

The background of the slide is a light gray gradient. It is decorated with numerous water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the page, with a higher concentration in the top-left and bottom-right corners. The droplets have a realistic, three-dimensional appearance with highlights and shadows.

# ANALYSIS OF FOOD SERVICE FACILITIES IN MOSCOW

SUMMER 2022

# GENERAL CONCLUSIONS FROM THE RESEARCH:

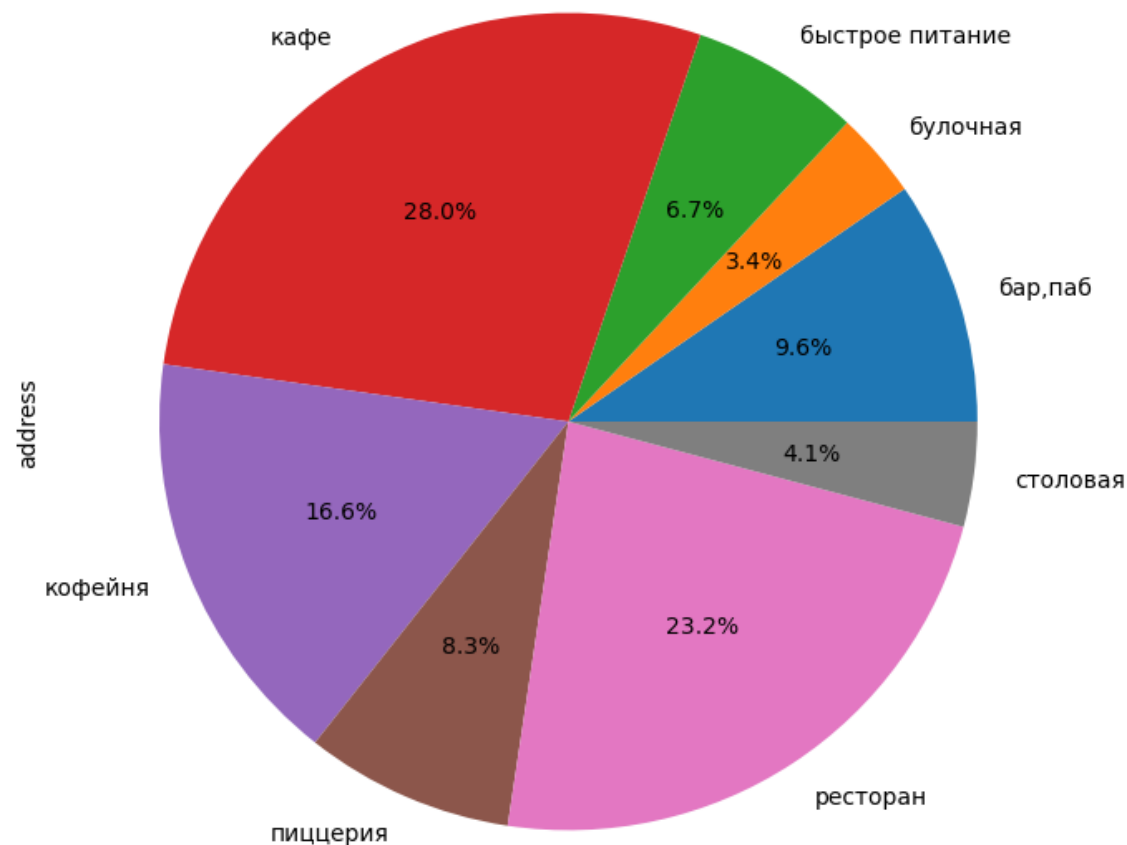
- ❑ THE MINIMUM NUMBER OF FOOD SERVICE FACILITIES IS IN THE NORTH-WESTERN ADMINISTRATIVE DISTRICT WITH 409 FOOD SERVICE FACILITIES, ACCOUNTING FOR 4.9% OF THE TOTAL NUMBER OF FOOD SERVICE FACILITIES IN MOSCOW.
- ❑ THE MOST COMMON CATEGORY OF ESTABLISHMENTS IN ALMOST ALL DISTRICTS IS 'CAFÉ'
- ❑ THE LOWEST RATINGS ARE MOST OFTEN FOUND IN FOOD SERVICE FACILITIES OF THE SOUTH-EASTERN ADMINISTRATIVE DISTRICT.
- ❑ MOST FOOD SERVICE FACILITIES HAVE A RATING FROM 4 TO 4.7. HIGH COMPETITION.
- ❑ THE AVERAGE BILL RANGES FROM 450 TO 1000 RUBLES.
- ❑ THE FURTHER FROM THE CENTER, THE CHEAPER. THIS IS ESPECIALLY NOTICEABLE IN THE EASTERN AND SOUTHEAST DIRECTIONS

# MOST COMMON TYPES OF FOOD CATERING FACILITIES IN MOSCOW

2038 CAFES OR 28% OF ALL FOOD CATERING FACILITIES

1691 RESTAURANTS OR 23.2% OF ALL FOOD CATERING  
FACILITIES

The structure of categories of food service facilities in Moscow



# STRUCTURE OF FOOD SERVICE FACILITIES BY NETWORK AFFILIATION

38.1% OF FOOD SERVICE FACILITIES BELONG TO CHAINS

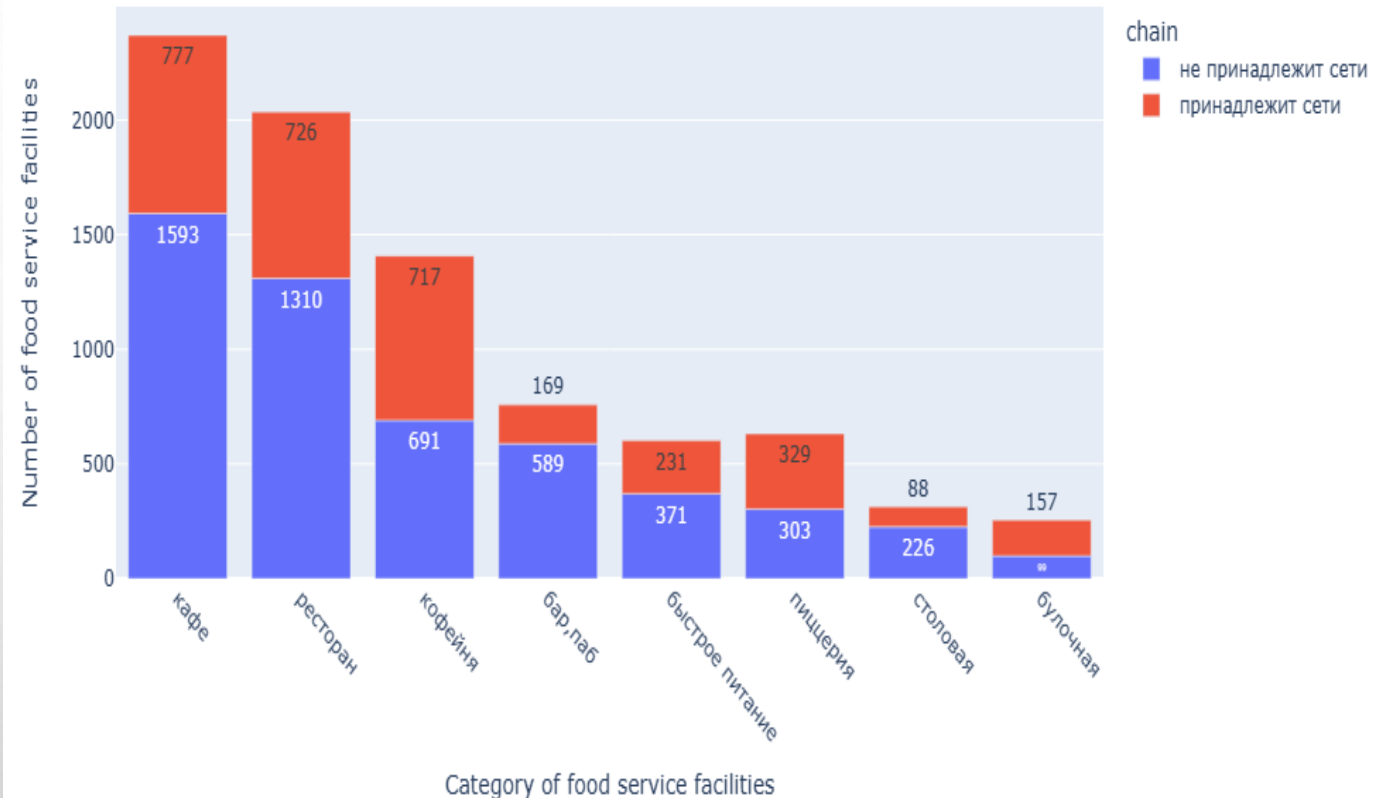
61.9% OF FOOD SERVICE FACILITIES DO NOT BELONG TO CHAINS.

RESTAURANTS, CAFES, AND COFFEE SHOPS ARE MOST OFTEN PART OF CHAINS.

THE LEADERS AMONG THE MOST COMMON CHAINS ARE:

- ❑ "SHOKOLADNITSA" (79 FOOD SERVICE FACILITIES),
- ❑ DOMINO'S PIZZA (61 FOOD SERVICE FACILITIES),
- ❑ DODO PIZZA (60 FOOD SERVICE FACILITIES).

The distribution of food service facilities in Moscow by categories and chains



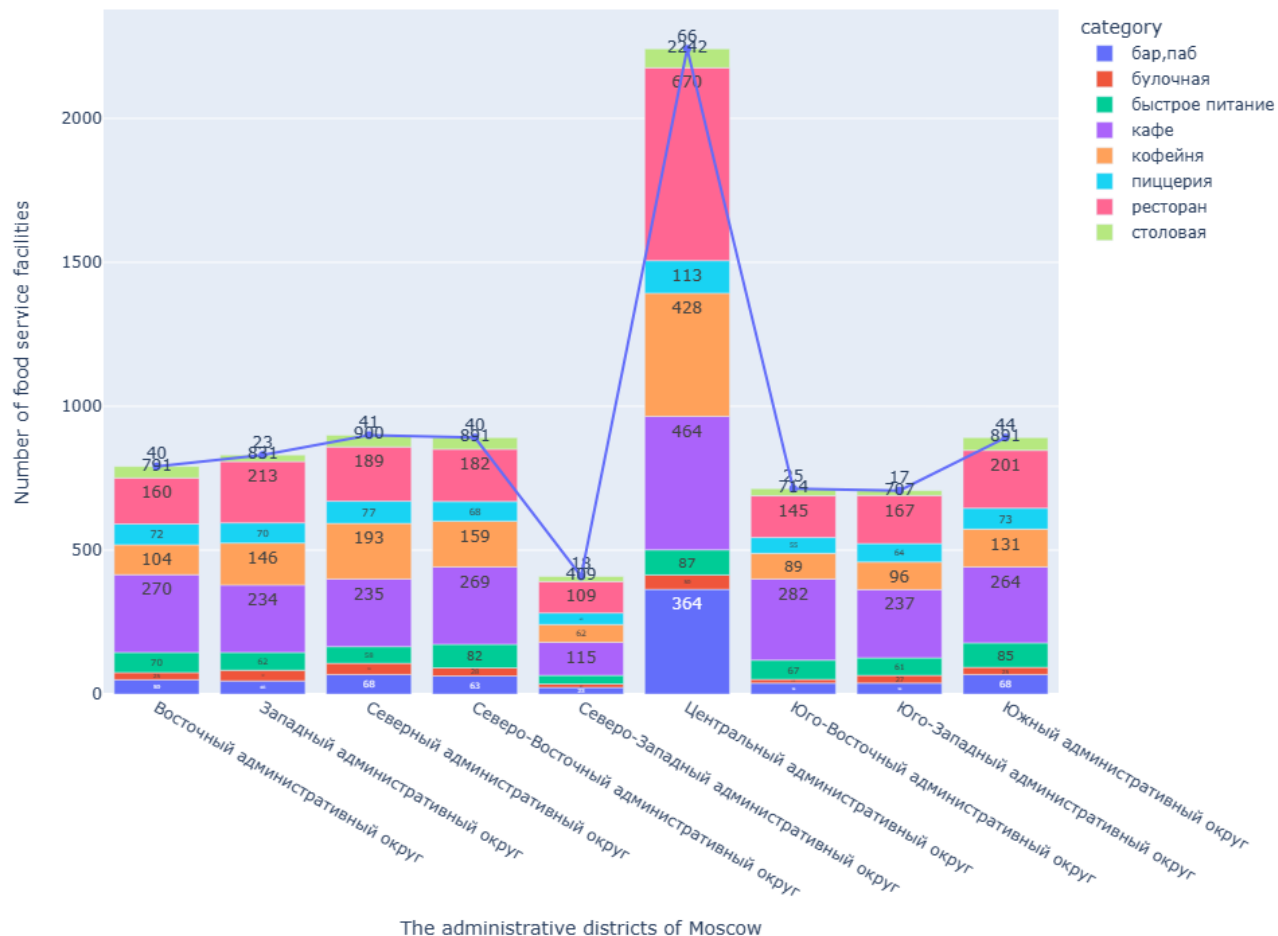
# STRUCTURE OF FOOD SERVICE FACILITIES BY DISTRICTS OF MOSCOW CITY

2242 , OR 26.8% OF ALL FOOD SERVICE FACILITIES, ARE LOCATED IN THE CENTRAL ADMINISTRATIVE DISTRICT OF MOSCOW.

THE MOST COMMON CATEGORY OF FOOD SERVICE FACILITIES IN ALMOST ALL DISTRICTS IS "CAFES", WITH THE MOST IN THE CENTRAL ADMINISTRATIVE DISTRICT - 464 FOOD SERVICE FACILITIES.

IN THE CENTRAL ADMINISTRATIVE DISTRICT, THE MOST COMMON CATEGORY OF FOOD SERVICE FACILITIES IS RESTAURANTS. THIS IS DUE TO THE LARGE NUMBER OF ENTERTAINMENT EVENTS FOR RESIDENTS AND VISITORS OF THE CAPITAL, AS WELL AS OFFICES.

The distribution of food service facilities in Moscow by categories and districts



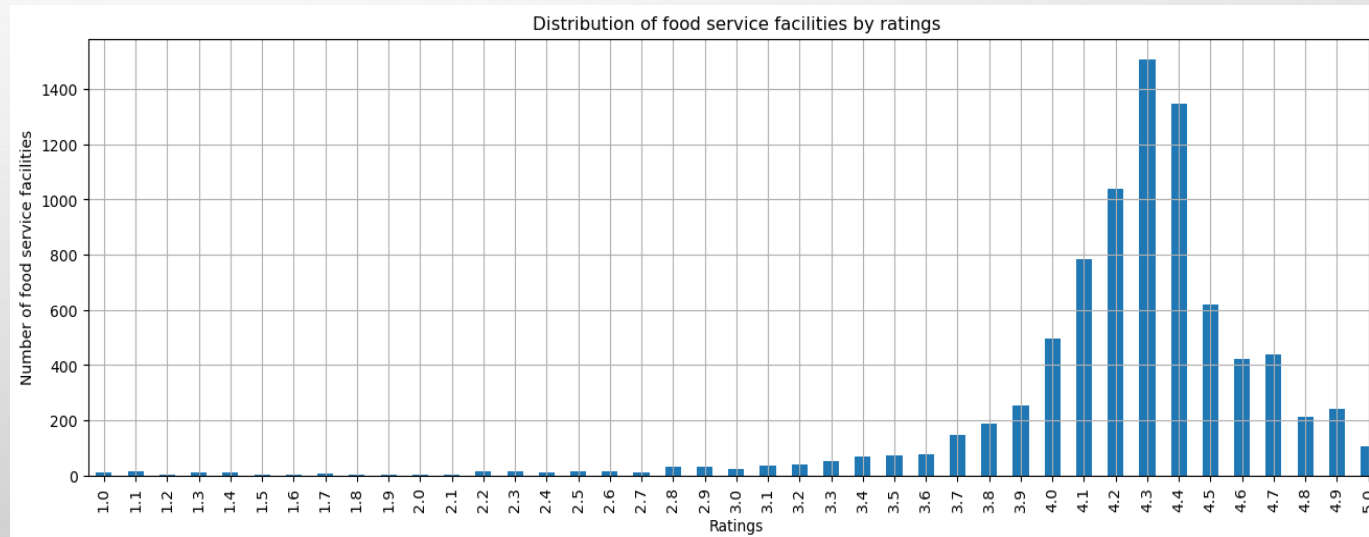
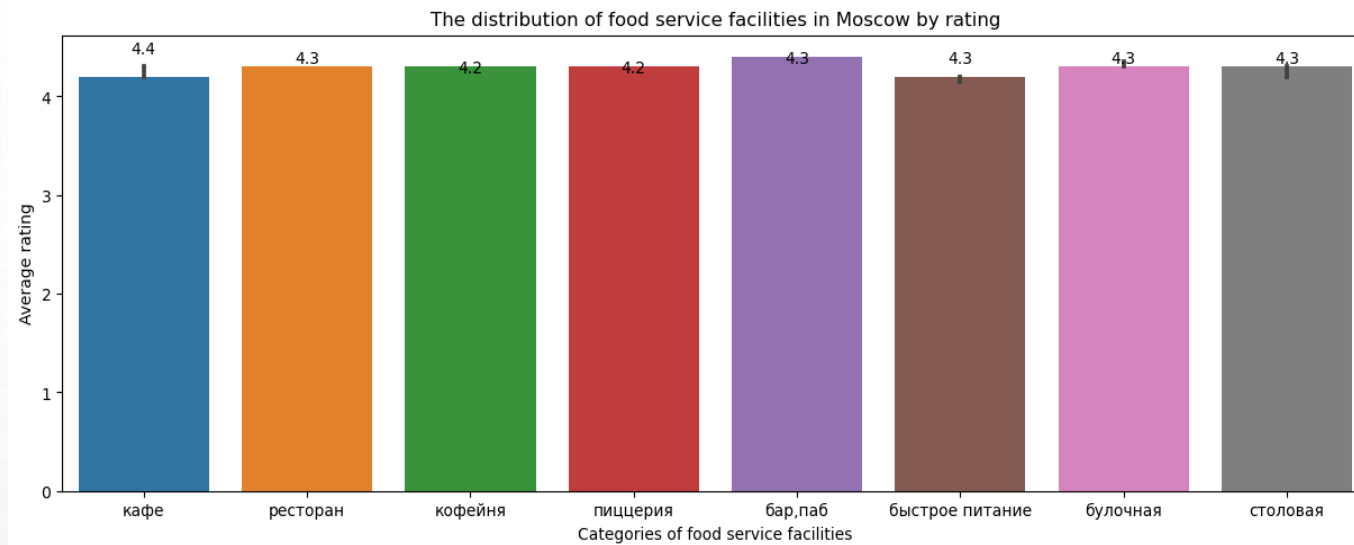
# STRUCTURE OF FOOD SERVICE FACILITIES BY RATINGS

THE RATING IS CONSISTENT ACROSS ALL FOOD SERVICE FACILITIES REGARDLESS OF THE CATEGORY THEY BELONG TO.

DEPENDING ON THE DISTRICT, THE RATING VARIES SLIGHTLY:

THE FOOD SERVICE FACILITIES WITH THE HIGHEST RATINGS ARE IN THE CENTRAL ADMINISTRATIVE DISTRICT (4.4), WHILE THE LOWEST ARE IN THE SOUTH-EASTERN ADMINISTRATIVE DISTRICT AND THE NORTH-EASTERN ADMINISTRATIVE DISTRICT (4.2).

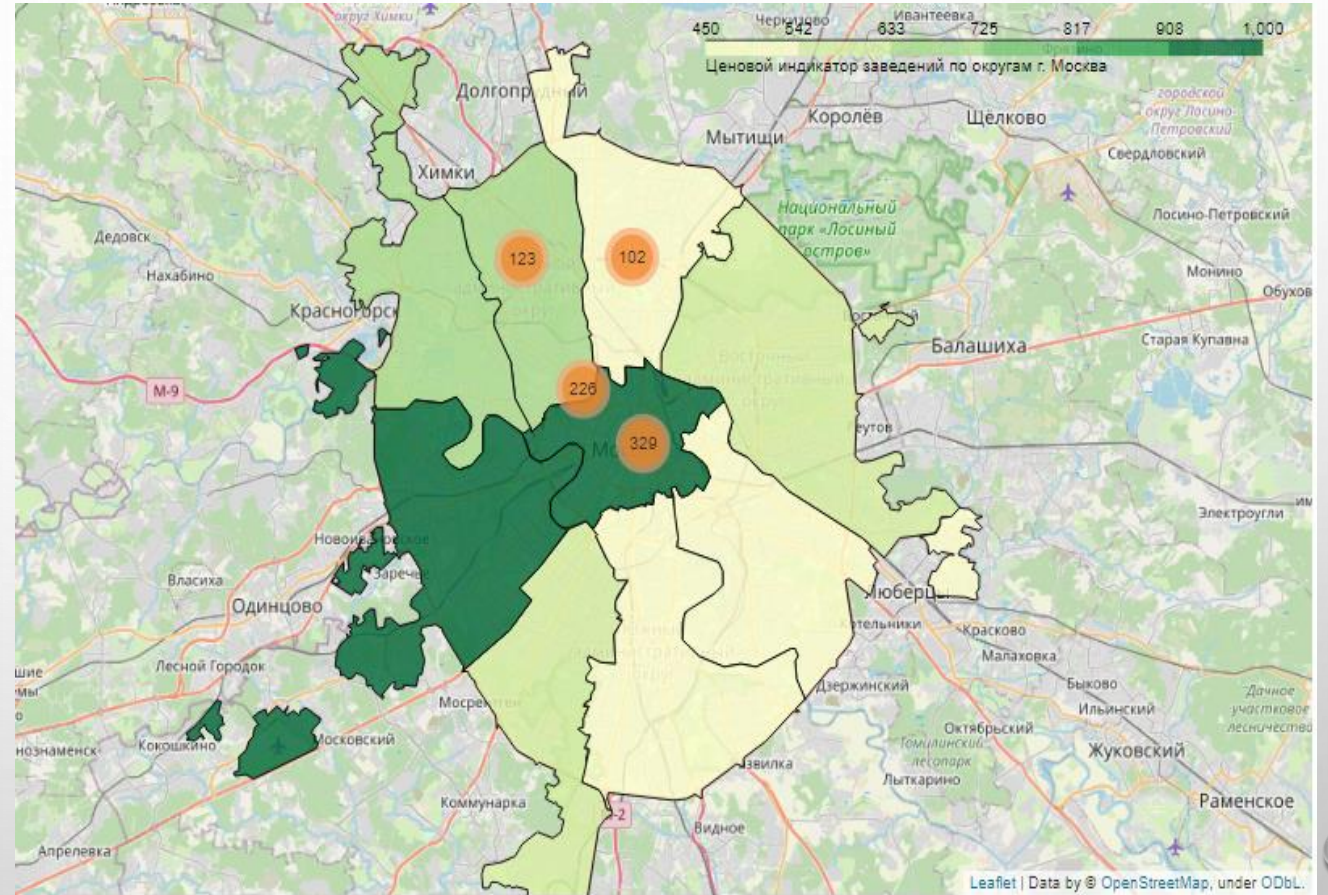
MOST FOOD SERVICE FACILITIES HAVE A RATING BETWEEN 4 AND 4.7.





# THE AVERAGE BILL FOR A FOOD SERVICE FACILITY IN MOSCOW

- ❑ THE AVERAGE BILL IN MOSCOW RANGES FROM 450 TO 1000 RUBLES.
- ❑ THE HIGHEST AVERAGE AMOUNT IS IN THE CENTRAL ADMINISTRATIVE DISTRICT AND THE WESTERN ADMINISTRATIVE DISTRICT (1000 RUBLES).
- ❑ THE LOWEST AVERAGE AMOUNT IS IN THE SOUTH-EASTERN ADMINISTRATIVE DISTRICT (450 RUBLES).
- ❑ THE FURTHER FROM THE CENTER, THE CHEAPER IT BECOMES. THIS IS ESPECIALLY NOTICEABLE IN THE EASTERN AND SOUTH-EASTERN DIRECTIONS.



# **WHEN CHOOSING A CATEGORY AND LOCATION FOR A CATERING ESTABLISHMENT IN MOSCOW, IT IS RECOMMENDED TO CONSIDER:**

- ☐ THE MOST COMMON CATEGORIES OF FOOD SERVICE FACILITIES IN MOSCOW ARE RESTAURANTS AND CAFES, WITH MORE THAN A THIRD BELONGING TO CHAINS;
- ☐ 24.4% OF ALL FOOD SERVICE FACILITIES IN MOSCOW ARE LOCATED IN THE CENTRAL ADMINISTRATIVE DISTRICT, WHERE THE MOST COMMON CATEGORY IS 'RESTAURANT' (670). THIS IS DUE TO THE LARGE NUMBER OF ENTERTAINMENT EVENTS FOR RESIDENTS AND VISITORS TO THE CAPITAL, AS WELL AS OFFICES;
- ☐ MOST OF MOSCOW'S FOOD SERVICE FACILITIES HAVE HIGH RATINGS;
- ☐ THE FURTHER FROM THE CENTER, THE CHEAPER, ESPECIALLY NOTICEABLE IN THE EASTERN AND SOUTHEAST DIRECTIONS;
- ☐ THE MAJORITY OF FOOD SERVICE FACILITIES WITH POOR RATINGS (<3) ARE LOCATED IN THE SOUTHEAST ADMINISTRATIVE DISTRICT OF MOSCOW;
- ☐ THE AVERAGE BILL IN MOSCOW RANGES FROM 450 TO 1 000 RUBLES. THE FURTHER FROM THE CENTER, THE CHEAPER, ESPECIALLY NOTICEABLE IN THE SOUTHEAST DIRECTION.