

Public catering venues in Moscow

Author: Miniasev Anton

Main aims

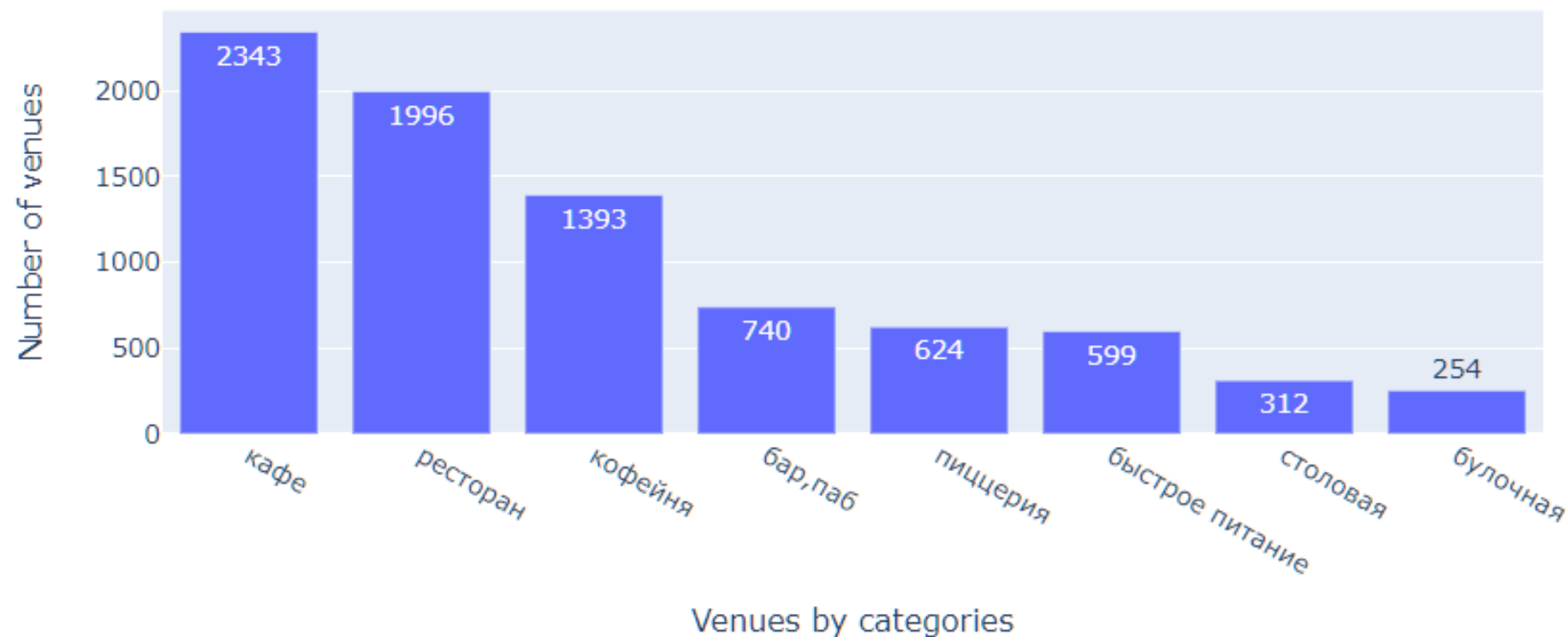
- ▶ Market research of Moscow's public catering industry;
- ▶ Evaluation of the best location for opening a new public catering venue.

There is a dataset with public catering venues in Moscow, compiled based on data from Yandex Maps and Yandex Business services for the summer of 2022. The information posted in the Yandex Business service could have been added by users or found in publicly available sources. It is purely for reference purposes.

Summary

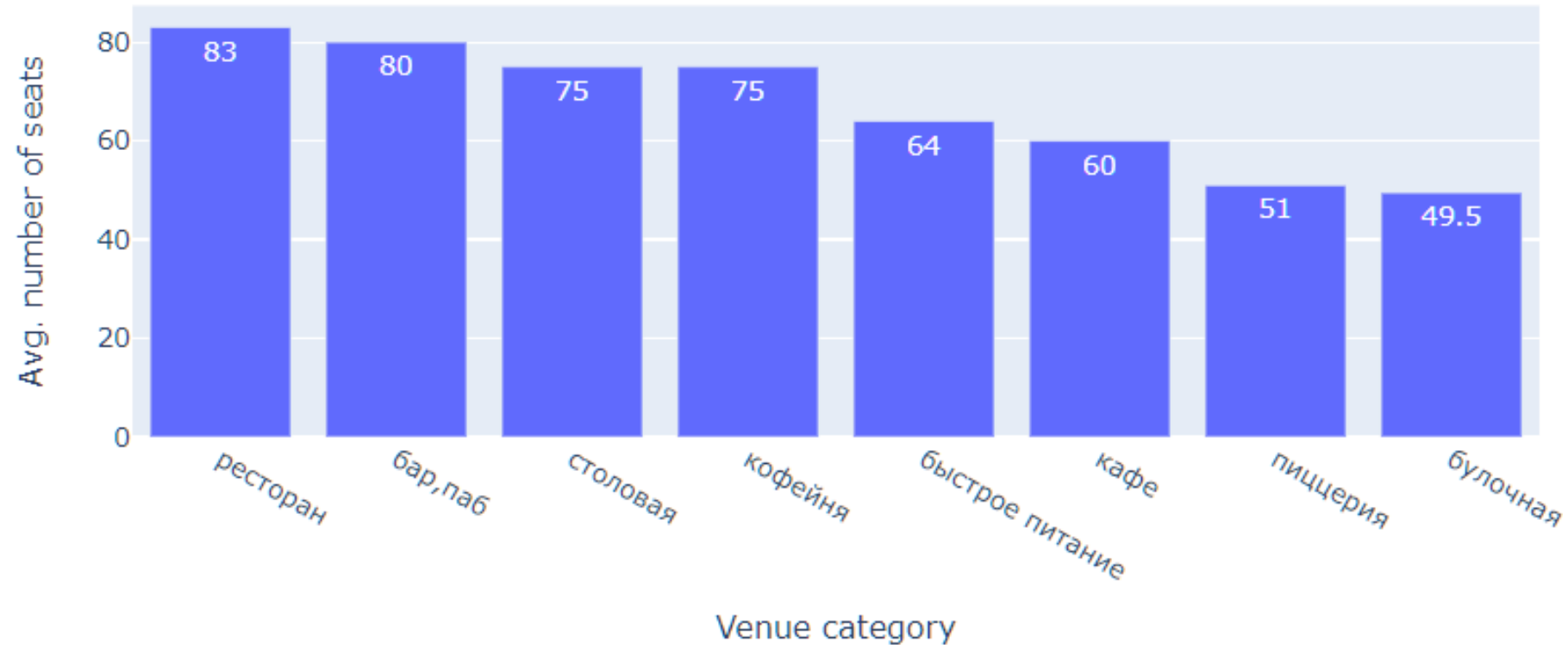
- ▶ The most popular establishments in Moscow are cafes (2348 establishments, or 28.3% of the total) and restaurants (2004 establishments, or 24.2% of the total).
- ▶ There are more non-chain establishments in Moscow (62% compared to 38%).
- ▶ Among chain establishments, cafes and restaurants are the most common, which can be explained by the popularity of this category. In relative terms, chain establishments are more common among bakeries, pizzerias, and coffee shops.
- ▶ About 10% of establishments belong to the top 15 chains, which have 805 locations in Moscow. The most popular among them are Shokoladnitsa, Domino's Pizza, and Dodo Pizza.
- ▶ The highest check averages are in the Central Administrative District and the Western Administrative District. Taking into account the ratings, these districts are worth considering for opening high-quality establishments. The lowest check average is in the Southeastern Administrative District. Taking into account the low ratings, there may be a shortage of establishments with a balance of quality and price in this district.

Venues by categories



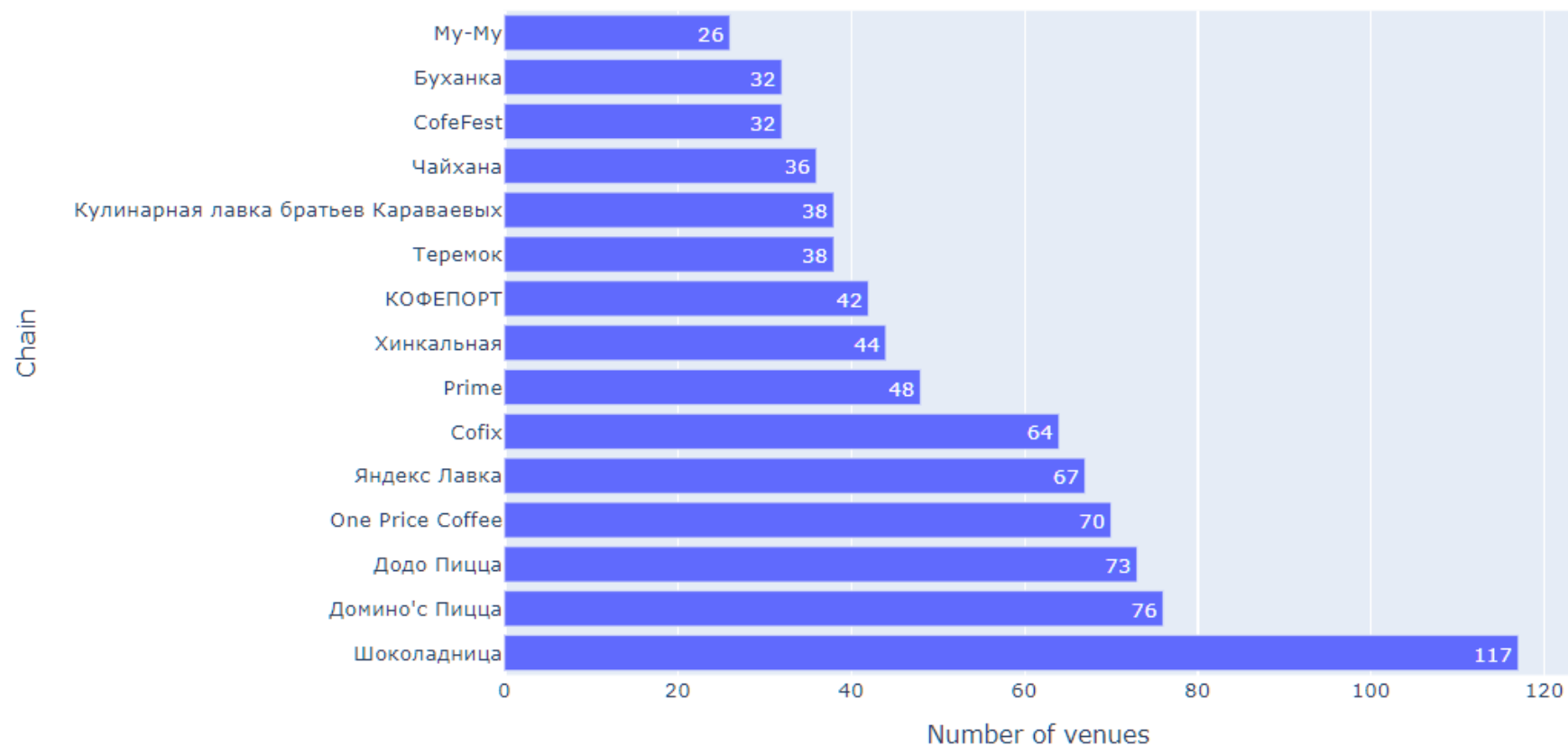
- The two largest categories are cafes (2343 venues or 28.4%) and restaurants (1996 venues or 24.2%). Next in line are coffee shops (1393 venues or 16.9%).

Average number of seats by category



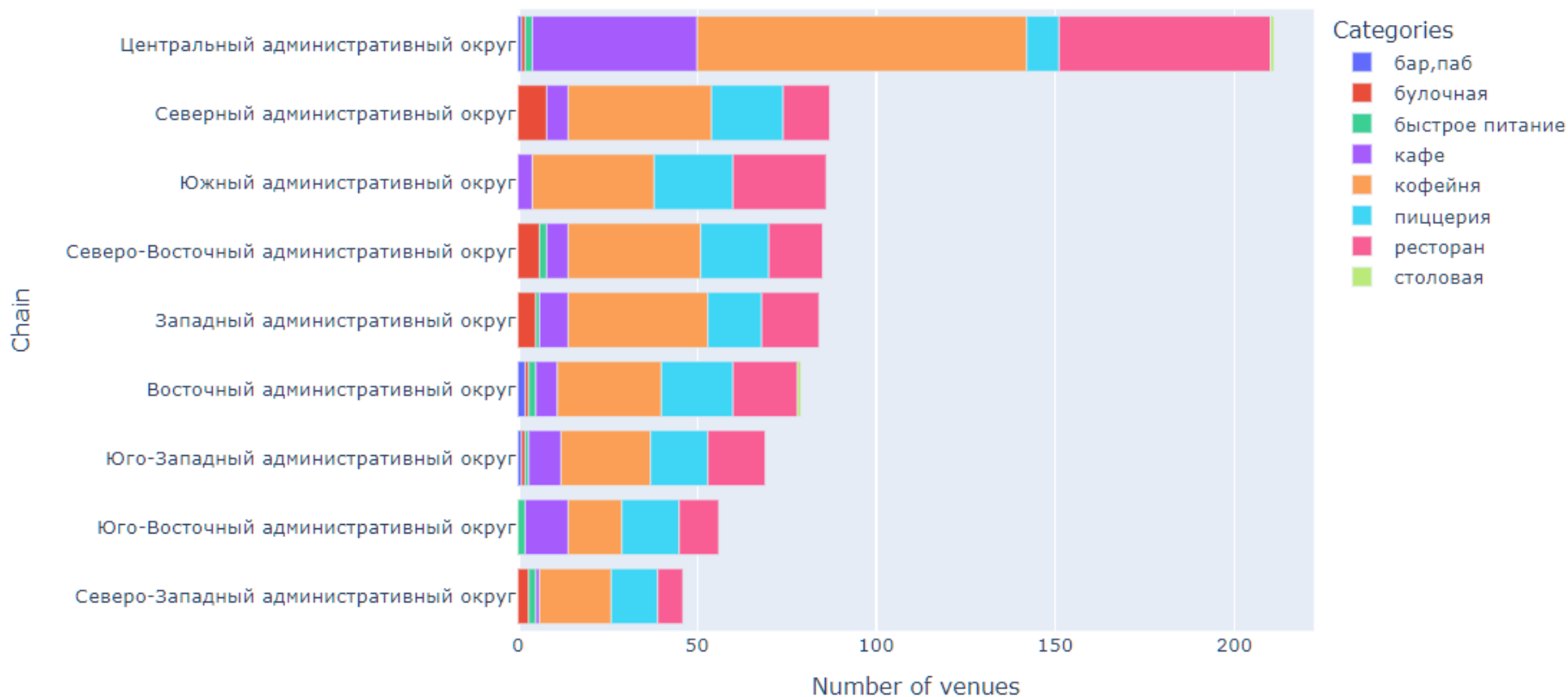
- On average, restaurants, bars, and pubs have over 80 seats. Pizzerias and bakeries have the least amount of seats on average - around 50. It is likely that the former are focused on delivery, while the latter are focused on take-out.

Top-15 chain venues in Moscow(1/2)



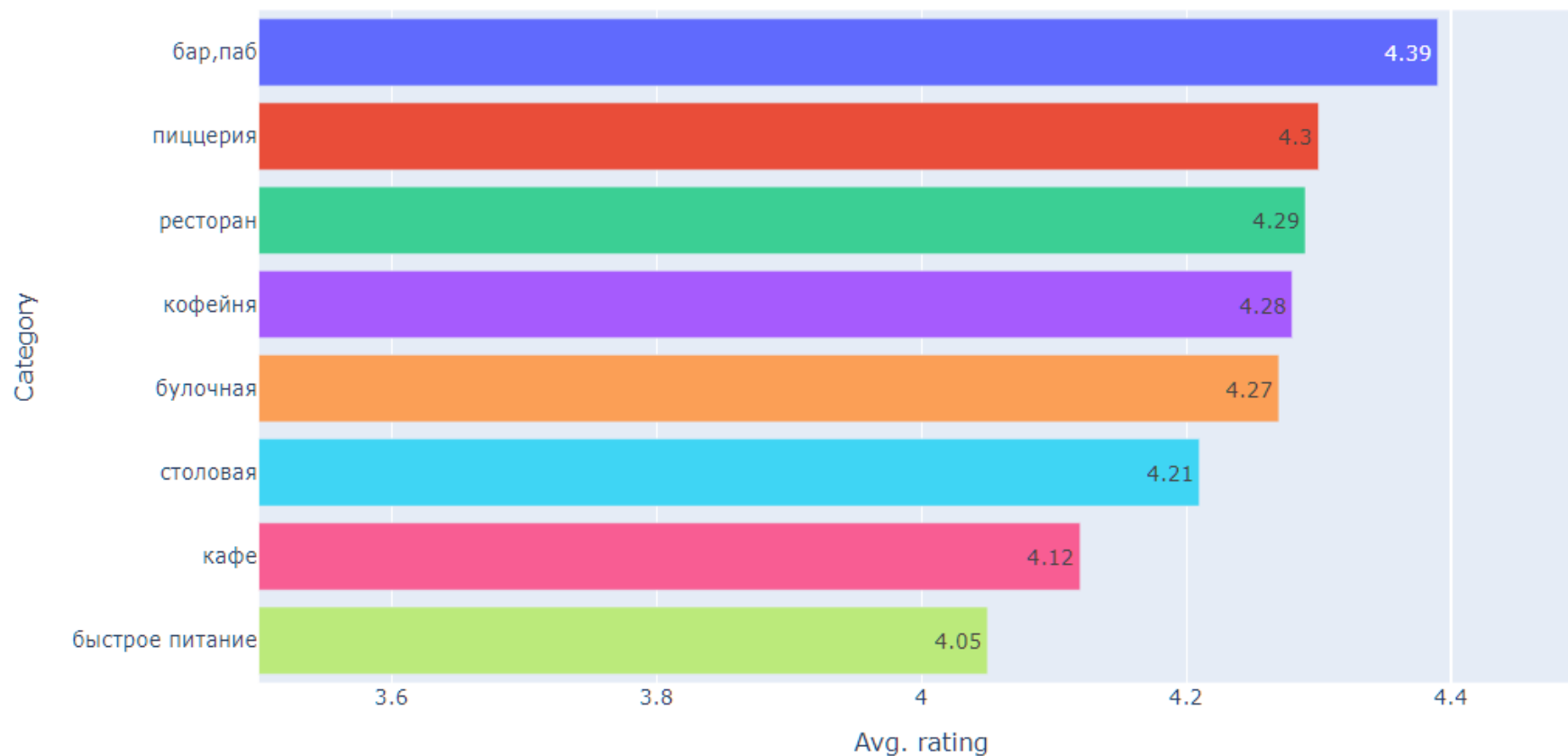
- ▶ The top 15 chains have 803 venues;
- ▶ The most popular venues are Shokoladnitsa (117), Domino's Pizza (76), and Dodo Pizza (73);

Top-15 chain venues in Moscow(2/2)



- The largest number of top-15 establishments are located in the Central Administrative District (CAD), where coffee shops are the most popular. It is noteworthy that pizzerias are not as popular in the CAD as in other districts. Overall, the three most popular categories of establishments across all districts are restaurants, coffee shops, and pizzerias.

Venues ratings by categories



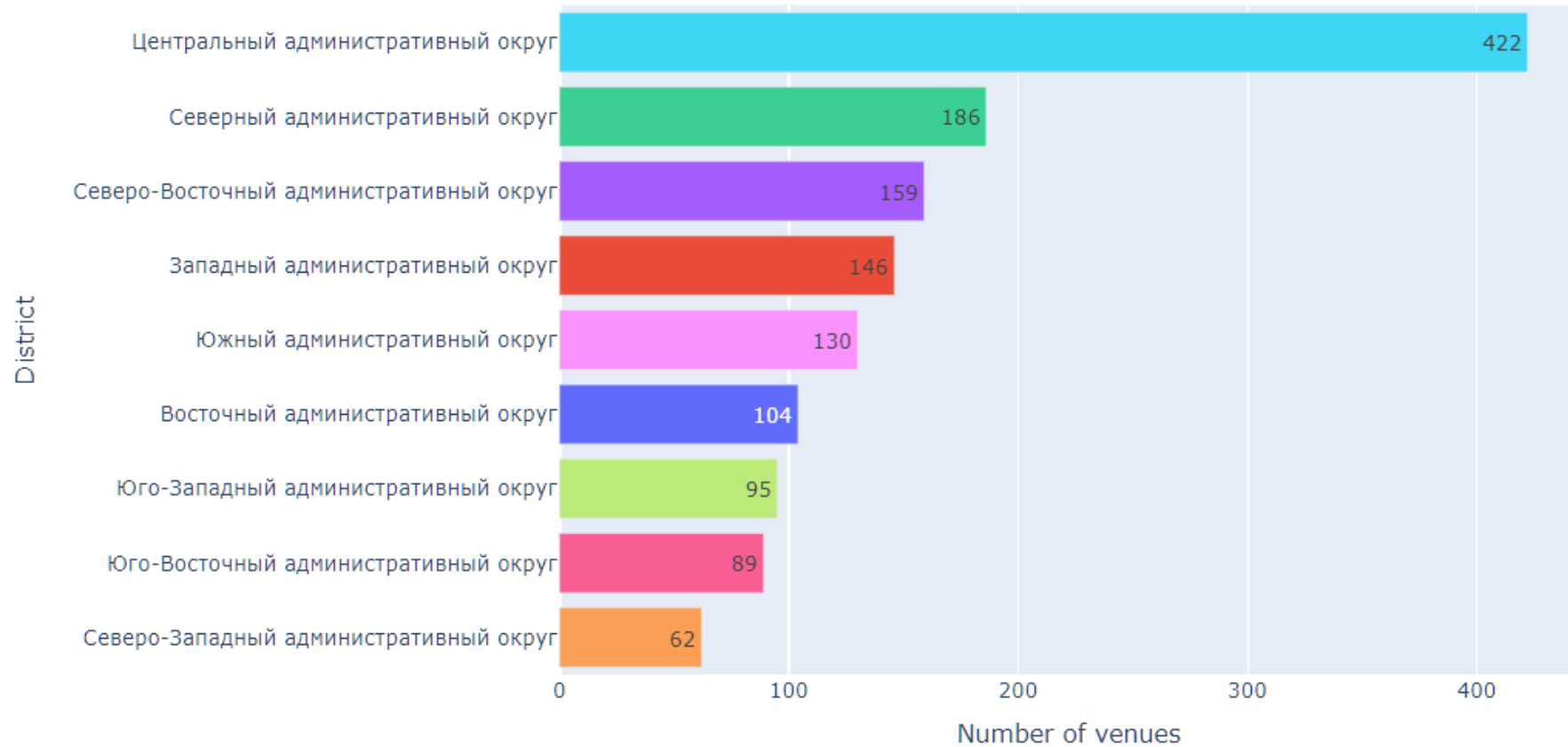
- Bars and pubs on average receive higher ratings than other categories. The categories of cafes and fast food are noticeably lagging behind.

Recommendations on coffee shop opening

Despite the high concentration of coffee shops in the city center, the most attractive district for opening venues remains the Central Administrative District for several reasons:

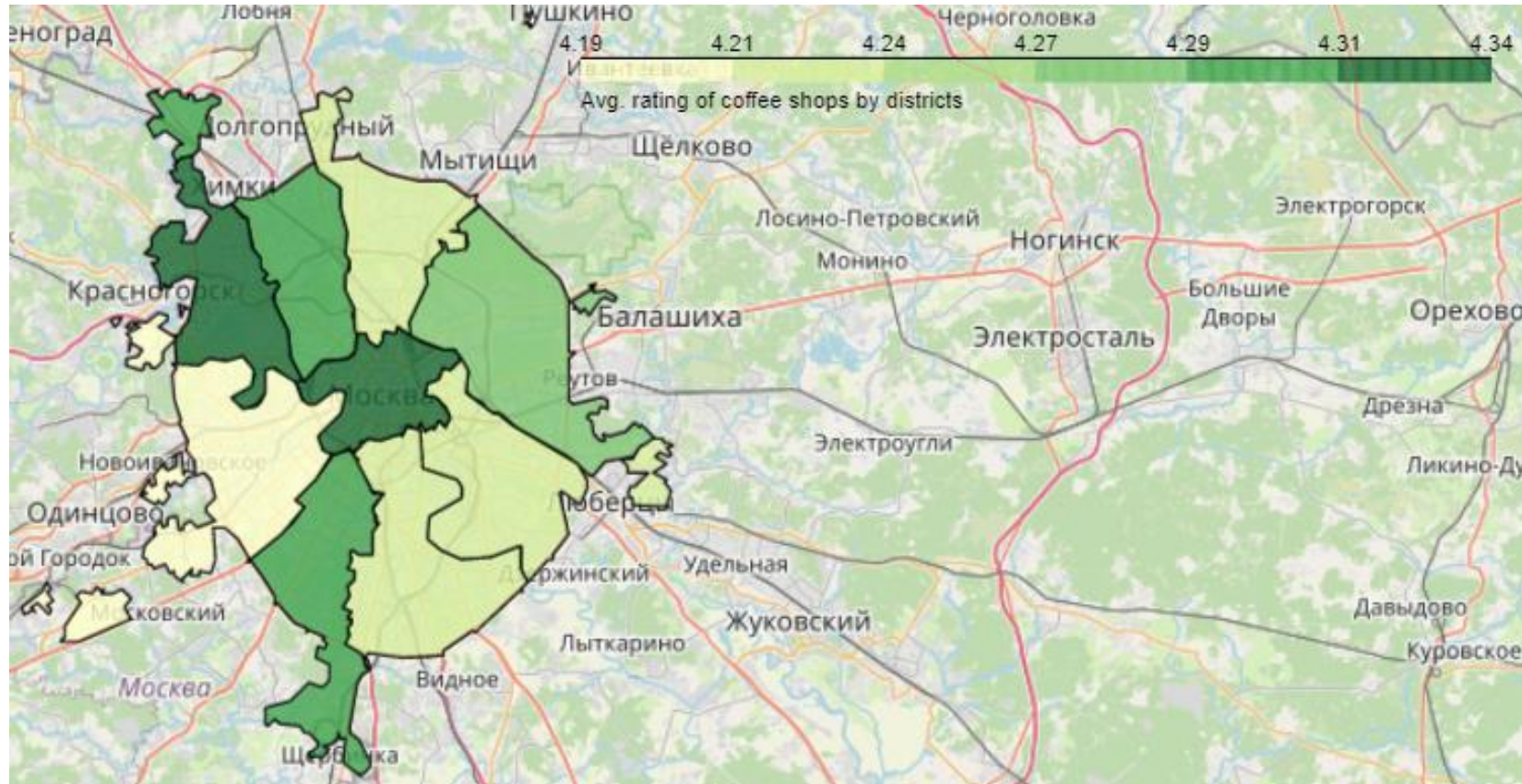
- For a coffee shop, high foot traffic is important, which is guaranteed almost anywhere in the Central Administrative District;
- Coffee shops are in demand in business and tourist areas, not residential areas, where family venues are more popular;
- High average check and the cost of a cappuccino provide an opportunity to open a coffee shop with lower prices and attract customers due to this, as well as keep prices at the level of competitors and increase sales margins;
- The two main problems of opening a coffee shop in the Central Administrative District are high competition and the cost of renting premises. It is necessary to compete both with quality (coffee shops with high ratings in Moscow are precisely located in the CAD) and with the number of venues themselves.

Number of coffee shops by districts



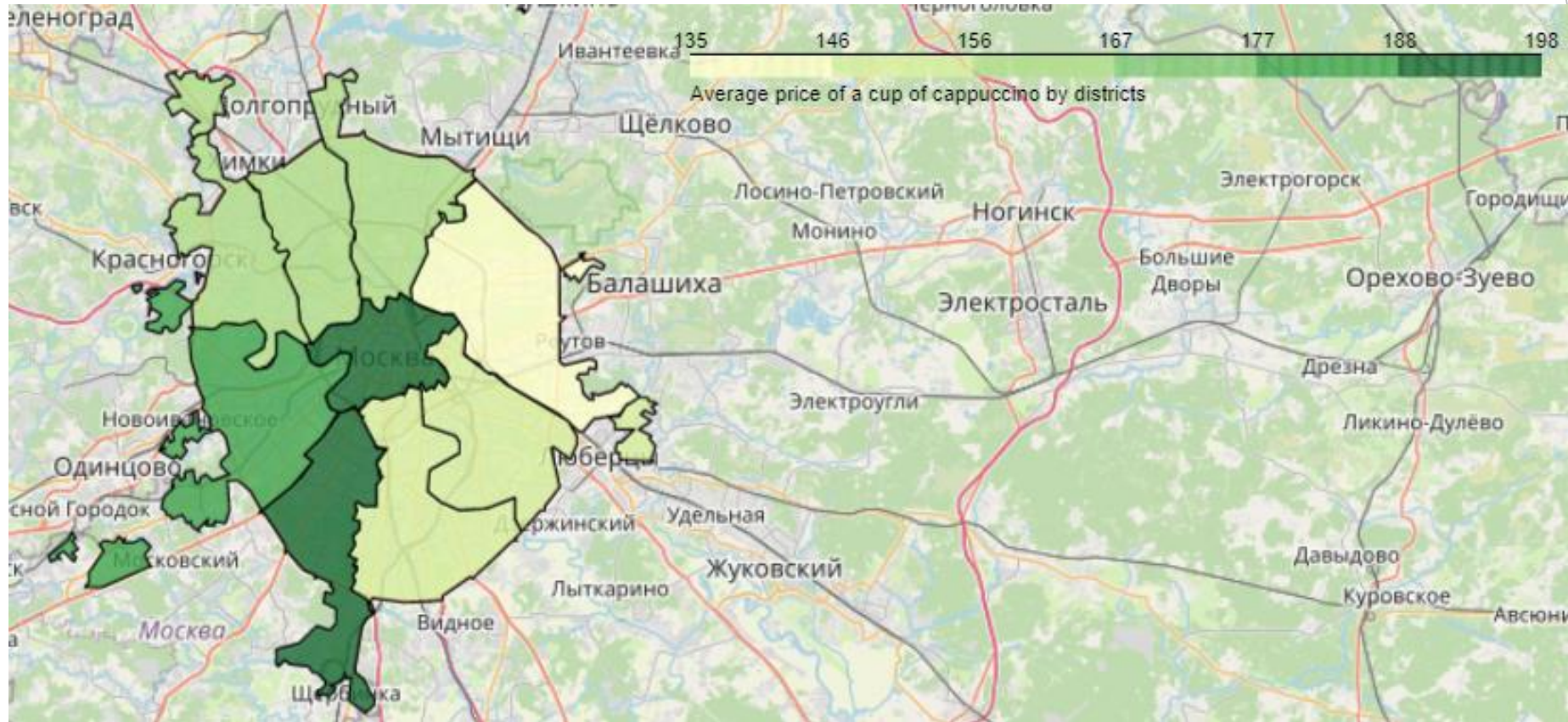
- The largest number of coffee shops is in the Central Administrative District - 422 venues. There are also many coffee shops in the northern part of the city.

Coffee shops ratings by districts



- In Central Administrative District and Northwestern Administrative District, coffee shops have the highest average rating of 4.34 and 4.33, respectively.

Average price for a cup of cappuccino



- ▶ In the Central Administrative District, the Western Administrative District, and the Southwest Administrative District, a cup of cappuccino can be bought for around 190-200 rubles. The cheapest districts are Southeast Administrative District and Eastern Administrative District, where a cup costs less than 150 rubles.