market developments related to branded coffee shop market
 - Changing consumer behaviour around coffee consumption and coffee venue visits
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Key Focus Areas

- Market size and growth projections for the total German out of home coffee market
 - Key success factors and market trends
 - Analysis of trading environment and operator performance
 - Key player profiles, including financial performance, pricing analysis and forecasts
 - Importance of ethical and sustainability issues
 - Opportunities and challenges for suppliers
 - Consumer coffee consumption patterns
 - Consumer brand awareness and perceptions of key branded operators
 - Differences between customer demographics, including age, gender and location
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Publish Details

- January 2013
 - 488 pages
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Primary Information Sources

TABLE I.2.2 – PRIMARY INFORMATION SOURCES

SOURCE	DETAILS
<ul style="list-style-type: none"> • Face-to-face and telephone interviews with industry experts 	<ul style="list-style-type: none"> • 115 on-line and telephone interviews with CEOs, managing directors, senior managers and store managers of major industry players, including: <ul style="list-style-type: none"> - Leading German out of home coffee operators across coffee shops, bakeries, fast food, travel and retail operators - Major coffee roasters and key equipment suppliers - Leading property companies, letting agents and landlords - Local authorities
<ul style="list-style-type: none"> • German Coffee & Beverage Drinking Consumer Research 	<ul style="list-style-type: none"> • 3,381 online surveys with German coffee venue visitors
<ul style="list-style-type: none"> • Desk Research 	<ul style="list-style-type: none"> • News articles and trade press • The Internet and company websites • Industry associations
<ul style="list-style-type: none"> • Company Financial Accounts 	<ul style="list-style-type: none"> • Published accounts • Data supplied by operators

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