

TABLE OF CONTENTS

EXECUTIVE SUMMARY	5	4.4 Turnover growth of major coffee and coffee shop chain groups (2015-2019).....	65
INTRODUCTION	7	4.5 Turnover analysis of major coffee chains companies (2018-2019).....	66
1. GENERAL INFORMATION	8	4.6 Turnover analysis of major coffee shop chains companies (2018-2019).....	67
1.1 Industry definition	9	4.7 Turnover and net revenues of coffee and coffee shop chains (2018-2019).....	68
1.2 Coffee varieties.....	11	4.8 Turnover and net revenues of coffee and coffee shop chains groups (2018-2019).....	69
1.3 Coffee production process.....	16		
1.4 Types of coffee.....	18		
1.5 The history of coffee.....	19		
1.6 Coffee in Greece - Coffee Shops.....	21		
1.7 Coffee advertising - Historical background.....	23		
1.8 The waves of coffee.....	24		
1.9 Industry general facts & figures.....	26		
1.10 Industry general characteristics.....	27		
2. INSTITUTIONAL FRAMEWORK	29	5. MARKET	70
3. DEMAND	38	5.1 Domestic market size of coffee chains (2009-2020)	71
3.1 Determinants of demand	39	5.2 Domestic market size of coffee shop chains (2009-2020).....	73
3.2 Analysis of selected determinants of demand....	41	5.3 Domestic consumption structure per coffee category.....	74
4. SUPPLY	58	5.4 Geographical allocation of major coffee and coffee shop chains.....	75
4.1 Major coffee chains.....	59	5.5 Indicators of major coffee and coffee shop chains by region.....	76
4.2 Major coffee shop chains.....	62	5.6 Mapping of the domestic coffee chain market.....	77
4.3 Turnover growth of major coffee and coffee shop chains (2015-2019).....	63		

TABLE OF CONTENTS

5.7 Franchise as an expansion method.....	78	APPENDIX II	
5.8 Porter's five forces.....	81	Financial indicators of coffee shop chains	
6. INTERNATIONAL MARKET.....	88	companies (2015-2019).....	134
6.1 European coffee chains market.....	89	A. Capital structure and financial leverage	
6.2 Coffee chains in England.....	99	indicators	135
6.3 Coffee chains in United Sates.....	100	B. Liquidity indicators.....	137
6.4 Global coffee market.....	102	C. Activity indicators.....	138
6.5 Indicative coffee concepts around the world...	105	D. Performance indicators.....	140
7. CONCLUSIONS-PROSPECTS.....	108	Financial formulas.....	142
7.1 SWOT Analysis.....	109	SOURCES & BIBLIOGRAPHY.....	143
7.2 Main findings - Prospects.....	110		
APPENDIX I			
Financial indicators of coffee chains companies (2015-2019).....	113		
A. Capital structure and financial leverage indicators	114		
B. Liquidity indicators.....	120		
C. Activity indicators.....	123		
D. Performance indicators.....	129		