



The Moscow catering market research

DATA SOURCE:

YANDEX MAPS, YANDEX BUSINESS

RESEARCH BY:

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General conclusions

- 1. The dataset contains 8 types of catering establishments: restaurants, cafés, bars/pubs, coffee shops, pizzerias, bakeries, fast food, and canteens. Most of all, the data include cafés and restaurants, followed by coffee houses. Least of all bakeries and canteens.
- 2. The highest average bill in the bar, pub (1260), and restaurant (1240) categories. Low bill for fast food (421) and canteens (316). The data sample also attracts attention: information for this indicator for bakeries is tiny, as well as for coffee houses.
- 3. According to the seats, establishments are distributed on average from 50 to 85 seats in different categories. The difference is small, but bakeries and pizzerias have almost half as many seats as restaurants, bars-and-pubs. Since pizzerias often work for delivery, and takeaway bakeries.
- 4. The ratio of chain and non-chain establishments are different, for example, pizzerias are dominated by chains, coffee houses are represented in approximately equal proportions, and the share of chain canteens is the smallest. Of the top 15 networks represented in the top five, there are 2 coffee chains and 2 pizzeria chains, mainly working for delivery, as well as one conditional restaurant that also works for delivery, in the top 10 there are 4 coffee chains, of which three operate on "take away".

General conclusions

- 5. Most establishments are located in the city center, least of all in the North-Western Administrative District (North-Western Administrative District 369), South-Eastern Administrative District, and South-Western Administrative District (South-Western Administrative District 648, South-Eastern Administrative District 627). In all categories of establishments, the CAD is in the lead. On the other hand, NWAD has the fewest establishments of all types. In the category of coffee houses, we single out the South-Eastern Administrative District (87) and South-Western Administrative District (94) by the smallest number. We note a few canteens in the South-West and North-West.
- 6. The median and average rating of establishments is approximately the same for all categories, but for the best of the minimum ratings, we note the rating values for coffee houses. They stand out from all other types of establishments: 1.4 in a sample of 1380 establishments, that is, customers are less demanding of coffee houses and appreciate them. The institutions with the highest rating are located in the city center, the second place is in the NAD, NWAD, also has a high average rating, but the worst in terms of quality of institutions according to user ratings is in the SEAD and NEAD.
- 7. The highest average check corresponds to expensive and elite districts and districts (WAD and CAD). The situation is similar with the lowest average check (SEAD and SAD).
- 8. Of the top 15 worst establishments in the city, 6 are located in WAD, and 5 are located in the neighboring SWAD, most of the top 15 are cafés (7), restaurants (4), 2 fast food, a pizzeria, and a canteen.

General conclusions

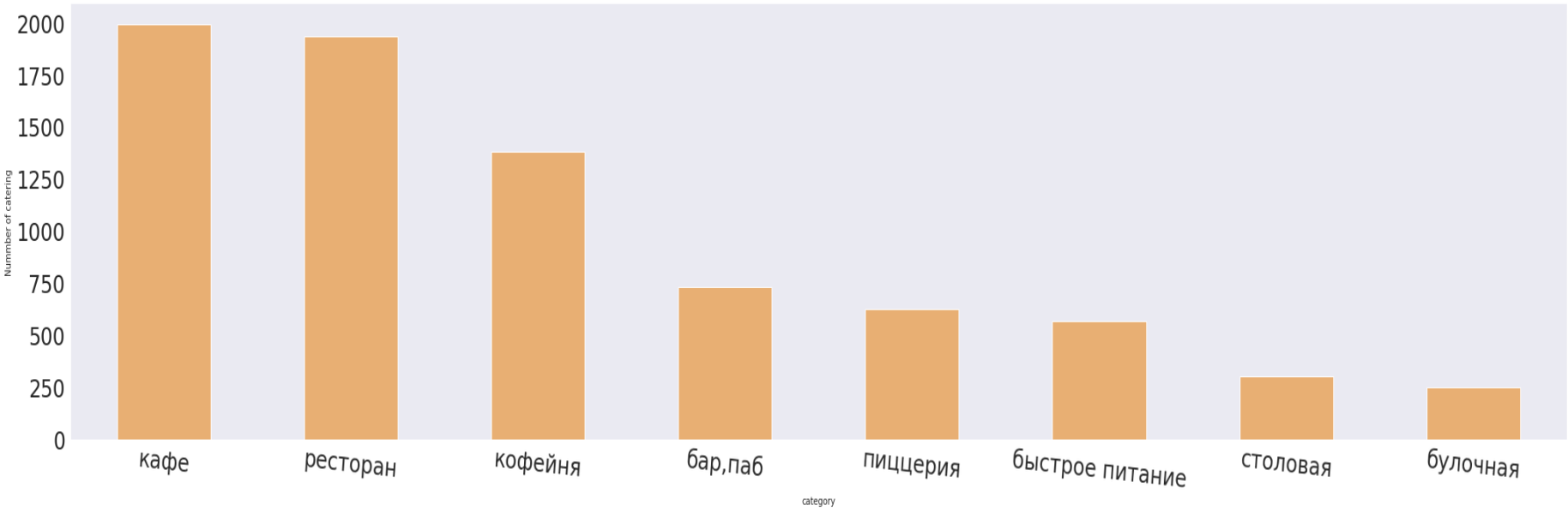
- 9. Most of all round-the-clock, both chain and non-chain cafés, and restaurants are in second place, but in the segment of pubs and bars there are relatively few round-the-clock establishments, and if we consider the opening of a pub or bar, then one could pay attention to a round-the-clock establishment in this segment.
- 10. Most coffee houses are located in the city center 424 establishments, the top 3 of the least coffee districts of the North-West Administrative District (62), South-Eastern Administrative District (87), South-Western Administrative District (94)
- 11. Most establishments are open from 8:00 am to 09:00 pm, there are 24-hour establishments, but there are not many of them, so there may be a need to start an hour earlier, since only 39 establishments are open from seven in the morning, and coffee is a morning drink and is bought before work
- 12. The leaders in terms of the cost of a cup of cappuccino are the elite districts: the Central Administrative District, the South-West Administrative District, and the West Administrative District are about 190 rubles, the South-Eastern Administrative District and the Eastern Administrative District are the cheapest about 140 rubles, on average the cost of a cappuccino cup in Moscow is about 170 rubles
- 13. The rating of coffee houses is quite uniform, about 4.3, it differs only in the West Administrative District, where it is lower (4.2), and the worst coffee house is in the Northeast Administrative District with a rating of 1.4

Types of establishments

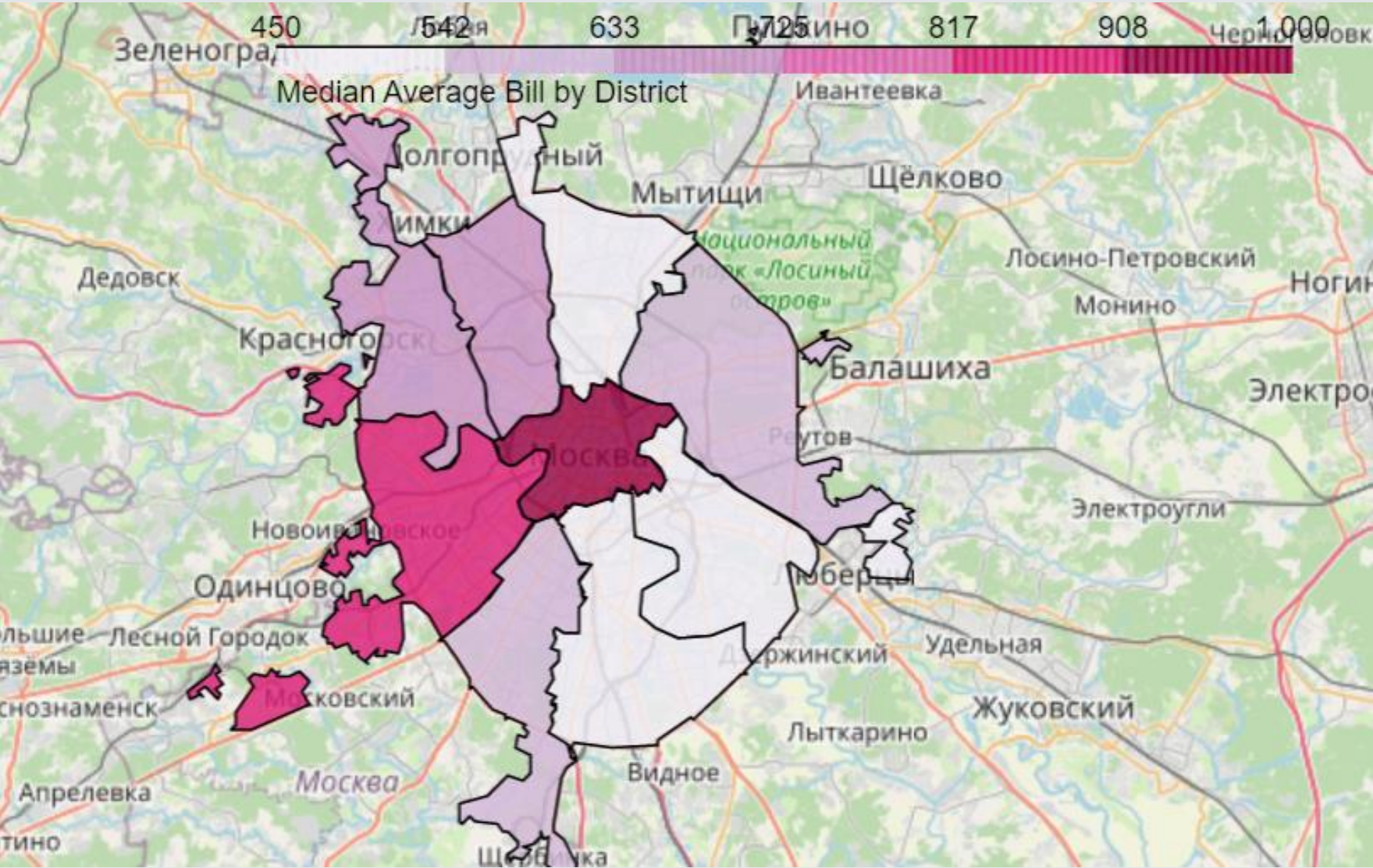
- The dataset contains the following categories:
 - ☐ - "Cafe"
 - ☐ - "restaurants"
 - ☐ - "coffee houses"
 - ☐ - "bars and pubs"
 - ☐ - "pizzeria"
 - ☐ - "fast food"
 - ☐ - "canteen"
 - ☐ - "bakery"

category	number
кафе	1993
ресторан	1933
кофейня	1380
бар,паб	732
пиццерия	624
быстрое питание	568
столовая	304
булочная	248

The Number of catering establishments by category



Average bill



The highest average bill corresponds to the high cost of districts and districts (WAD and CAD). A similar situation is with the lowest average bill (SEAD and SAD).

Average bill

category	number	average_bill	median_bill
бар, паб	338	1261	1250
ресторан	1009	1241	1200
пиццерия	392	786	600
кафе	685	696	550
булочная	53	659	450
кофейня	199	615	400
быстрое питание	235	421	375
столовая	180	316	300

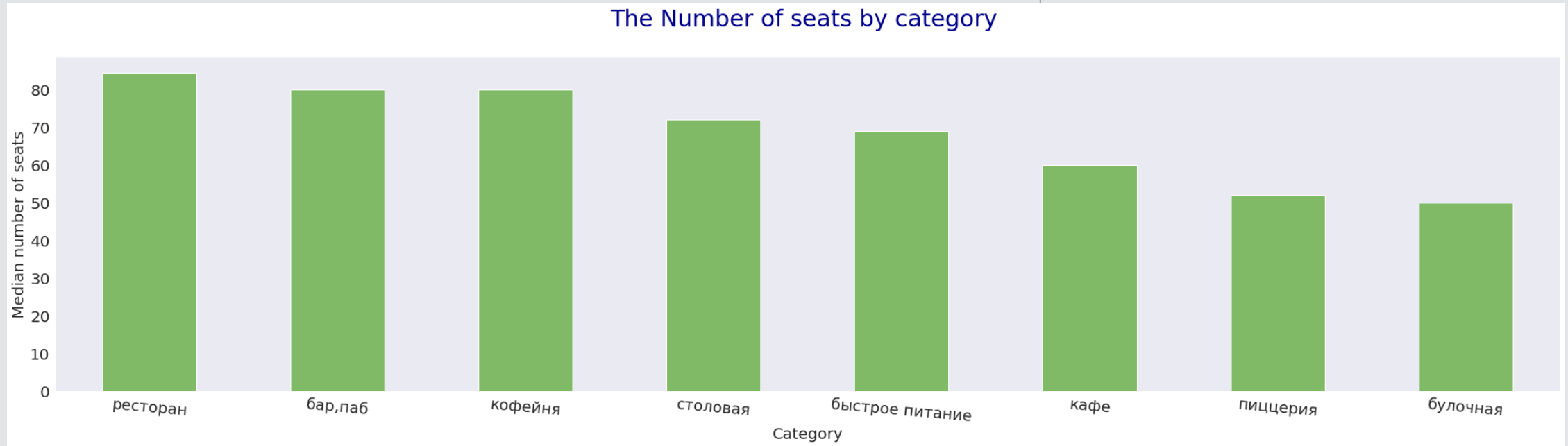
The highest average bill in the bar, pub (1260) and restaurant (1240) categories. Low bill for fast food (421) and canteens (316). The data sample also attracts attention: information for this indicator for bakeries is extremely small. Same as for coffee shops.

Seats

category	count	mean	median	min	max
ресторан	1188	114.8	84.500000	0	500
бар, паб	444	109.8	80.000000	0	585
кофейня	728	101.1	80.000000	0	500
столовая	156	89.3	72.000000	0	428
быстрое питание	323	97.5	69.000000	0	500
кафе	1018	89.2	60.000000	0	600
пиццерия	419	88.0	52.000000	0	455
булочная	145	86.4	50.000000	0	478

The dataset includes establishments that work only for delivery, as well as larger enterprises with 500 or more seats. At the same time, for this parameter, it is better to rely on the median value, which in general does not differ much (50-85 seats) and at the same time has a completely understandable connection with the type of institution.

Посадочные места



В булочных и пиццериях почти в два раза меньше посадочных мест, чем в ресторанах, барах и пабах. Поскольку пиццерии часто работают на доставку и булочные тоже имеют подобную специфику, выводы исходя из этого показателя сделать сложно.

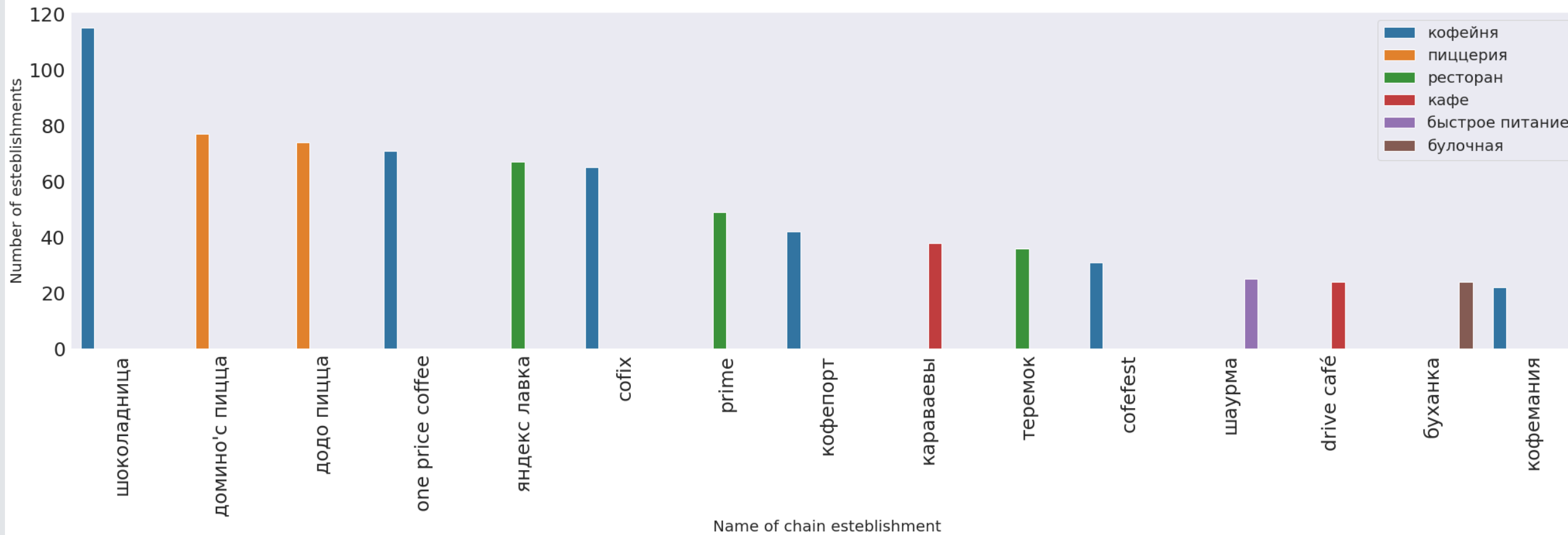
Network establishments

In terms of percentage, there are more chain pizzerias and bakeries than non-chain ones. The distribution of coffee houses is approximately equal between chain and non-chain establishments, in other categories non-chain establishments prevail. However, in absolute terms, most chain restaurants (707), coffee houses (704), and cafes (703)



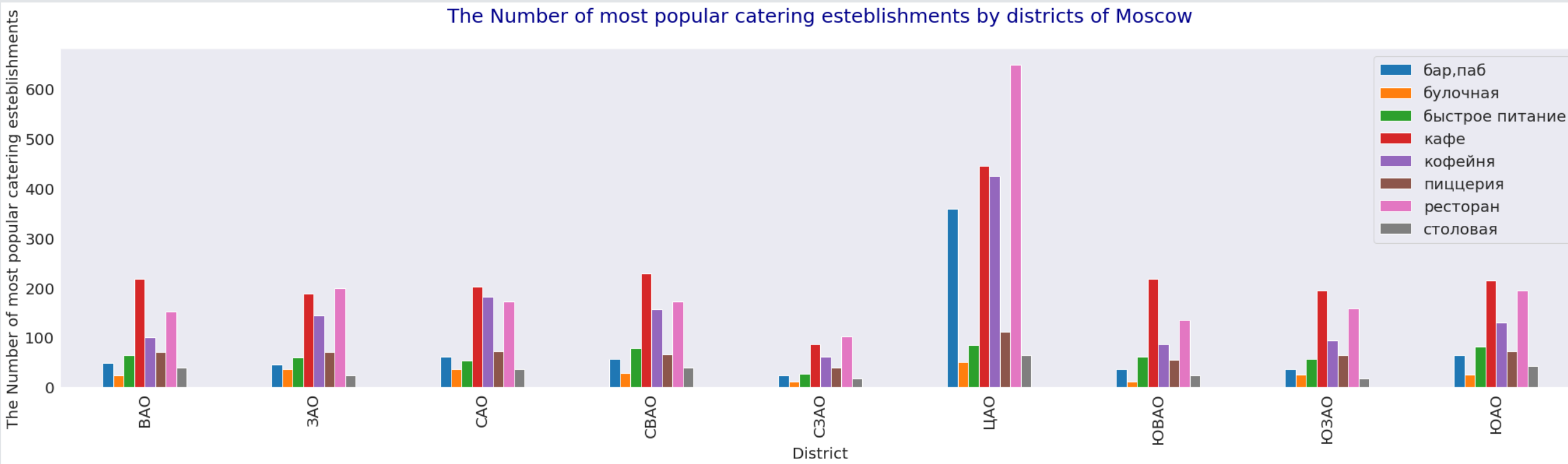
Network establishments

The Number of most popular catering establishments



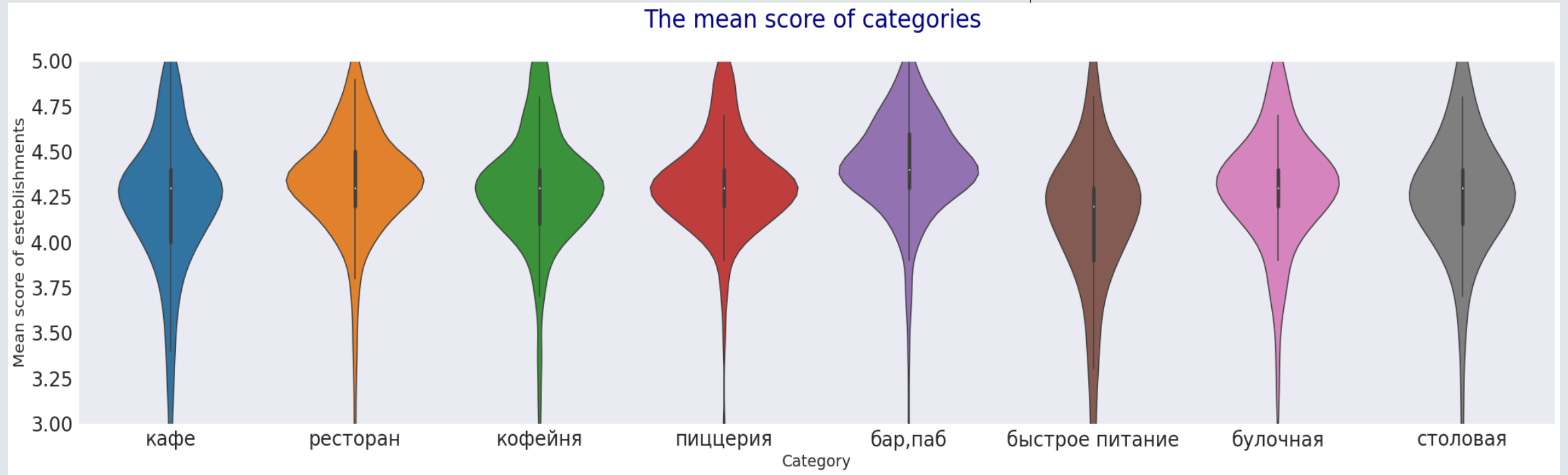
In the top five popular chains there are 2 coffee chains and 2 pizzeria chains, mainly working for delivery, as well as one restaurant that also works for delivery, there are 4 coffee chains in the top 10, of which three operate on "take away"

District distribution



In all categories of establishments, the CAD is in the lead. In NWAD on the other hand, there are fewer establishments. In the category of coffee houses, we single out the South-Eastern Administrative District (87) and South-Western Administrative District (94) by the smallest number. We note a small number of canteens in the South-Western and North-West Administrative Districts.

Establishment rating



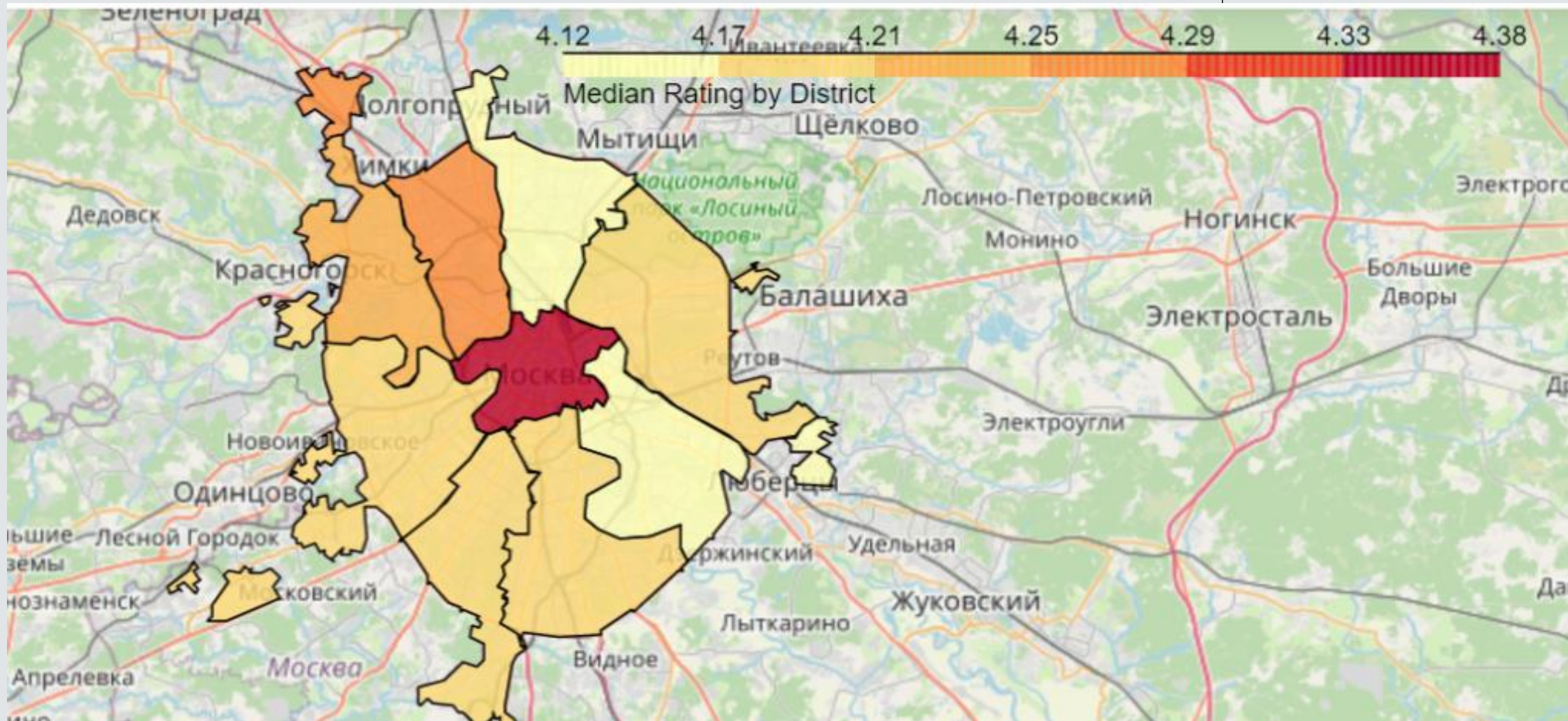
The median and average rating of establishments is approximately the same for all categories;

Establishment rating

category	number	mean_ score	median _score	min
бар,паб	732	4.40	4.4	1.1
пиццерия	624	4.30	4.3	1.0
ресторан	1933	4.29	4.3	1.0
булочная	248	4.28	4.3	1.3
кофейня	1380	4.28	4.3	1.4
столовая	304	4.22	4.3	1.0
кафе	1993	4.15	4.3	1.0
быстрое питание	568	4.05	4.2	1.1

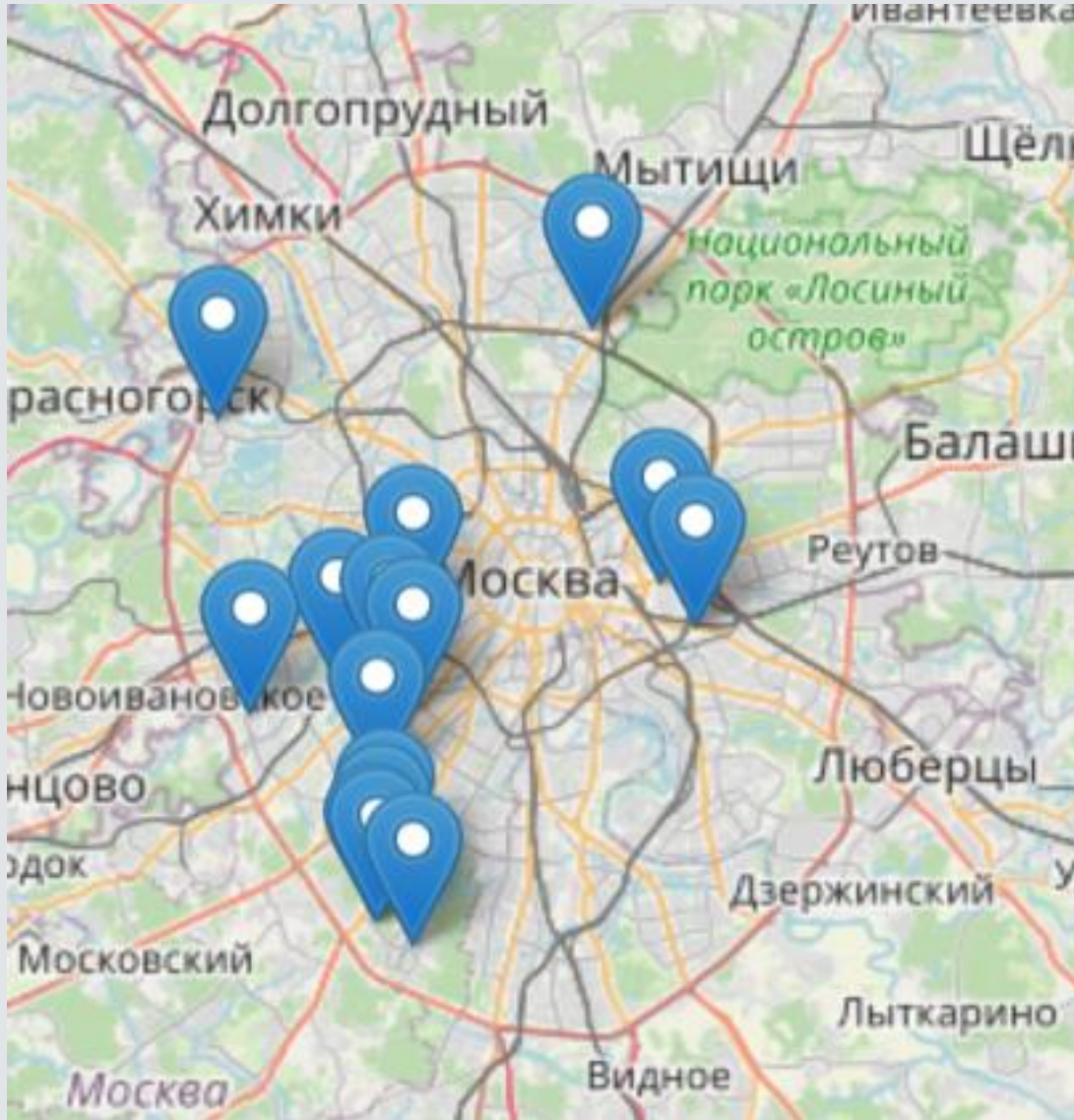
from the minimum ratings, we note the rating values for coffee houses. They stand out from all other types of establishments: 1.4.

Establishment rating



The establishments with the highest rating are located in the city center, but the worst quality establishments in the SEAD and SVAO

Worst establishments



OF THE TOP 15 WORST ESTABLISHMENTS IN THE CITY, 6 ARE LOCATED IN WAD AND 5 ARE LOCATED IN THE NEIGHBORING SWAD, MOST OF THE TOP 15 ARE CAFES (7), RESTAURANTS (4), 2 FAST FOOD RESTAURANTS, A PIZZERIA, AND A CANTEEN.

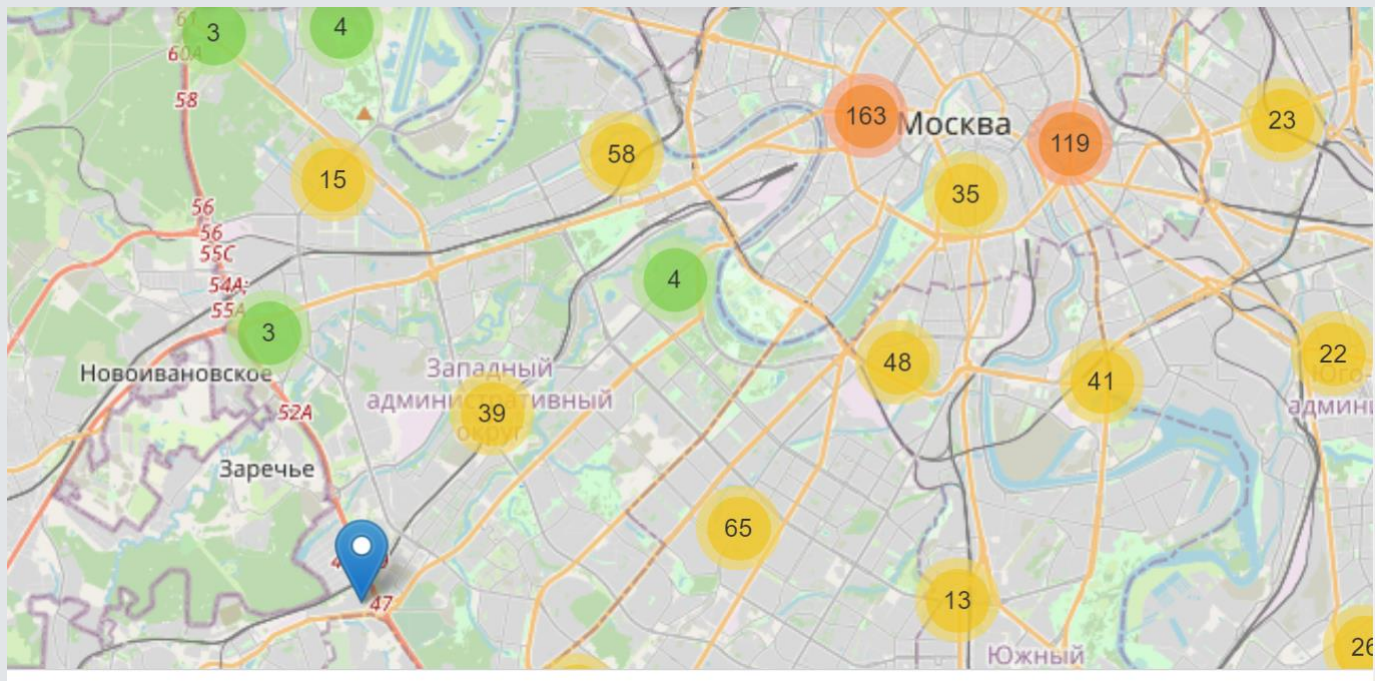
24-hour establishments



MOST OF ALL ROUND-THE-CLOCK, BOTH CHAIN AND NON-CHAIN CAFES, AND RESTAURANTS ARE IN SECOND PLACE, BUT IN THE SEGMENT OF PUBS AND BARS THERE ARE RELATIVELY FEW ROUND-THE-CLOCK ESTABLISHMENTS, AND IF WE CONSIDER THE OPENING OF A PUB OR BAR, THEN WE COULD PAY ATTENTION TO A ROUND-THE-CLOCK ESTABLISHMENT IN THIS SEGMENT.

Coffee houses in the city

district	number
Центральный административный округ	424
Северный административный округ	182
Северо-Восточный административный округ	157
Западный административный округ	144
Южный административный округ	130
Восточный административный округ	100
Юго-Западный административный округ	94
Юго-Восточный административный округ	87
Северо-Западный административный округ	6



In total, 1380 coffee houses are represented in the dataset, most of all 424 establishments are located in the city center, top 3 of the least coffee areas of the Northwestern Administrative District (6), South-Eastern Administrative District (87), South-Western Administrative District (94).

Coffee shop opening hours

График	Кол-во кофеен	
ежедневно, 10:00–22:00	140	
ежедневно, 08:00–22:00	60	
ежедневно, круглосуточно	59	
ежедневно, 09:00–22:00	57	
пн–пт 08:00–21:00; сб,вс 09:00–21:00	46	
пн–пт 08:00–19:00	46	
ежедневно, 09:00–21:00	42	
пн–пт 08:00–22:00; сб,вс 09:00–22:00	42	
ежедневно, 08:00–21:00	36	
пн–пт 08:00–18:30	34	
ежедневно, 08:00–23:00	27	
ежедневно, 07:00–22:00	25	
ежедневно, 08:00–20:00	23	
пн–пт 08:00–22:00; сб,вс 10:00–22:00	23	
ежедневно, 10:00–21:00	19	
пн–пт 08:00–20:00	16	
пн–чт 10:00–22:00; пт,сб 10:00–23:00; вс 10:00–22:00	16	
пн–пт 08:00–18:00	15	
пн–пт 08:00–20:00; сб,вс 09:00–20:00	15	

AS WE CAN SEE FROM THE TABLE, MOST ESTABLISHMENTS ARE OPEN FROM 8:00 IN THE MORNING, THERE MAY BE A NEED TO START AN HOUR EARLIER, SINCE ONLY 39 ESTABLISHMENTS ARE OPEN FROM SEVEN IN THE MORNING

Cost of a cup of cappuccino

The leaders in terms of the cost of a cup of cappuccino are the elite districts: the Central Administrative District, the South-West Administrative District and the West Administrative District about 190 rubles, the South-Eastern Administrative District and the East Administrative District are the cheapest, about 140 rubles.

district	count	mean	median
Западный административный округ	49	188.285714	185.000000
Центральный административный округ	163	185.950920	190.000000
Юго-Западный административный округ	35	183.485714	197.000000
Северо-Восточный административный округ	60	165.333333	162.500000
Северный административный округ	70	161.171429	157.000000
Северо-Западный административный округ	24	160.458333	150.000000
Южный административный округ	46	157.826087	149.500000
Юго-Восточный административный округ	34	144.176471	142.500000
Восточный административный округ	41	140.024390	135.000000

Rating of coffee houses

district	count	mean	median	min
Центральный административный округ	424	4.336321	4.300000	2.300000
Северо-Западный административный округ	62	4.325806	4.300000	2.000000
Северный административный округ	182	4.294505	4.300000	2.000000
Восточный административный округ	100	4.279000	4.300000	3.000000
Юго-Западный административный округ	94	4.274468	4.300000	3.300000
Южный административный округ	130	4.232308	4.300000	2.000000
Юго-Восточный административный округ	87	4.216092	4.300000	2.300000
Северо-Восточный административный округ	157	4.214013	4.300000	1.400000
Западный административный округ	144	4.189583	4.200000	2.300000

The rating of coffee houses is quite homogeneous, but the western district is quite different, since the median and average ratings are lower, well, according to the minimum ratings, the worst coffee house is located in the North-Eastern Administrative District, and then with a rating of 1.4

Recommendations

- 1. Based on the foregoing, of all categories, the most priority is:
 - - coffee houses, as they require lower costs, while visitors are less demanding of them, and you can work to take away - canteens, as there are few of them in some districts, and they are always in demand at dinners - pubs, and bars, as they do not require large expenses and are also unevenly distributed throughout the city
 - 2. We will consider the location and specification for coffee houses separately, as an alternative:
 - - Canteens can be opened in the west and southwest direction, as this direction is in the top 15 worst establishments, in addition, there are many universities, and hostels in this direction and there is a shortage of cheap and high-quality establishments.
 - - Pubs, bars: there has already been a shortage of round-the-clock bars, the location of the North-West and South-East Administrative Districts is in the middle price category, and the South-West Administrative District is in the above-average category.
 - 3. Coffee houses should be opened in the location of the North-West, South-West and South-East Administrative Districts, since it is here that there are fewer coffee shops
 - 4. Since most coffee houses open at 08.00, it is better to start work at 07.00.
 - 5. For the South-West Administrative District, it is better to choose an above-average segment with a hall and seats and the cost of a cup of coffee is about 190 rubles, and for the North-West and South-East Administrative Districts, it is worth choosing the segment of small takeaway coffee houses or inexpensive network franchises with a coffee cost of about 150 rubles.
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Thanks for your attention

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