

COFFEE SHOPS IN THE STATE OF KUWAIT

Market Size and Market Share

By EXCPR™ for Consultancy & Business Strategies - Kuwait

Coffee Shops in The State Of Kuwait

EXECUTIVE SUMMARY

The market size for the Coffee Shop business in The State of Kuwait is evaluated to be around 12.1% of the total population in the country. Furthermore, STARBUCKS COFFEE has the highest market shares in Kuwait with 60.8%. While, COLUMBUS CAFE has almost 453 customers per day in each of its branch. Then, Most of the women in The State of Kuwait – Market Segment- are preferring to visit CARIBOU COFFEE, with 25% of the total segment.

The following is more details about this project, and for further information and similar project –you may contact EXCPR™ Company by visiting www.excpr.com

12.1% Market Size

OBJECTIVE

The main objective of this project is to analyses the coffee shops market in the State of Kuwait, by providing the following:

-Measuring the coffee shop *market size*.

-Evaluate the *market shares* for the competitors.

-Find out the ability of the competitors to work at high efficient level.

-Indicate the kind of customers for each coffee shops brand name – *market segmentation*.

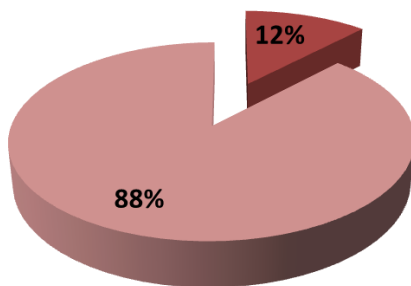
INTRODUCTION

Marketing analysis is an important and useful tools than is used in a wailed range of business studies in order to improve the corporate situation. This project is aiming to evaluate the *market size* , which can be to feed a feasibility study or business plan. Additionally, this project is aiming to calculate the *market share* for each of the coffee shops competitor in the market, which is important –as well- to measure the success factor for each company against its competitors. Also, this project is looking to find out the market segment for each of those companies, which is used to understand the customer needs and pain.

MARKET SIZE

As per the project results, there are almost 463,000 customers in the State of Kuwait for the Coffee Shops sector. This number is covering about 12.1% of the total population in the country. The below figure illustrate the Pie-chart of such area.

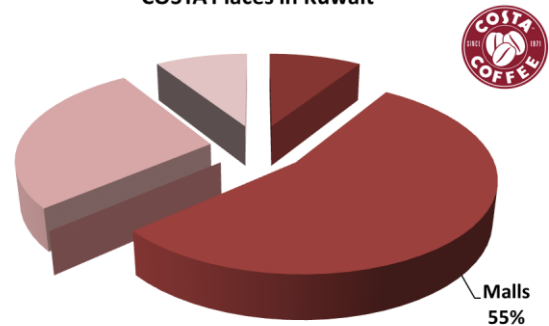
Coffee Shops Customer comparing with the total Population in Kuwait



PLACES

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

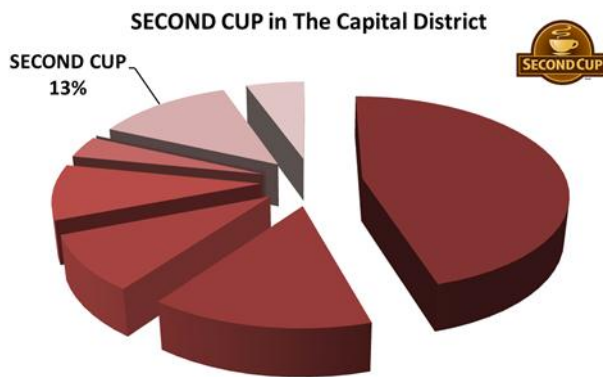
COSTA Places in Kuwait



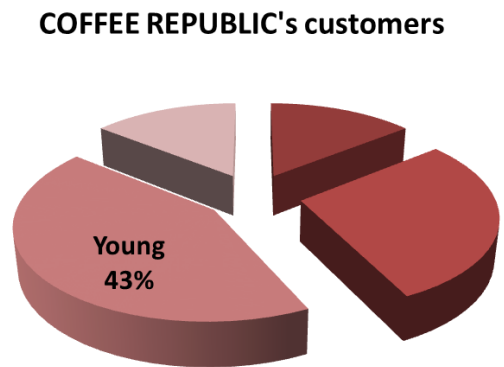
Then, it is recommended that COSTA Group should focus and manage its resources in the Mall's customer segmentation and requirement. Also portion, indicate how efficient the company are targeting such market, and its *competitive advantages*.

DISTRICTS

The State of Kuwait is divided into six districts, and one of them is the Capital district, where most of the Government Ministries and Centers were located. Additionally, most of its residential are the Kuwait's people.



As it shown below, the SECOND CUP The State of Kuwait has almost 13% of the total coffee shops in the Capital district – one of The State of Kuwait's district.

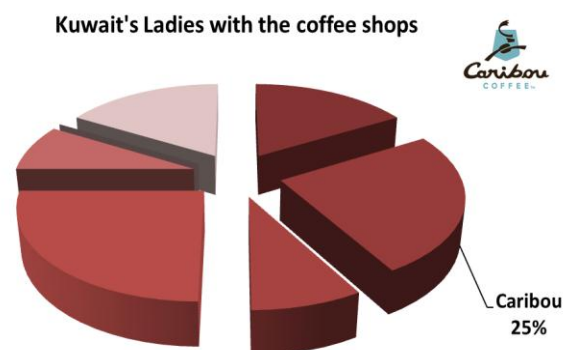


TYPE OF CUSTOMERS

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 (*who's age is less than 35 year*).

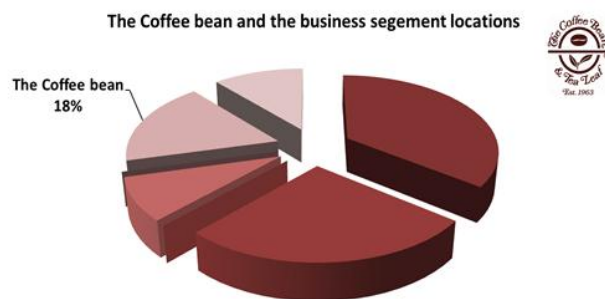
LADIES AND THE COFFEE SHOPS

Most of the ladies in The State of Kuwait are choosing the Caribou Coffee shop for drinking their coffee, than the others by 25%. See the below figure



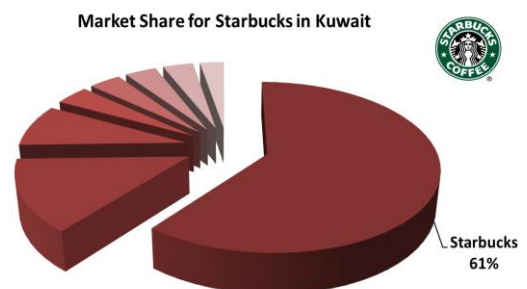
BUSINESS SEGMENT

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



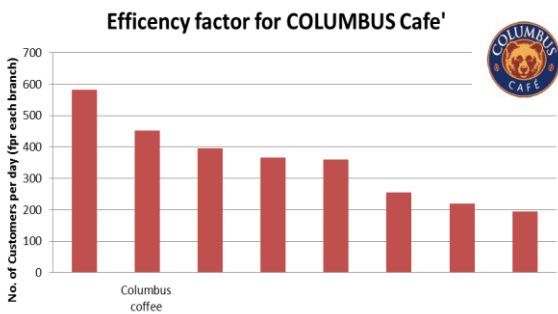
MARKET SHARE

Starbucks brand name is one of the famous coffee shops in Kuwait, and its market share as per the latest research shows that they cover around 60.8% of the total Coffee shops market in The State of Kuwait. This results approve that most of Kuwait's customers are preferring to drink Starbucks coffee than other, and Starbucks is the market leader in the country.



EFFICIENCY FACTOR

Finally, the Efficiency index is one of the important level to calculate the business performance which is evaluated by dividing the number of customers per branches. As it shown below, the Columbus coffee shops in The State of Kuwait has the highest index with around 450 customer per each branch per day.



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