

Market & Competitive Analysis Foundation

1. Original Client Targets

- **Objective:** Understand the Egyptian coffee market and Alexandria's competitive landscape to guide Haksoss Café's positioning.
- **Specific Goals:**
 - Identify market growth trends for strategic planning.
 - Analyze consumer preferences, particularly among premium and specialty coffee segments.
 - Benchmark Haksoss Café against local competitors and international chains.
 - Develop insights to inform marketing strategy and campaign channels.

The client initially had a general awareness goal and wanted to be recognized as a premium café in Alexandria but lacked concrete market data and positioning insights.

2. Data Collected & Methodology

- **Egypt Coffee Market Trends:** Consumption projected to reach 33,000 metric tons by 2028, up from 31,000 metric tons in 2023 (CAGR: 1.2%). Data collected from Euromonitor, Statista, and industry reports.
- **Rise of Specialty Coffee:** 60% of Egypt's population expected to be middle class by 2025, increasing demand for high-quality, ethically sourced coffee. Data from government census and purchasing power studies.
- **Consumer Preferences:** Shift from instant coffee to premium options, single-origin, and organic blends. Derived from surveys (n=500) in Cairo & Alexandria, social listening (Instagram & Facebook), and review analysis (TripAdvisor, Google Reviews).
- **Competitive Landscape:** Alexandria has a diverse coffee scene: local cafés and international chains. Competitor benchmarking: menu offerings, pricing, loyalty programs, digital engagement metrics. Observed gaps: few cafés integrate traditional Egyptian flavors with premium experiences.
- **Haksoss Café Strategic Positioning:** Positioned at intersection of tradition & innovation. Emphasizes quality, cultural authenticity, community engagement, and unique brand identity. Strategy informed by market gaps, consumer insights, and cultural trends.

3. Strategic Reformation (How We Improved on Original Plan)

Element	Original Client Approach	Reformed Approach	Rationale
Market Understanding	Limited to anecdotal observations	Comprehensive research on consumption trends, middle-class growth, specialty coffee demand	Allowed campaign messaging to align with growing consumer segment trends
Consumer Insights	General coffee consumers	Targeted analysis on premium, specialty, and ethical coffee consumers	Ensured marketing content and offers resonate with high-value audience
Competitive Benchmarking	Awareness of competitors	Deep dive into Alexandria cafés, including pricing, menu, and digital presence	Identified differentiation opportunities and positioning gaps
Positioning Strategy	Luxury café in Alexandria	Intersection of tradition + innovation, leveraging cultural heritage	Created distinctive brand identity to stand out from competitors

4. Data Supporting Conclusions

- **Market Size & Growth:** 31,000 metric tons (2023) → 33,000 metric tons (2028), annual growth rate: 1.2%
- **Target Consumer Segment:** Middle class, age 20–50, premium coffee consumers, culturally engaged, value authenticity
- **Competitive Insights:** Mix of local and international cafés, limited integration of traditional flavors + premium experience; social engagement benchmark <10%
- **Haksoss Café Positioning:** Unique blend of tradition & modern trends, focus on community, quality, and distinctive branding; designed to capture growing specialty coffee demand in Alexandria

5. Methodology & Sources

- Secondary Research: Market reports (Euromonitor, Statista, IBISWorld)
- Primary Research: Surveys & focus groups in Alexandria (n=500)
- Social Listening & Digital Analytics: Instagram, Facebook, TripAdvisor
- Competitor Benchmarking: Menu, loyalty programs, online reviews, digital engagement
- Trend Analysis: Middle-class growth, specialty coffee adoption, cultural preferences