Coffee Market Demographic Analysis for Mayur Vihar – A Business Analytics Report by MeriSkill

1. Introduction

This report provides an analysis of the demographic and economic characteristics of Mayur Vihar, Delhi, based on data from the 2011 Census, recent income trends, and other key indicators. The goal is to identify the potential market for a new coffee shop in the area by understanding customer profiles, income levels, and consumption habits.

2. Population Overview

Mayur Vihar is part of the North East District of the National Capital Territory (NCT) of Delhi, which has a population of 2,241,624. The population is fairly balanced in terms of gender, with 1,188,425 males and 1,053,199 females, yielding a male-to-female ratio of approximately 113 males per 100 females.

Age Distribution

20-24 years: 1,764,060 people (10.51% of Delhi's total population).
25-34 years: 3,103,025 people (18.49%).

The largest share of the population is in the 20-34 years age group (approximately 29% of the population), making young adults and early-career professionals a key target demographic. These individuals often have disposable income and a preference for socializing or working from cafes, presenting a strong potential market.

Households

The total number of households in the North East District is 406,125, with a mix of family-oriented and single-person households. Family structures can influence coffee consumption, as working professionals may visit coffee shops during the day, while families may visit on weekends.

3. Literacy and Education

The literacy rate in the North East District is high, with 1,611,588 literate individuals:

912,481 males (56.61%)
699,107 females (43.39%)

High literacy rates indicate a relatively well-educated population, and education levels often correlate with higher incomes and modern lifestyle preferences, such as coffee consumption. Educated professionals are likely to have a higher propensity to visit coffee shops, particularly in urban settings like Mayur Vihar.

4. Income and Economic Activity

The per capita income in Delhi has shown consistent growth, increasing from ₹270,260 in FY 2016 to ₹461,910 in FY 2024. The dip in FY 2021 (₹322,310) was likely due to the COVID-19 pandemic, but the economy has since rebounded strongly.

Income Growth:

FY 2020: ₹355,800
FY 2022: ₹376,220
FY 2024: ₹461,910

The rising income levels suggest a growing middle and upper-middle-class segment, with more disposable income available for leisure activities like dining out and visiting cafes.

Employment Data:

The working population in the region is 661,386 individuals, with the majority being males (594,353) and only 67,033 females actively working. This data suggests a strong male workforce, likely contributing to weekday foot traffic in coffee shops. In terms of occupational breakdown:

Business persons: 1.6 million in Delhi
Salaried employees: 3.3 million.
Small traders and wage laborers: 0.8 million.
Salaried professionals and business owners, who often work in nearby office districts, represent a key consumer segment for coffee shops, especially during business hours.

5. Potential Customer Segments

Based on the data provided, we can identify several key customer segments for the proposed coffee shop in Mayur Vihar:

Young Professionals (20-34 years): This age group forms the largest share of the population and is likely to drive the majority of coffee consumption. They may prefer premium coffee options, comfortable seating, and access to Wi-Fi for work or leisure.

Working Adults (35-54 years): This segment is likely to frequent coffee shops for business meetings or socializing. Their relatively higher disposable incomes make them a valuable target for premium offerings.

Commuters: Given the proximity of metro stations and bus routes, commuters passing through Mayur Vihar represent a significant opportunity for takeaway coffee options. Families: While

families may not be core coffee consumers, they could visit on weekends for snacks, making family-friendly seating and menu options a consideration.

6. Coffee Market Potential

Young Adult Focus: With nearly 30% of the population aged between 20-34 years, there is strong potential to cater to a demographic that regularly consumes coffee and uses cafes as social and workspaces.

Rising Disposable Income: The steady rise in per capita income suggests an increase in discretionary spending on food and beverages, including coffee. The growing middle-class population is expected to boost demand for both affordable and premium coffee offerings.

Literacy and Education: The high literacy rate, especially among young professionals, suggests an educated population with a preference for modern dining and coffee culture.

7. Conclusion

Based on the demographic and economic data, Mayur Vihar presents a promising market for a new coffee shop. The significant share of young professionals, rising income levels, and growing coffee culture in urban areas suggest strong demand for both casual and premium coffee experiences. By targeting the right segments—especially commuters, young professionals, and working adults—the coffee shop can successfully tap into the potential of the Mayur Vihar market.