

zomato



MARKET RESEARCH FOR
Coffee & Quick Bites (Gurgaon)

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Objective of study:

To evaluate the coffee and quick-bite market in Gurgaon using Zomato data, identify demand and pricing trends, and recommend optimal pricing, positioning, and marketing strategies for a successful product launch.

Data source: Zomato (public menu data)

Location: Gurgaon

Assumptions

- Item frequency used as demand proxy
- Bestseller/high-demand indicators inferred
- Avg order volumes based on industry benchmarks

Limitations

- No access to actual sales/order data
- Sample-based analysis



1. Coffee Market Analysis

Most Popular Coffee Beverges	
Item Category	Coffee
Coffee Beverges	No. of Items
Latte	16
Cold Coffee	12
Cappuccino	11
Americanno	11
Mocha	11
Hot Chocolate	6
Espresso	5
Flavoured Cold Coffee	5
Iced Mocha	1
Iced Latte	1
Grand Total	79

Among coffee beverages in the Gurgaon market, Latte emerges as the most popular category, followed by Cold Coffee and Cappuccino. This indicates strong consumer preference for milk-based and chilled coffee options, especially in mid-price ranges.

Identify Most Commonly Sold Price Points for Coffee	
Item Category	Coffee
Price Points	No. of Items
₹200-299	37
₹99-199	21
₹300-399	21
Grand Total	79

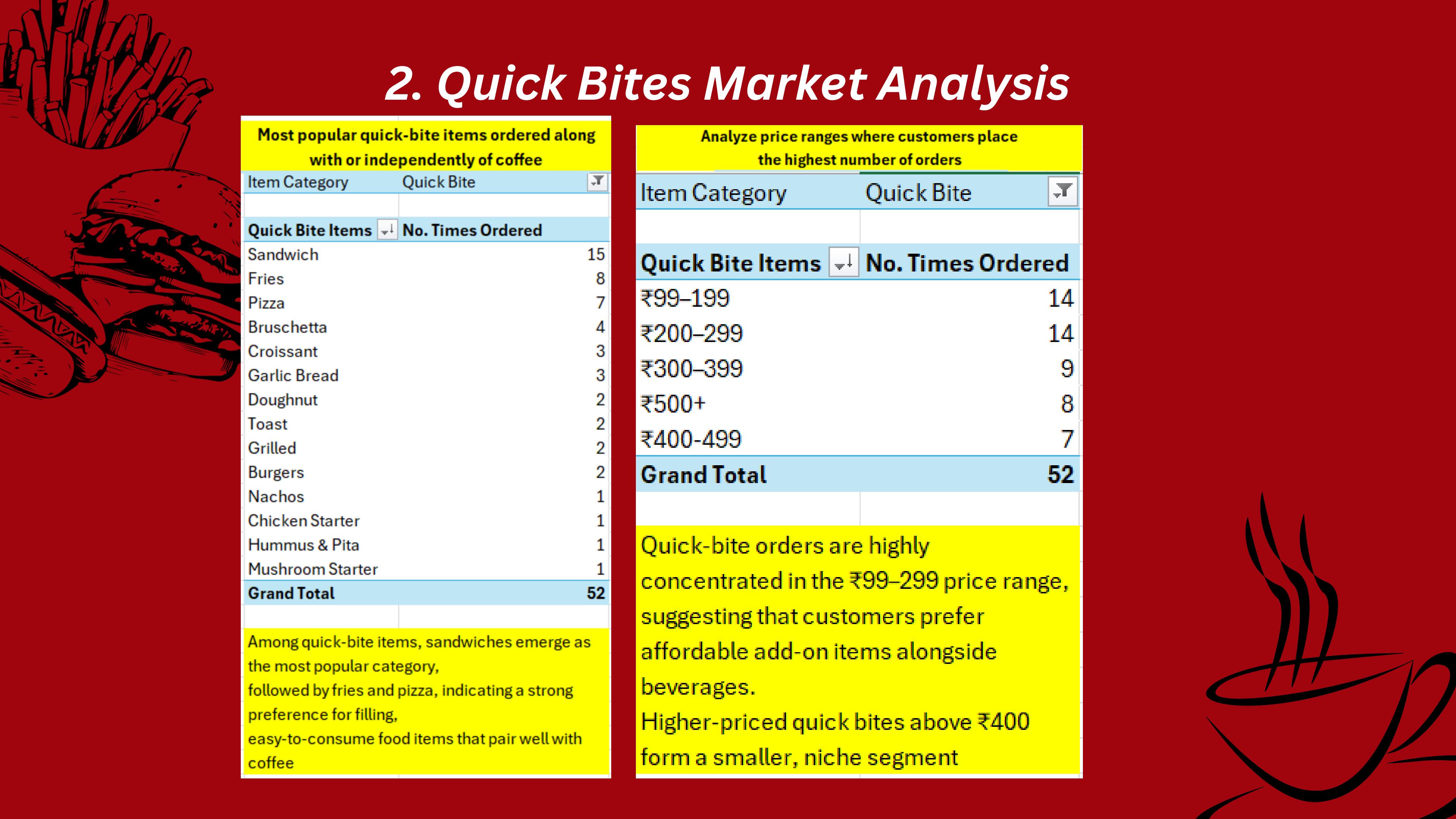
The majority of coffee items in Gurgaon fall within the ₹200-299 price range, indicating this as the most commonly sold and consumer-preferred price point. Premium pricing above ₹500 exists but represents a smaller, niche segment.

Estimate overall sales trends of coffee in the Gurgaon market

Item Category	Coffee		
Count of Item Name	Column Labels		
Best Sellers	No	Yes	Grand Total
₹200-299		13	24
₹300-399		8	13
₹99-199		7	13
Grand Total		28	50
			78

The overall coffee sales trend in the Gurgaon market indicates strong and sustained demand, with the highest concentration of high-demand items falling within the ₹200-299 price range. Approximately 64% of coffee items are classified as high-demand (bestseller), suggesting robust consumer preference for mid-priced coffee offerings. Lower-priced coffee options continue to contribute to volume, while premium-priced beverages represent a smaller but present niche. Overall, the market demonstrates a mid-premium, mass-consumption driven sales pattern.

2. Quick Bites Market Analysis



Most popular quick-bite items ordered along with or independently of coffee	
Item Category	Quick Bite
Quick Bite Items	No. Times Ordered
Sandwich	15
Fries	8
Pizza	7
Bruschetta	4
Croissant	3
Garlic Bread	3
Doughnut	2
Toast	2
Grilled	2
Burgers	2
Nachos	1
Chicken Starter	1
Hummus & Pita	1
Mushroom Starter	1
Grand Total	52

Among quick-bite items, sandwiches emerge as the most popular category, followed by fries and pizza, indicating a strong preference for filling, easy-to-consume food items that pair well with coffee.

Analyze price ranges where customers place the highest number of orders	
Item Category	Quick Bite
Quick Bite Items	No. Times Ordered
₹99–199	14
₹200–299	14
₹300–399	9
₹500+	8
₹400–499	7
Grand Total	52

Quick-bite orders are highly concentrated in the ₹99–299 price range, suggesting that customers prefer affordable add-on items alongside beverages. Higher-priced quick bites above ₹400 form a smaller, niche segment.

3. Competitive Pricing & Benchmarking

Compare pricing of key competitors on Zomato

Café Brands	Average of Price
Perch Wine & Coffee Bar	505.00
Paul	426.00
The Coffee Bean & Tea Leaf	362.83
Starbucks	320.00
Sardar Ji Bakhsh Coffee	267.67
Costa Coffee	266.92
Koby's Coffee, Sandwiches & croissants	255.36
Beekend	253.78
Tim Hortons	213.64
Cafe Belong	177.75

Competitor pricing analysis on Zomato indicates a wide spread across premium, mid-range, and value segments. While premium cafés price beverages above ₹400, the majority of popular brands operate in the ₹200–300 range, indicating strong consumer acceptance at this price level.

Recommend optimal pricing strategy for our coffee and quick-bite offerings

Item Category	Coffee	Item Category	Quick Bite
Price Range	No. of orders	Price Range	No. of orders
₹200–299	37	₹99–199	14
₹300–399	21	₹200–299	14
₹99–199	21	₹300–399	9
Grand Total	79	₹500+	8
		₹400–499	7
		Grand Total	52

Based on demand concentration and competitor benchmarking, an optimal pricing strategy would position coffee offerings between ₹200–299 to capture maximum demand, while quick-bite items should be priced between ₹99–299 to encourage add-on purchases and higher order frequency.



4. Marketing Strategy & Positioning on Zomato

Data Insights

- Most coffee demand is in ₹200–299
- Quick bites sell most in ₹99–199
- Sandwiches, fries, pizza are top add-ons
- Mid-priced items show highest “high-demand” signals

Customers on Zomato are value-conscious but willing to pay for quality

Type of positioning

- Best Fit: Value-Driven / Mid-Premium

Affordable quality coffee with value-packed quick bites





4. Marketing Strategy & Positioning on Zomato

How to Market on Zomato?

1

Product & Pricing Strategy

- Price coffee between ₹200–299
- Price quick bites between ₹99–199
- Introduce coffee + snack combos under ₹299

2

Combo & Bundling Strategy

Create:

- Latte + Sandwich
- Cold Coffee + Fries
- Cappuccino + Cookie
- Price combos at: ₹249–299

3

Zomato Promotions & Visibility

Use:

- Zomato Sponsored Listings during peak hours
- Discount badges (10–15%)
- “Value Meal” tags instead of heavy discounts

4

Time-Based Offers

- Morning (8–11 AM): Coffee + Croissant combo
- Evening (5–8 PM): Cold Coffee + Fries

5

Ratings & Reviews Push

- Encourage reviews via:
 - Small add-ons
 - Loyalty points
- Maintain 4.0+ rating



4. Marketing Strategy & Positioning on Zomato

Positioning On Zomato

Value-driven, mid-premium positioning works best on Zomato for the Gurgaon market and offering high-quality coffee at affordable prices with attractive food pairings

Marketing Strategy on Zomato

Based on the analysis of coffee and quick-bite demand patterns in the Gurgaon market, a value-driven, mid-premium positioning is recommended. The majority of coffee demand is concentrated in the ₹200–299 price range, while quick-bite items perform best between ₹99–199, indicating that customers seek affordable quality rather than luxury pricing.

To effectively market on the Zomato platform, the focus should be on combo offers, such as coffee paired with popular quick bites like sandwiches or fries, priced under ₹299. This strategy leverages cross-selling behavior observed in the data. Sponsored listings and limited-time discounts (10–15%) during peak hours can be used to improve visibility without eroding margins.

Overall, positioning the brand as “high-quality coffee at a fair price with value-packed food options” will maximize order volume and customer retention on Zomato.



5. Sales Forecast & Campaign Planning

Predict Expected Sales Volumes

From your pivots, you already know:

- Coffee demand is strong in ₹200–299
- Quick bites are frequently ordered as add-ons
- Approx. 64% coffee items fall under high-demand indicator
- Sandwiches, fries, pizza are top quick bites

Category	Daily	Monthly
Coffee	52	1560
Quick Bites	18	540

All these results are made on Assumption

- Avg café orders/day (Zomato, urban market): 60–100
- % orders that include coffee: 60–70%
- % coffee orders with quick bite add-on: 30–40%

Assume 80 total orders/day

- $65\% \times 80 = 52$ coffee orders/day
- $35\% \times 52 = 18$ quick-bite orders/day

*Zomato does not provide actual order volumes.
Sales are estimated using proxy indicators such as item frequency, price, and demand of products.*



5. Sales Forecast & Campaign Planning

Recommend Campaign Types

1

Combo Offers

Why:

- Quick bites are popular add-ons
- Coffee + sandwich/fries demand is high

Examples:

- Latte + Sandwich @ ₹279
- Cold Coffee + Fries @ ₹249

Expected uplift:

+20–30% in order volume

2

Limited-Time Discounts

Strategy:

- 10–15% off during peak hours
- Avoid deep discounts

Why:

- Mid-price customers respond well to small incentives

Expected uplift:

+10–15%

3

Sponsored Listings & Ads on Zomato

Strategy:

- Sponsored placement during:
 - Morning (8–11 AM)
 - Evening (5–8 PM)

Why:

- Increases visibility
- Drives impulse orders

Expected uplift:

+15–20%

4

Loyalty / Repeat Order Offers

Strategy:

- “Buy 5 coffees, get 1 free”
- Cashback on repeat orders

Why:

- Coffee has high repeat behavior

Expected uplift:

+8–12% (long-term)

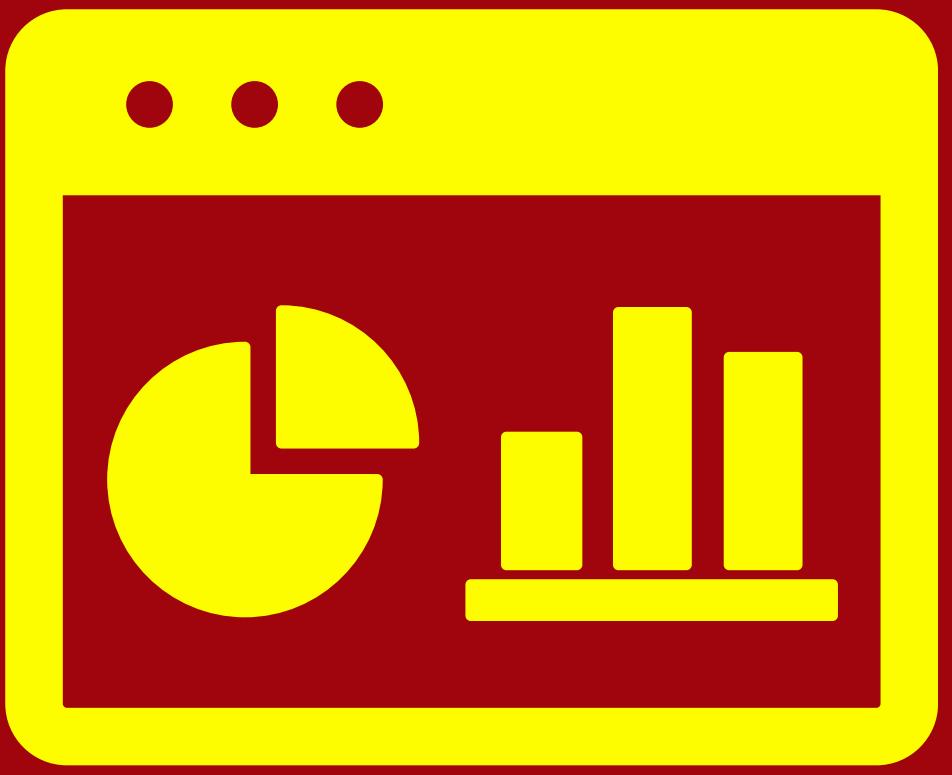
5. Sales Forecast & Campaign Planning

Sales Forecast & Campaign Planning

Based on current market data and proxy indicators from Zomato listings, the Gurgaon coffee market shows strong and consistent demand. Assuming an average of 80 orders per day, it is estimated that approximately 60–70% of orders include coffee, resulting in 50–55 coffee orders per day, with 30–40% of these orders including quick-bite add-ons. This translates to an estimated 1,500–1,600 coffee orders and 500–600 quick-bite orders per month.

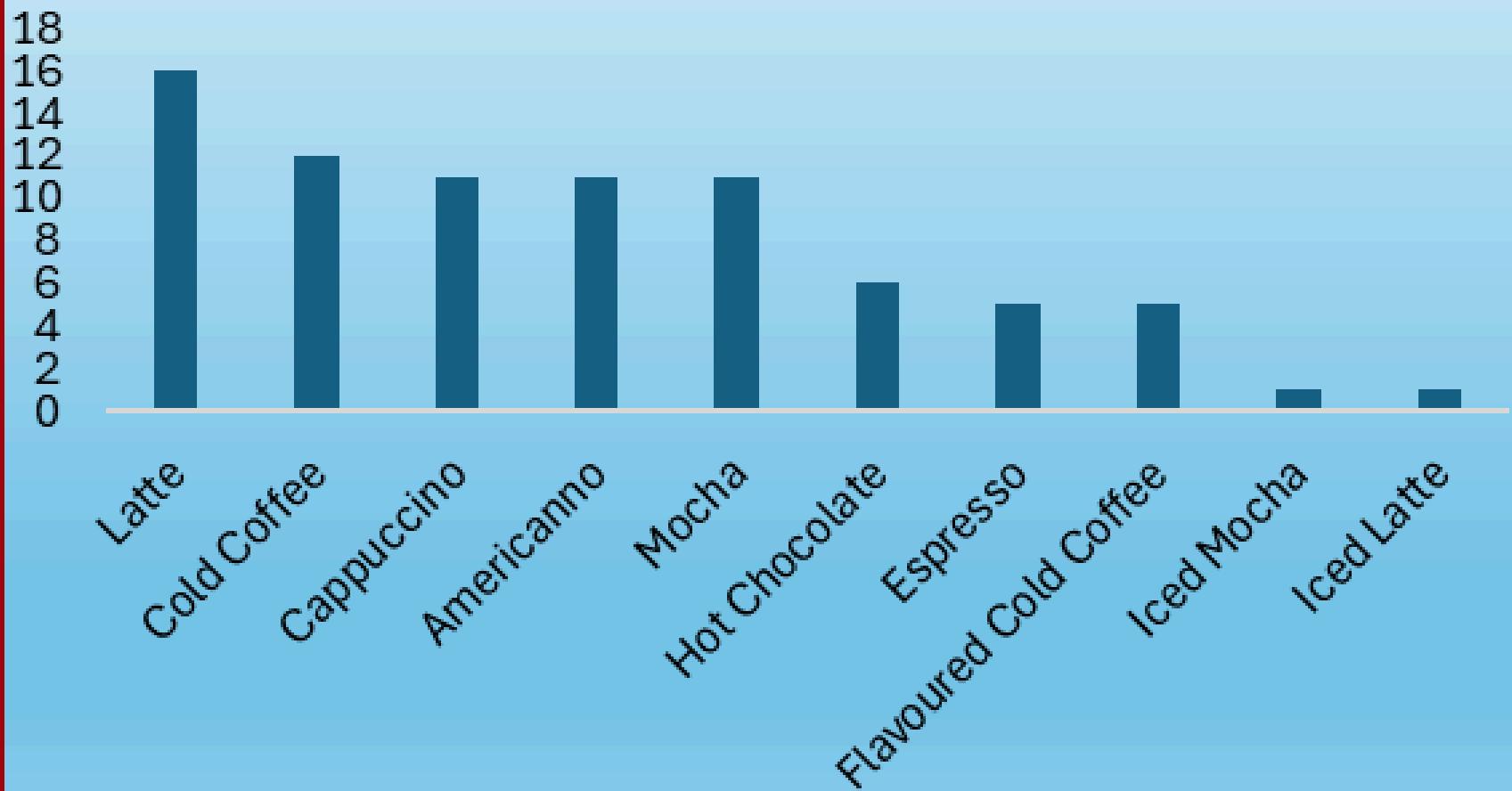
To drive sales growth, combo-based campaigns are recommended as the primary strategy, pairing popular coffee beverages with high-demand quick bites such as sandwiches or fries. These combos are expected to generate a 20–30% uplift in order volume. Additionally, limited-time discounts (10–15%) during peak hours can drive a 10–15% increase, while Zomato-sponsored listings can improve visibility and deliver a 15–20% uplift. For long-term growth, loyalty and repeat-order offers can contribute an additional 8–12% increase in repeat purchases.

Overall, a combination of value-driven pricing, combo offers, and targeted platform promotions is expected to significantly improve both order volume and customer retention.



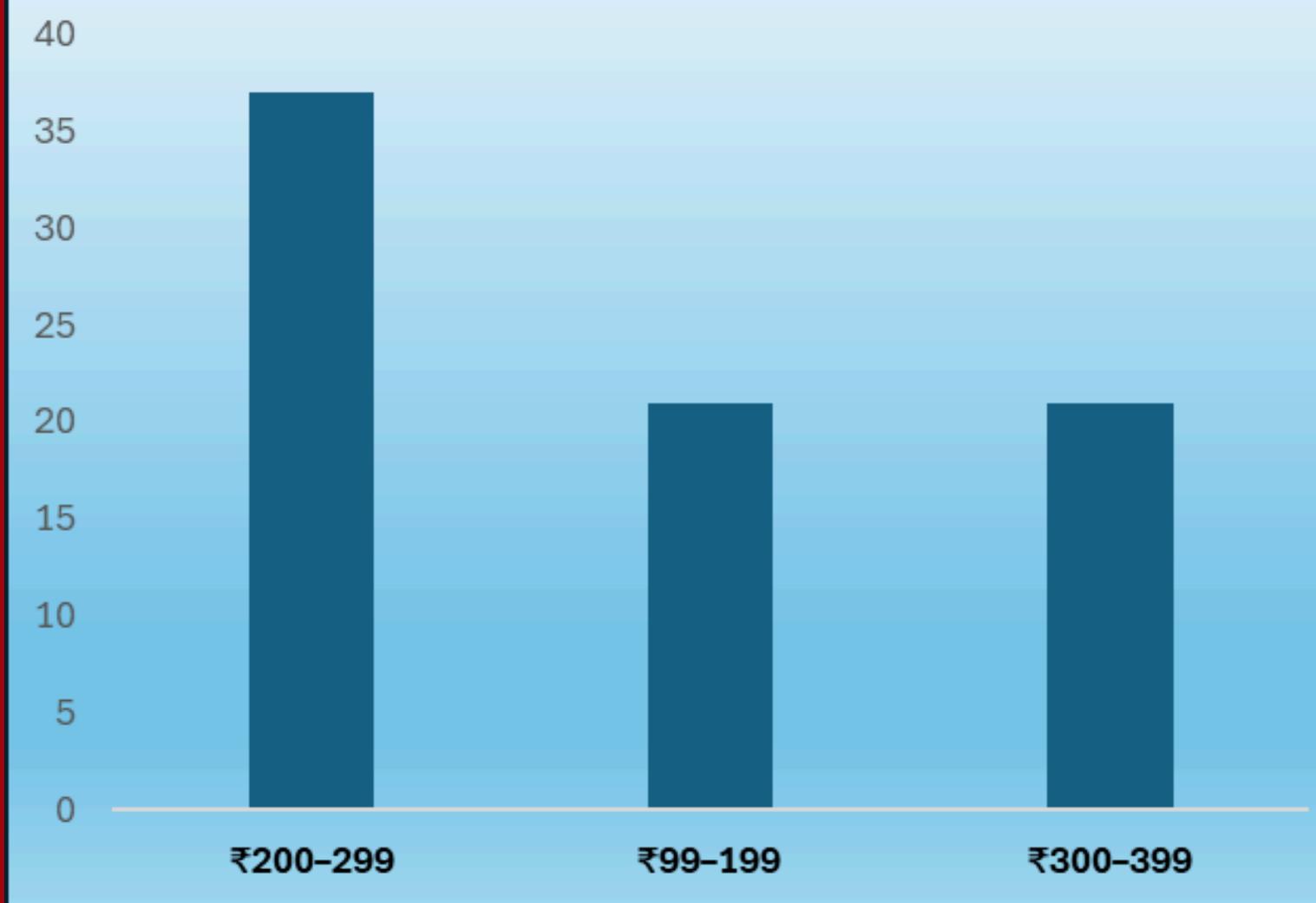
VISUAL REPRESENTATION

Most Popular Coffee Beverages



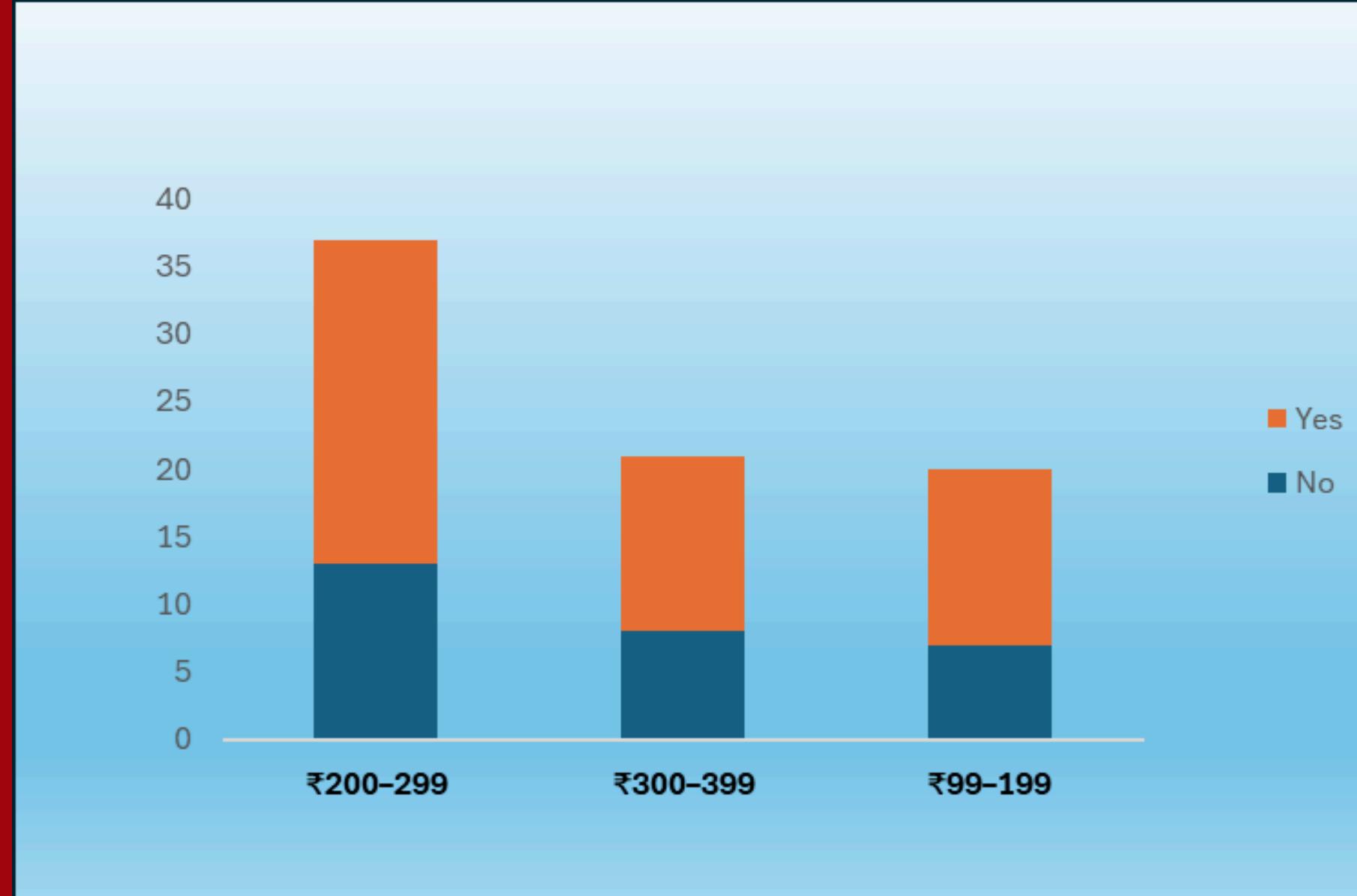
- *Latte emerges as the most popular coffee beverage, followed by Cold Coffee and Cappuccino.*
- *Milk-based and chilled coffee variants dominate customer preference.*
- *Indicates strong demand for familiar, mass-consumption coffee options over niche beverages.*

Coffee Price Point Distribution



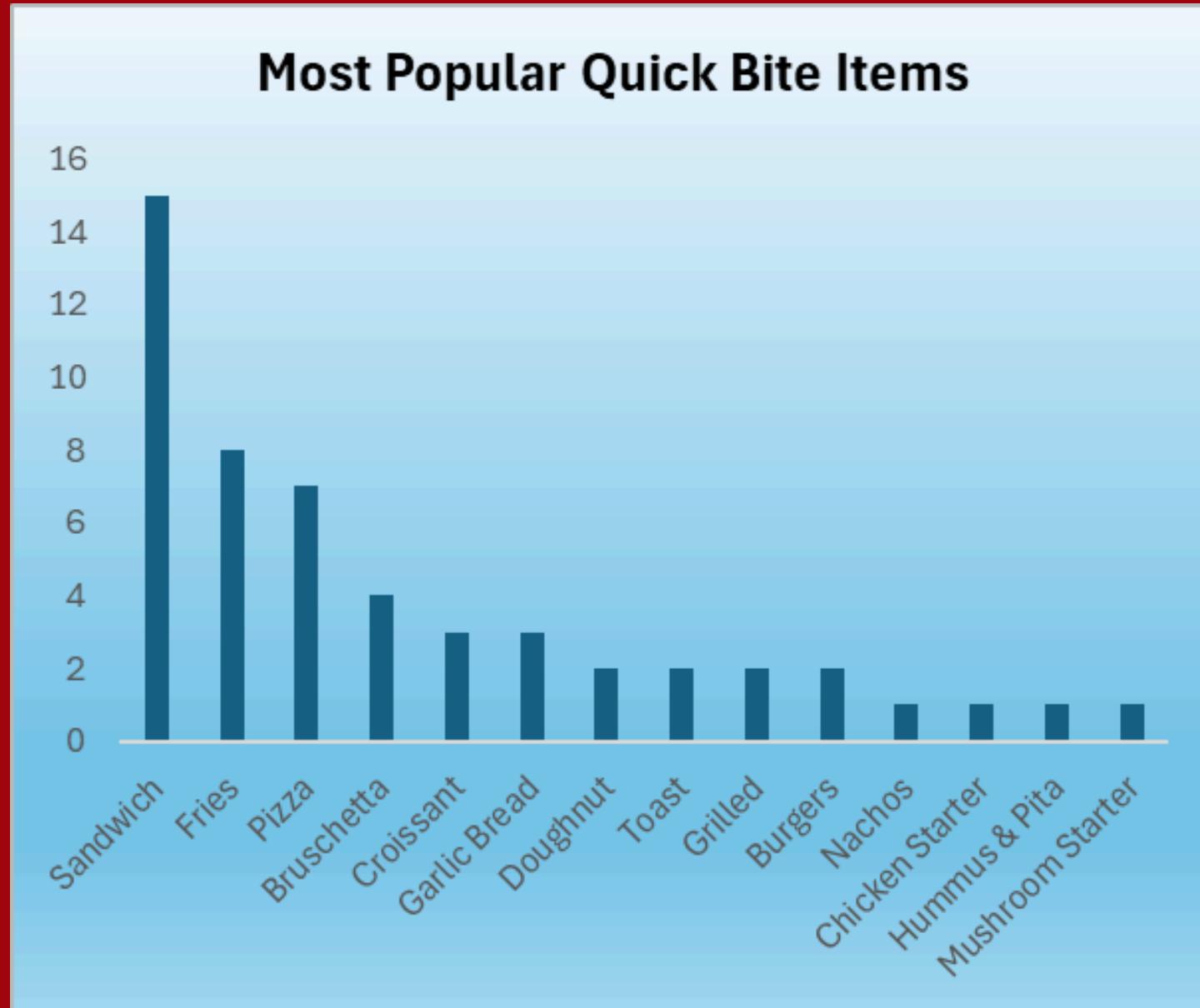
- *The majority of coffee items are priced in the ₹200–299 range, making it the most common price point.*
- *Mid-range pricing shows higher acceptance compared to entry-level pricing.*
- *Premium coffee prices above ₹300 exist but represent a smaller portion of offerings.*

3

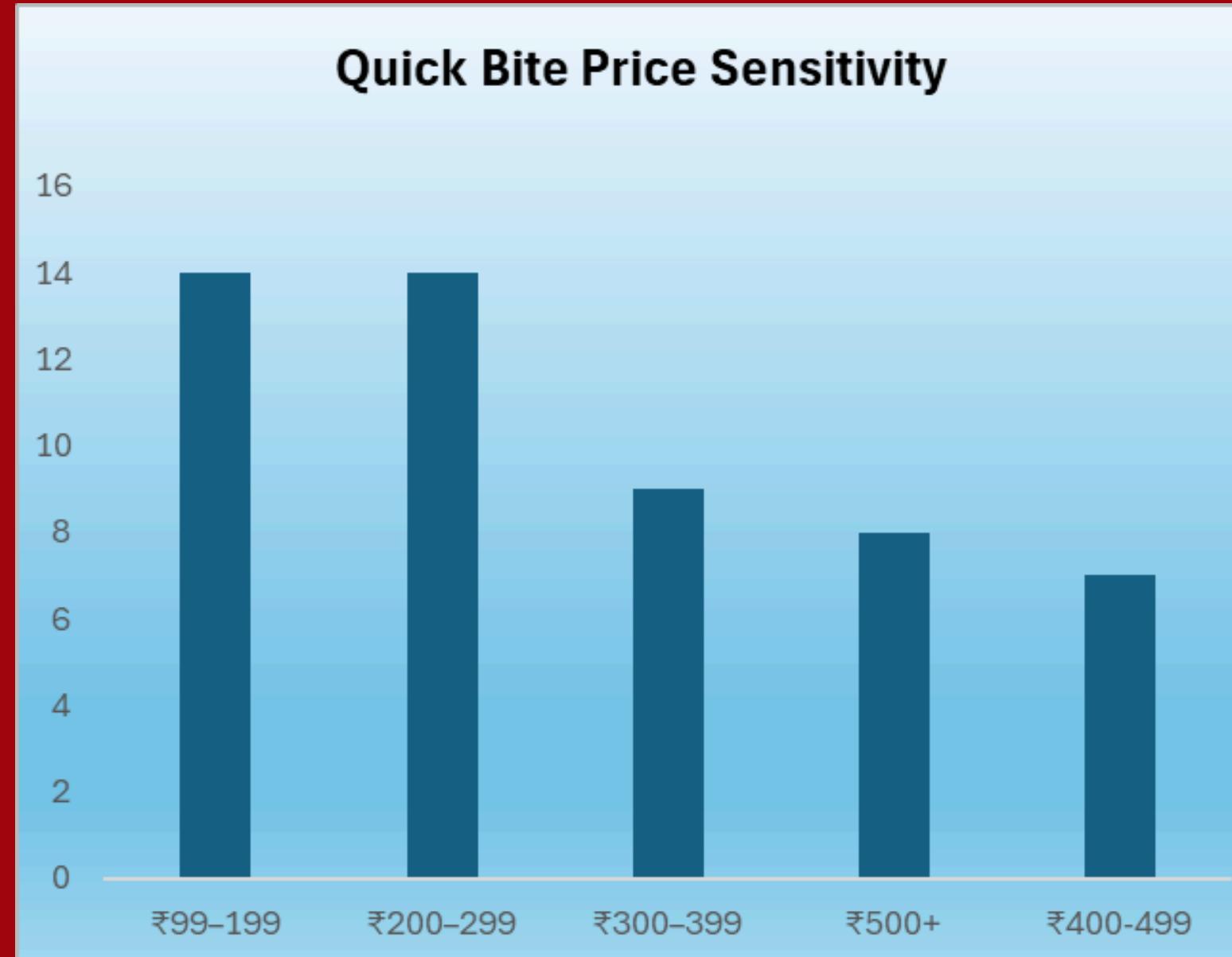


- A significant proportion of coffee items fall under the high-demand category, indicating strong and consistent demand.
- The ₹200-299 price range contributes the highest number of high-demand items.
- Overall trend suggests Gurgaon is a mid-premium, volume-driven coffee market rather than a niche luxury market.

4



- *Sandwiches are the most frequently ordered quick-bite item, followed by fries and pizza.*
- *Customers prefer filling and convenient food options alongside coffee.*
- *Bakery and snack items act as strong add-ons rather than primary orders.*



- *The highest number of quick-bite orders fall within the ₹99–199 and ₹200–299 price ranges.*
- *Demand decreases as price increases beyond ₹300.*
- *This highlights strong price sensitivity for food add-ons compared to beverages.*



- *Competitors are clearly segmented into premium, mid-range, and value-driven brands.*
- *High-volume brands largely operate in the ₹200–300 price range, aligning with customer demand trends.*
- *Value and mid-range brands have greater potential for scale compared to premium-only positioning.*

Actionable Recommendations

1

Optimal Pricing Strategy

- Price core coffee beverages between ₹200–299 to align with the highest demand segment.
- Keep quick-bite items in the ₹99–199 range to encourage add-on purchases.
- Avoid heavy premium pricing (>₹400) during initial launch due to limited demand.

2

Combo & Bundling Strategy

- Introduce coffee + quick-bite combos (e.g., Latte + Sandwich, Cold Coffee + Fries).
- Price combos under ₹299 to maximize order conversion.
- Promote combos as “Best Value” or “Popular Combo” on Zomato.

3

Zomato Platform Marketing

- Use Zomato Sponsored Listings during peak hours (8–11 AM, 5–8 PM).
- Run limited-time discounts (10–15%) instead of deep price cuts.
- Highlight value propositions using badges such as “Great for One” or “Value Meal”.

4

Product Mix Optimization

- Focus menu visibility on top-performing items (Latte, Cold Coffee, Cappuccino).
- Reduce emphasis on low-demand, niche coffee variants.
- Pair high-demand beverages with popular quick bites to increase average order value.

5

Customer Retention & Loyalty

- Introduce repeat-order incentives such as “Buy 5 coffees, get 1 free.”
- Offer small rewards (cookies or cashback) for reviews to maintain a 4.0+ rating.
- Encourage reorders through limited-time loyalty offers.

6

Campaign Impact Expectations

- Combo offers: 20–30% uplift in order volume
- Discounts (10–15%): 10–15% uplift
- Sponsored ads: 15–20% uplift
- Loyalty programs: 8–12% uplift over time