

# COFFEE SHOPS IN KUWAIT

STUDY & BUSINESS SURVEY PROJECT



Feb. 2012, Kuwait

## SUMMARY

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This study is aiming to;

- Measure the coffee shop *market size* in Kuwait.
- Evaluate the *market shares* for the coffee shops competitors in Kuwait.
- Find out the ability of the competitors to work at *high efficient*.
- Indicate the *kind of customers* for each coffee shops brand name.



## INTRODUCTION

There are many companies in Kuwait were compete together in the coffee shop business, to maximize their benefits and revenues. In Kuwait there are more than 150 branches of the famous and global coffee shops, such as Starbucks, Caribou, The coffee bean, Second cup, Costa, Columbus Café and Coffee Republic – where distributed in different districts, places, business segment ...etc.

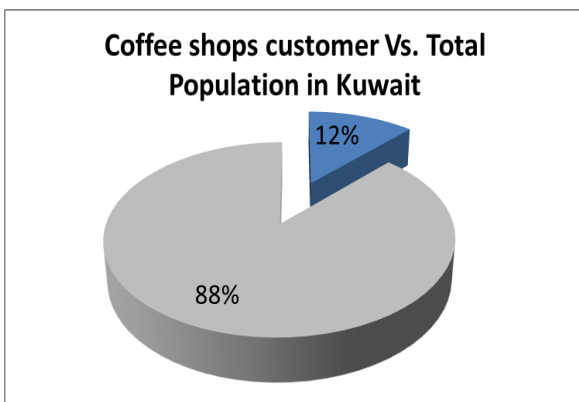
Customers are preferring to visit their coffee shops during the whole working days, and especially in the night period ( after 7 PM). Most of the coffee shops customer are Male, with 64% of the total market.



## MARKET SIZE

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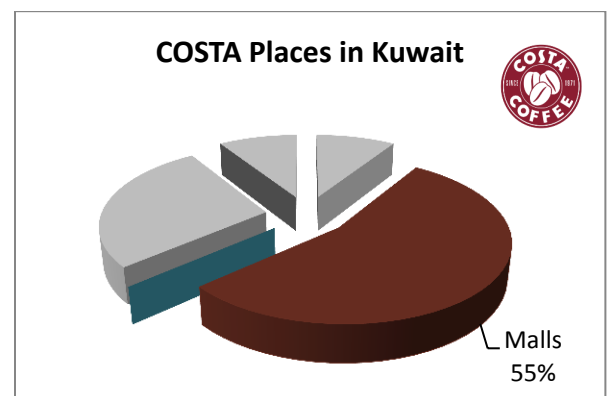
As per the results of this study, there are almost 463,000 customers in Kuwait for the coffee shops market. This number is covering about 12.1% of the total population in Kuwait.



## COFFEE SHOP'S PLACES

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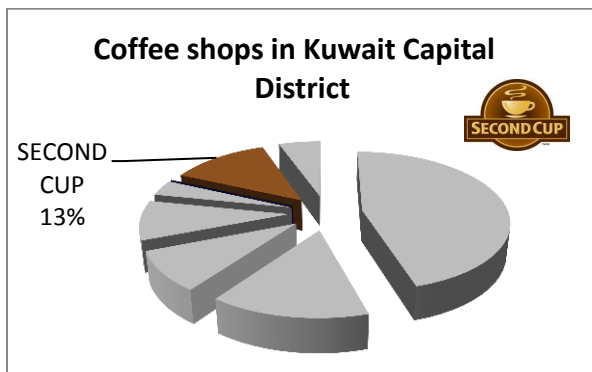
Around 55% of the total COSTA coffee shops in Kuwait are *located* in the Mall segment, as it shown below. This is giving some indication and direction about the type of customer which are targeted by COSTA coffee shops management in Kuwait.



## COFFEE SHOPS IN DISTRICTS

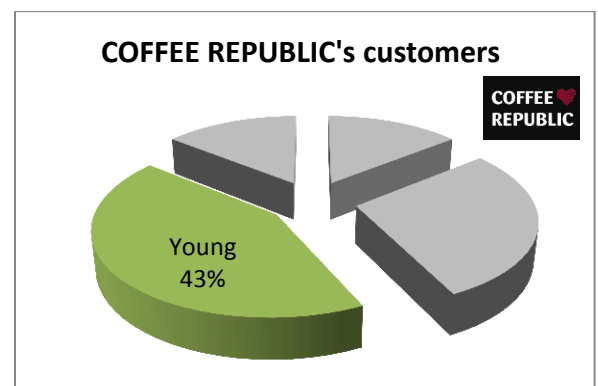
The State of Kuwait is divided into six *districts*, and one of them is called the Capital, where most of the government ministries and centers were located. Additionally, most of its residential is the Kuwait's people.

As it shown below, the Second cup coffee shops in Kuwait has almost 13% of the total coffee shops in that district.



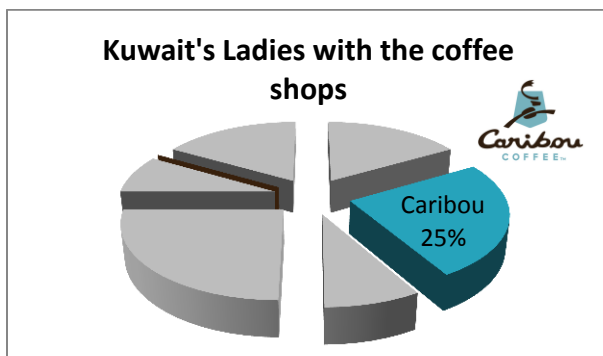
## TYPE OF CUSTOMERS

In this project, *customers* were divided into such segments - as per there common requirement. Then, as it is illustrated below, 43% of the total Coffee Republic's customers are the young people ( < 35 age).



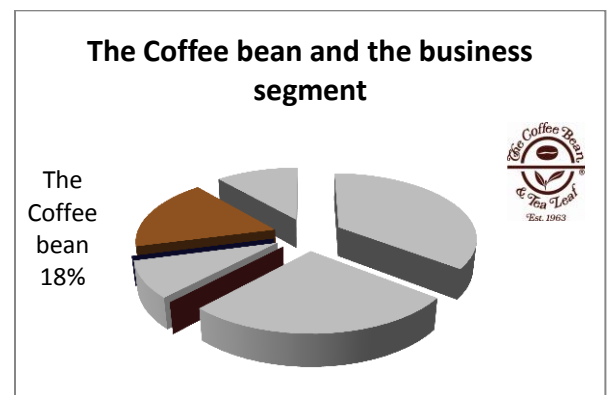
## LADIES AND COFFEE SHOPS

Most of *ladies* in Kuwait are preferring the Caribou Coffee shop brand than others by 25%. See the below figure



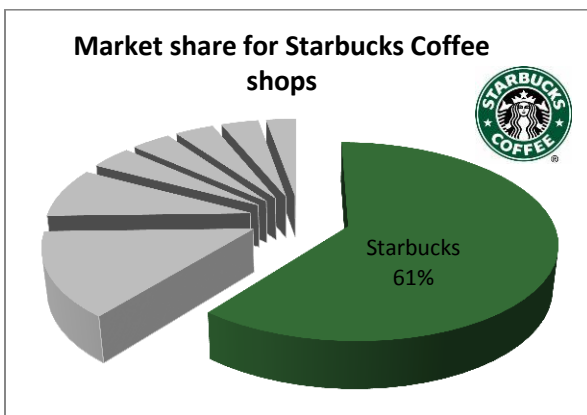
## BUSINESS SEGMENT

In this project, the market is also divided into many segment such as Malls, Super market, Private companies, Universities and Schools ...etc. Then, as it shown below, around 17.7% of the total customers in *private companies* are choosing The coffee bean coffee shops.



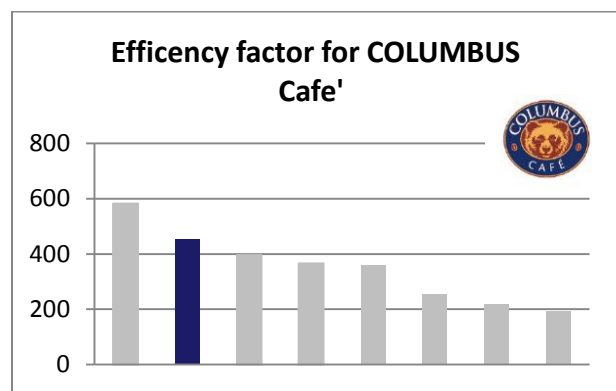
## MARKET SHARE

Starbucks brand name is one of the famous coffee shops in Kuwait, and its *market share* was calculated to be almost 60.8% of the total market.



## EFFICIENCY FACTOR

*Efficiency factor* is calculated by divide the number of customers – of each company- by the number of branches in Kuwait. As it shown below, the Columbus coffee shops in Kuwait has around 450 customer per each branch per day.



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