

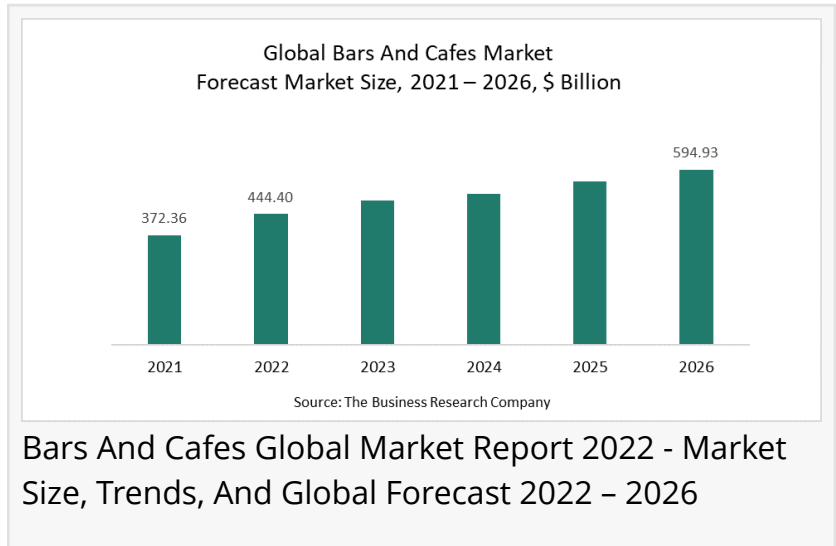
Bars And Cafes Industry Players Aim To Deliver Customized And Convenient Services Through Tech Upgrades

The Business Research Company's Bars And Cafes Global Market Report 2022 - Market Size, Trends, And Global Forecast 2022 - 2026

LONDON, GREATER LONDON, UK, January 4, 2022 /EINPresswire.com/ -- Technological advances are one of the cafes and bars market trends, enabling beverage serving companies to deliver customized, convenient, fast and adaptable services. Cafes around the world are investing in WiFi-enabled

coffee makers that can brew coffee according to the user's specific individual taste. For instance, Starbucks began using reinforcement learning technology to provide a more personalized experience for customers who use the Starbucks® mobile app. Reinforcement learning is a type of machine learning in which a system learns to make decisions in complex, unpredictable environments based on external feedback. Customers receive tailored order suggestions within the app, which are created using a reinforcement learning platform designed and hosted in Microsoft Azure. Because of this technology and the efforts of Starbucks data scientists, 16 million active Starbucks® Rewards members now receive thoughtful food and beverage recommendations from the app based on local store inventory, popular selections, weather, time of day, community preferences, and previous orders.

The global [bars and cafes market](#) size is expected to grow from \$372.36 billion in 2021 to \$444.40 billion in 2022 at a compound annual growth rate (CAGR) of 19.3%. The bars and cafes market growth is mainly due to the companies rearranging their operations and recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The global bars and cafes market is expected to reach \$594.93 billion in 2026 at a CAGR of 7.6%.



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<https://www.thebusinessresearchcompany.com/report/bars-and-cafes-global-market-report>

As the bars and cafes market is largely driven by the spending power of its consumers, steady gains in disposable personal income are expected to boost the industry in the forecast period. Many developed and developing countries across the world are forecasted to register a steady economic growth resulting in higher disposable incomes and subsequently higher spending for services such as bars and cafés. For instance, the International Monetary Fund (IMF) predicts that the global real GDP growth will be 4.2% in 2022. Thus, the rise in purchasing power with the economic growth is expected to drive the bars and cafés market in the forecast period.

Asia Pacific was the largest region bars and cafes market in 2021. Western Europe was the second largest region in the bars and cafes market. The regions covered in the bars and cafes market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East and Africa.

Major players covered in the global bars and cafes industry are Starbucks, Lavazza, J D Wetherspoon plc, Mitchells & Butlers plc, Buffalo Wild Wings, John Swire & Sons Limited, McDonald's, Coffee Day Enterprises, Wynn Resorts Ltd. And Norwegian Cruise Line Holdings.

TBRC's global bars and cafes market report is segmented by type into snack and nonalcoholic beverage bars, drinking places (alcoholic beverages), by ownership into chain market, standalone market, by pricing into high-end, economy.

[Bars And Cafes Global Market Report 2022](#) - By Type (Snack And Nonalcoholic Beverage Bars, Drinking Places (Alcoholic Beverages)), By Ownership (Chain Market, Standalone Market), By Pricing (High-End, Economy) - Market Size, Trends, And Global Forecast 2022 – 2026 is one of a series of new reports from [The Business Research Company](#) that provides a bars and cafes market overview, forecast bars and cafes market size and growth for the whole market, bars and cafes market segments, geographies, bars and cafes market trends, bars and cafes market drivers, restraints, leading competitors' revenues, profiles, and market shares.

Request For A Sample Of The Global Bars And Cafes Market Report:

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