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

Most Popular coffee shop drinks and average price!

<table>
<thead>
<tr>
<th>Drink</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latte</td>
<td>£2.50</td>
</tr>
<tr>
<td>Tea</td>
<td>£2.02</td>
</tr>
<tr>
<td>Americano</td>
<td>£2.18</td>
</tr>
<tr>
<td>Flat White</td>
<td>£2.50</td>
</tr>
<tr>
<td>Cappuccino</td>
<td>£2.53</td>
</tr>
<tr>
<td>Filter</td>
<td>£2.53</td>
</tr>
</tbody>
</table>

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

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 cafes and coffee shops across the UK, from June 2017 to June 2018.