

IN ONE CHART

# A Starbucks latte costs more than \$12 in this country

When taking into account the cost of other goods, a Starbucks latte becomes an extravagance in some countries

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A tall Starbucks latte in Russia will top \$12 when you take the cost of other goods into account  
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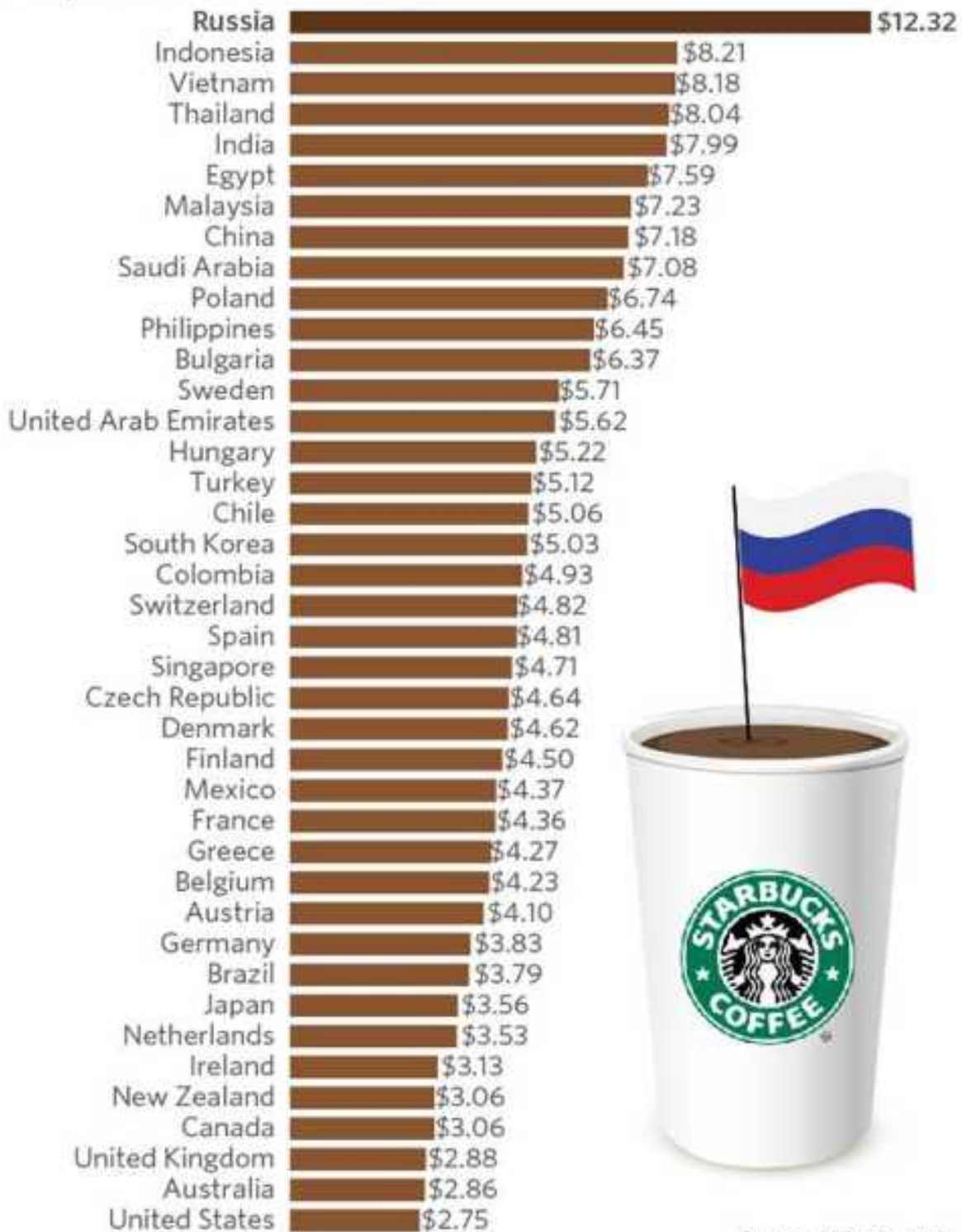
You think a Starbucks Corp. coffee is expensive in the U.S.? Try buying a cup in Russia.

A “Latte Index” of sorts created by ValuePenguin shows that a customer buying a tall latte at Starbucks in Russia will feel like they’re spending \$12.32 when you take into account the relative cost of other goods, including food, in that country.

[ValuePenguin](#) is a research company whose mission is to help consumers better understand their purchasing decisions.

## A tall Starbucks latte is priciest in...

Comparitive cost, Starbucks tall latte



Source: ValuePenguin

In countries like China, Thailand and Indonesia, the cost of a tall Starbucks latte can feel like more than \$7. In Russia, it's more than \$12.

The average price of a tall Starbucks latte in the U.S. is \$2.75. Rather than simply convert the price according to currency, ValuePenguin then analyzed the relative cost of one of the drinks in 44 countries using data from Euromonitor International and a converter that takes World Bank data into account.

“The figure we show, then, essentially represents the sticker shock, from mild to major, that you’d feel if you lived in the country, making a local salary, and perused the prices at one of the local Starbucks,” ValuePenguin’s Consumer Content Editor Paul Reynolds wrote in a recent post.

**See also:** [Starbucks says social media success of Unicorn Frappuccino sets stage for Frappuccino Happy Hour](#)

**Read also:** [Starbucks is trying to perfect mobile ordering - using its own employees](#)

Across parts of Southeast Asia, the cost tops \$8. In Australia (\$2.86), the U.K. (\$2.88), New Zealand and Canada (both \$3.06), the cost is more comparable.

“These seeming splurges underline how inexpensive many other goods and services are in those countries,” the ValuePenguin post says. “The figures may also explain why in many countries Starbucks is an exotic, status-laden chain – an embodiment, perhaps, of American affluence and indulgence.”

Starbucks shares closed up 0.2% on Monday, and are up 8.4% for 2017 so far. The S&P 500 index is up 6.7% for the year to date.



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