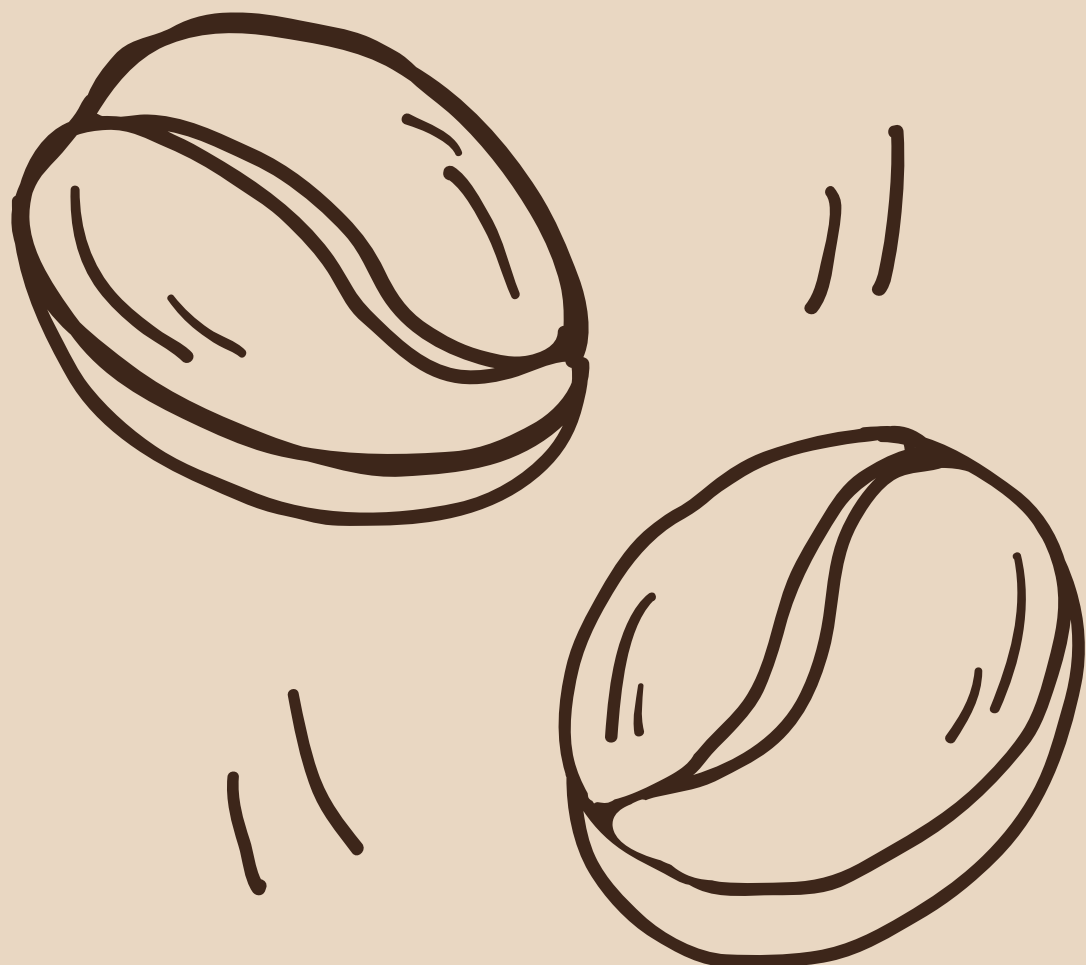


Title:- “Nescafe Shoppers: A Comparative Analysis With Starbucks”

Presented By:- Rajkumar Solanki



NESCAFÉ



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NESCAFÉ

INTRODUCTION

This presentation provides an in-depth analysis of Nescafe shoppers and their market behavior, alongside a comparison with Starbucks shoppers. The objective is to explore how consumers engage with each brand's products and services, identifying key characteristics that differentiate Nescafe from Starbucks shoppers.

The dataset used for this analysis includes a variety of important features such as:

- ❖ Demographics: Age, gender, and income groups
- ❖ Population Characteristics: Shopper behavior patterns
- ❖ Shopper Distribution: % of Nescafe Shoppers, % of Starbucks Shoppers
- ❖ Index Values: Relative performance of each demographic in comparison to the average population

Through the use of charts, graphs, and advanced Excel tools like pivot tables, this analysis uncovers valuable insights that will help Nescafe better understand their current consumers and explore strategies to attract Starbucks shoppers.



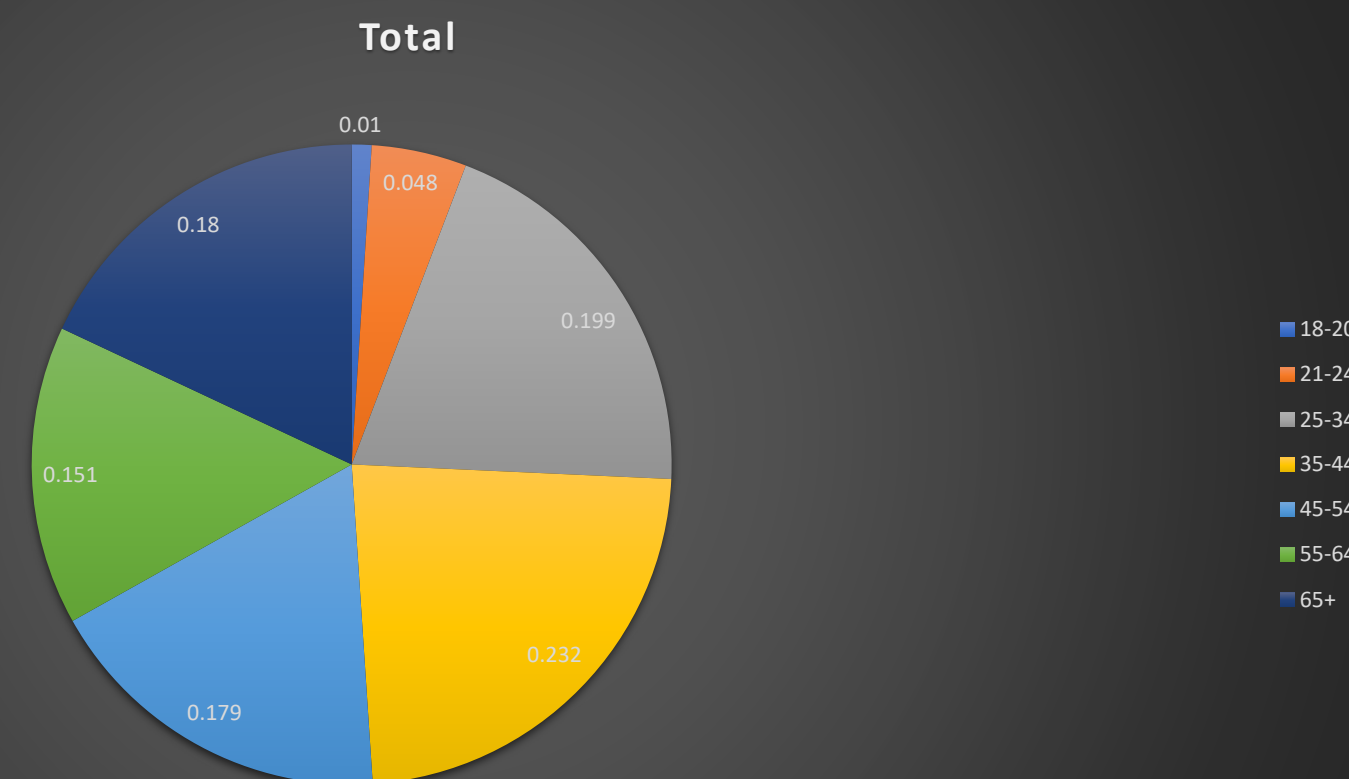
“ Who Are Nescafe Shoppers?”



➤ Age Group Breakdown for Nescafe Buyers:

1. 18-20 Years: 1% of buyers from this group make up Nescafe's total shoppers, and its index of 204 shows that it is overrepresented. This indicates that Nescafe has a niche presence among this age group.
2. 21-24 Years: 4.8% of buyers from this age group are Nescafe shoppers, with an index of 145. This indicates that they are more likely to choose Nescafe compared to the general population, highlighting strong engagement with younger adults.“
3. 25-34 : 19.9% of buyers in this group are Nescafe shoppers, and their index of 127 reflects that they are slightly overrepresented. This makes this age range a key target demographic for Nescafe, showing steady brand loyalty.

Ages	% Of Nescafe Shoppers	Index	% Of All Shoppers
18-20	1.0%	204	0.5%
21-24	4.8%	145	3.3%
25-34	19.9%	127	15.6%
35-44	23.2%	138	16.8%
45-54	17.9%	113	15.8%
55-64	15.1%	79	19.2%
65+	18.0%	63	28.7%



5. 45-54 : 17.9% of buyers in this group are Nescafe shoppers, with an index of 113. This age group is slightly overrepresented, showing that Nescafe maintains strong appeal among middle-aged adults.

6. 55-64 : 15.1% of buyers are Nescafe shoppers in this group, but with an index of 79, they are underrepresented. This suggests that Nescafe has less penetration in this older age range, presenting a possible area for improvement

7. 65 + : 18% of buyers are from this age group, but an index of 63 indicates they are significantly underrepresented. Nescafe could benefit from further engagement with older shoppers to capture more of this market.

“Who Are Nescafe Shoppers?”



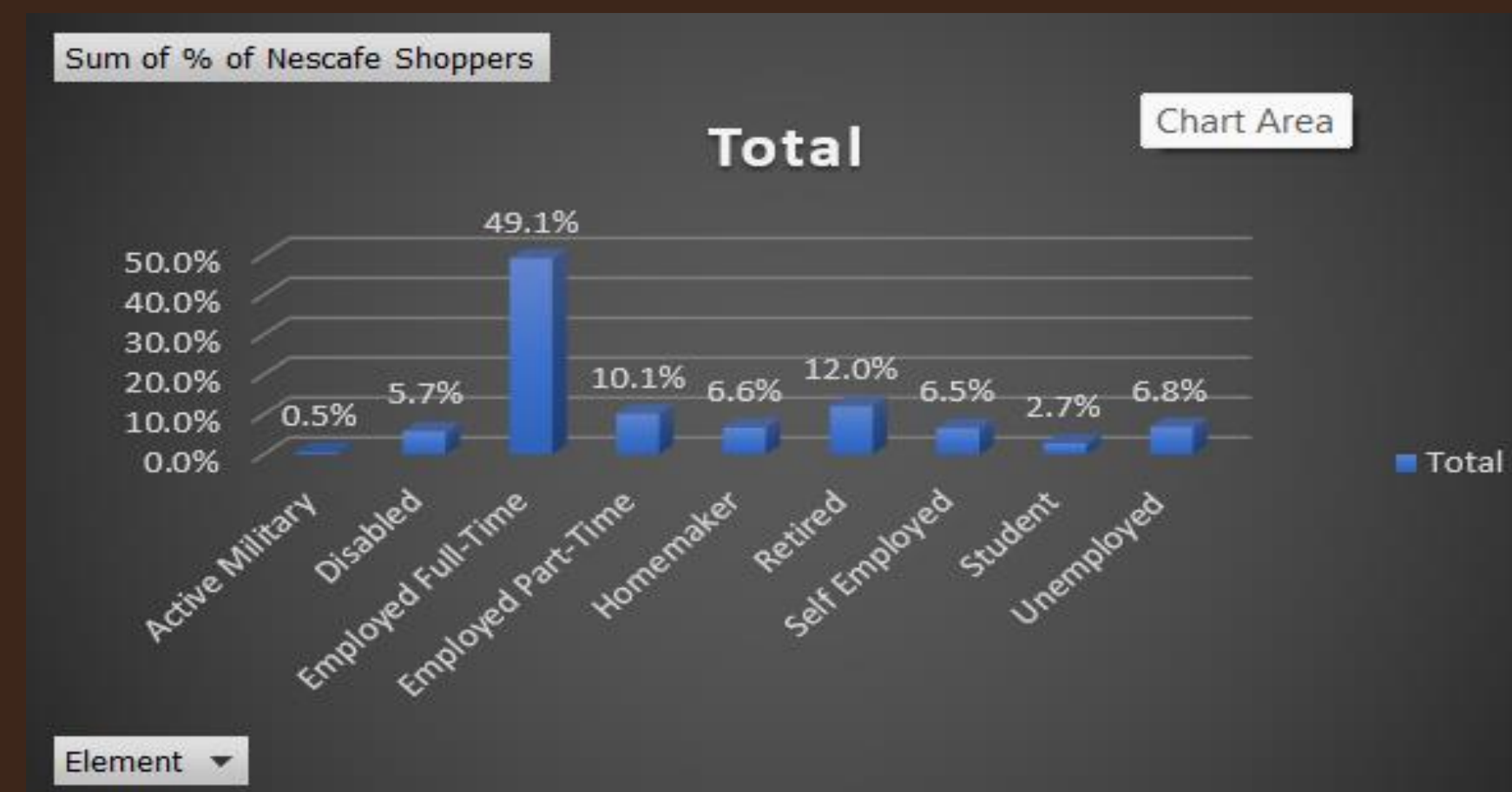
Buyers from Different Education level:-

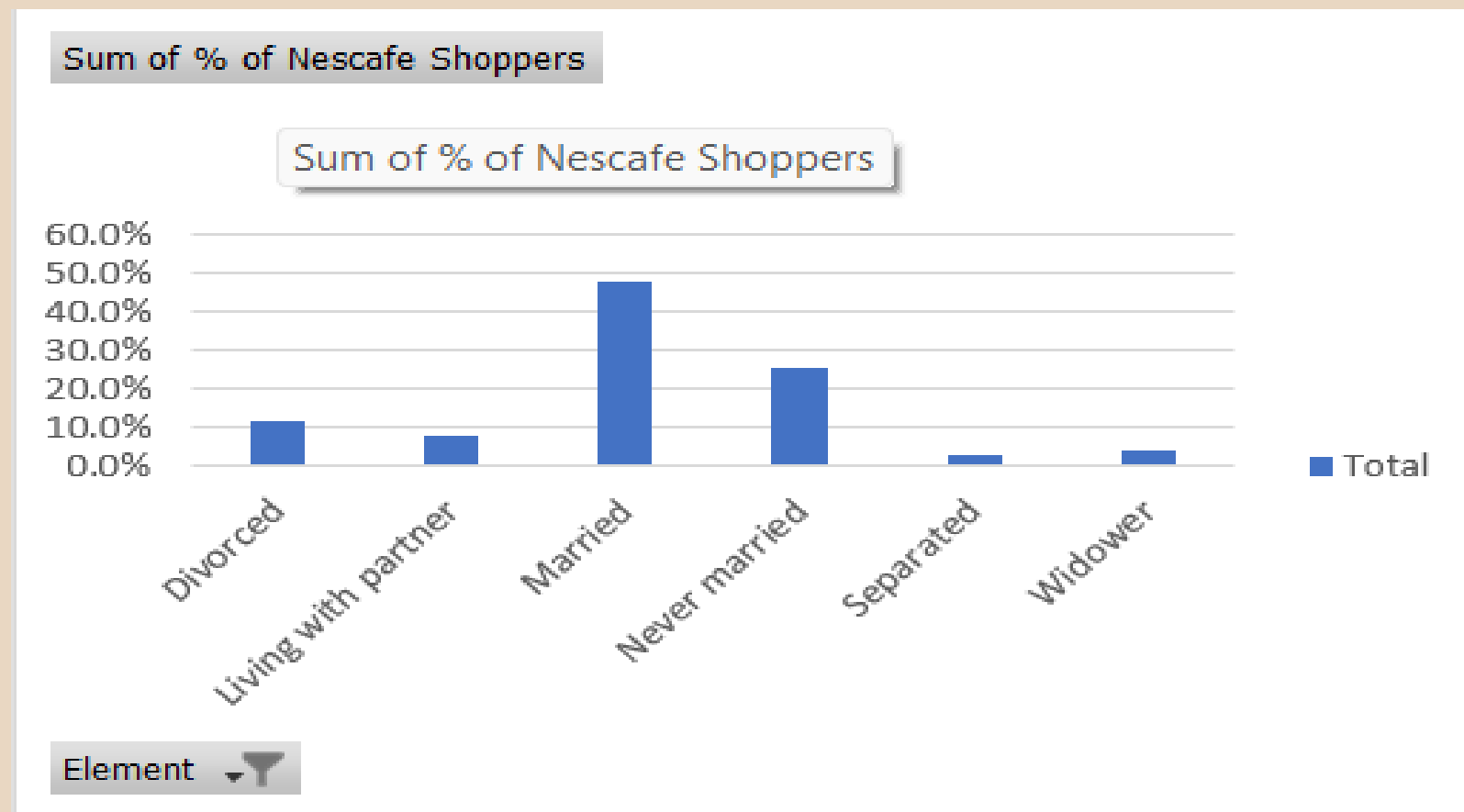
- High School/GED and those with less than a high school education make up a significant portion of Nescafe's customer base.
- Graduate Degree: 11.6% of Nescafe shoppers, with an index of 75, indicating less engagement from this group.
- 4-Year College Degree and Graduate Degree holders are underrepresented, indicating less interest in Nescafe from these groups.



Buyers from Different Employment level:-

- Employed Full-Time shoppers are the largest group, making up 49.1% of Nescafe shoppers, indicating strong engagement from full-time workers.
- Retired individuals make up 12%, showing Nescafe's appeal to older
- Students make up 2.7%, and Active Military represents the smallest group at 0.5%.

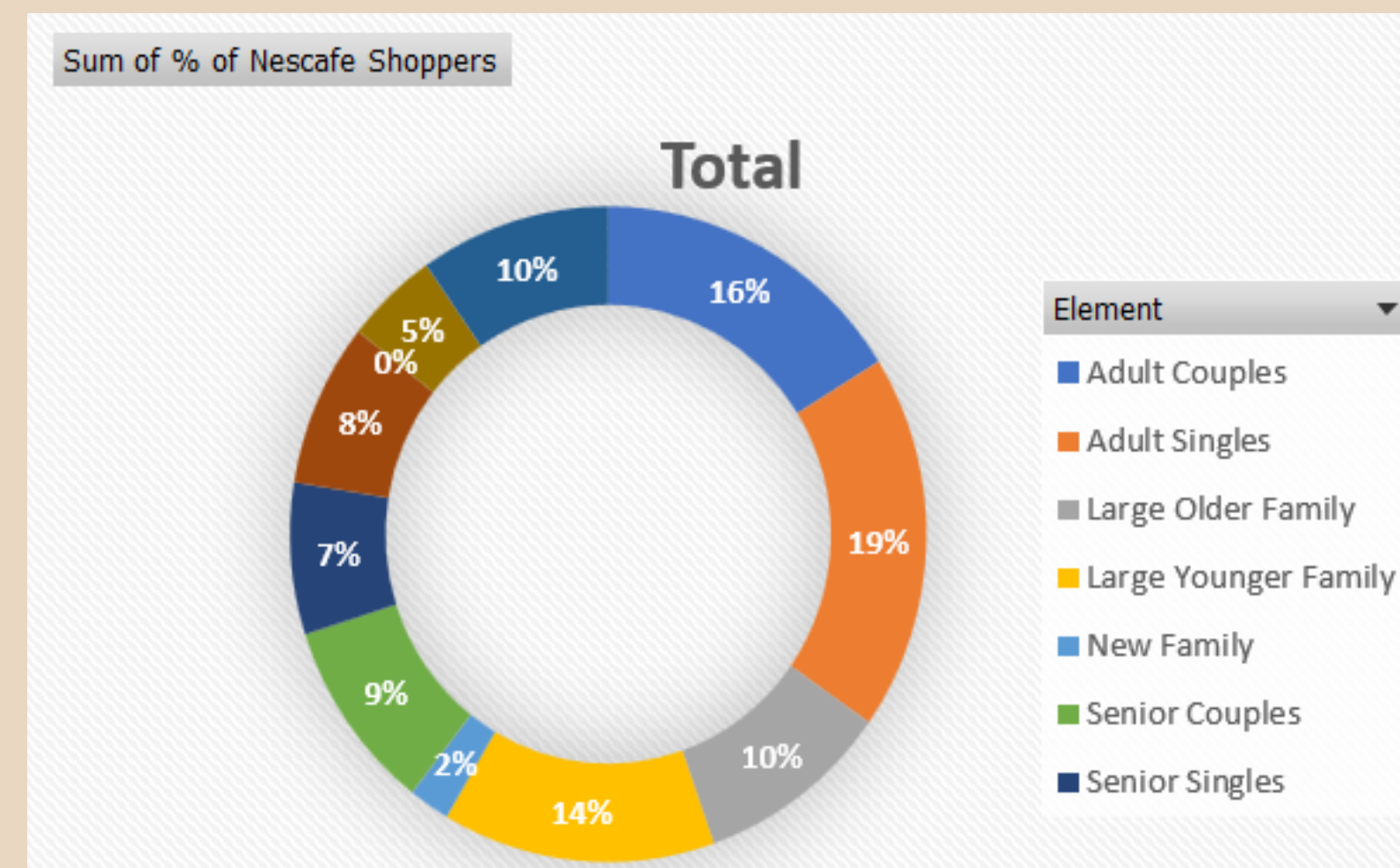




Nescafe Buyers By there Marital status



Nescafe Buyers By there Income



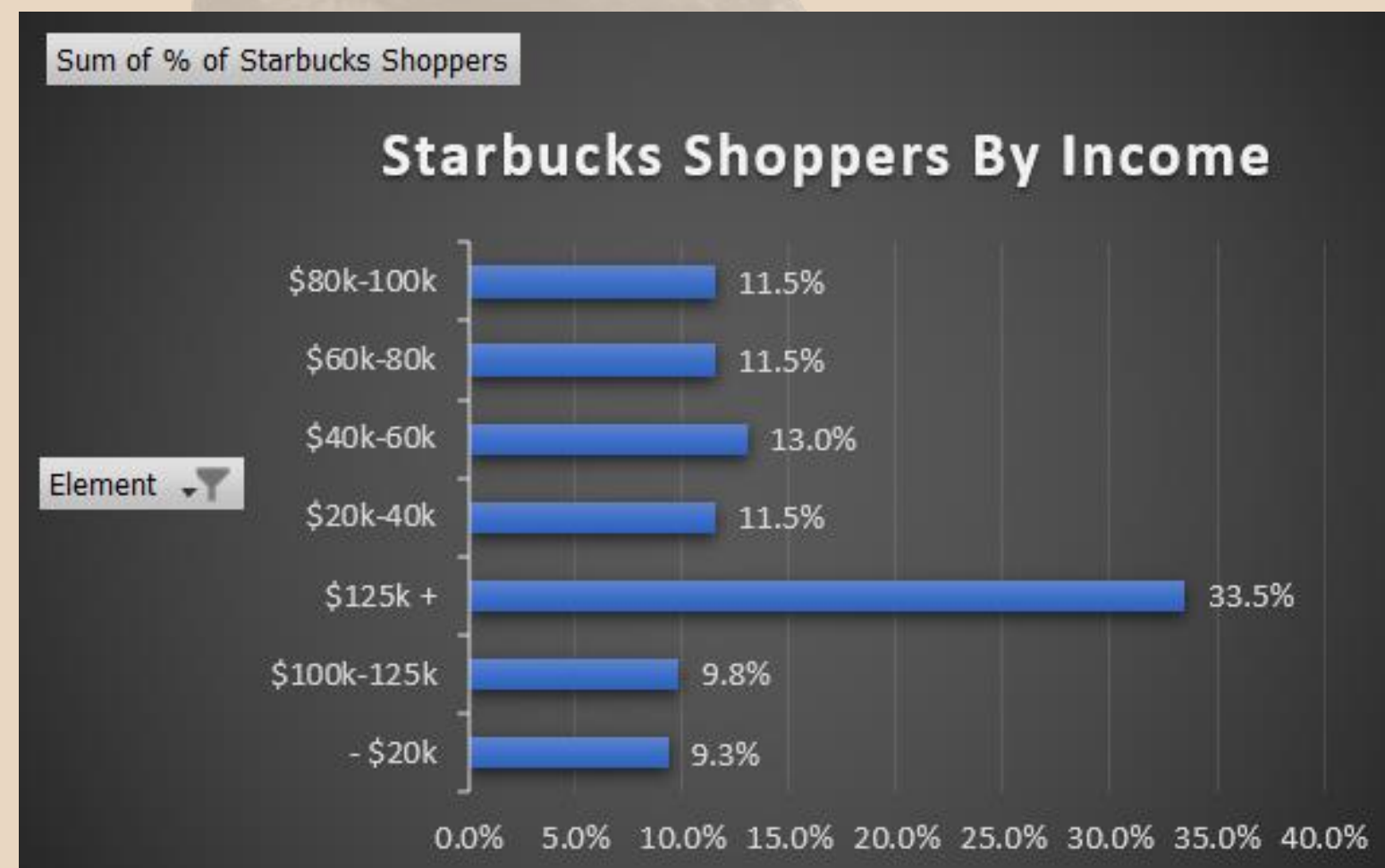
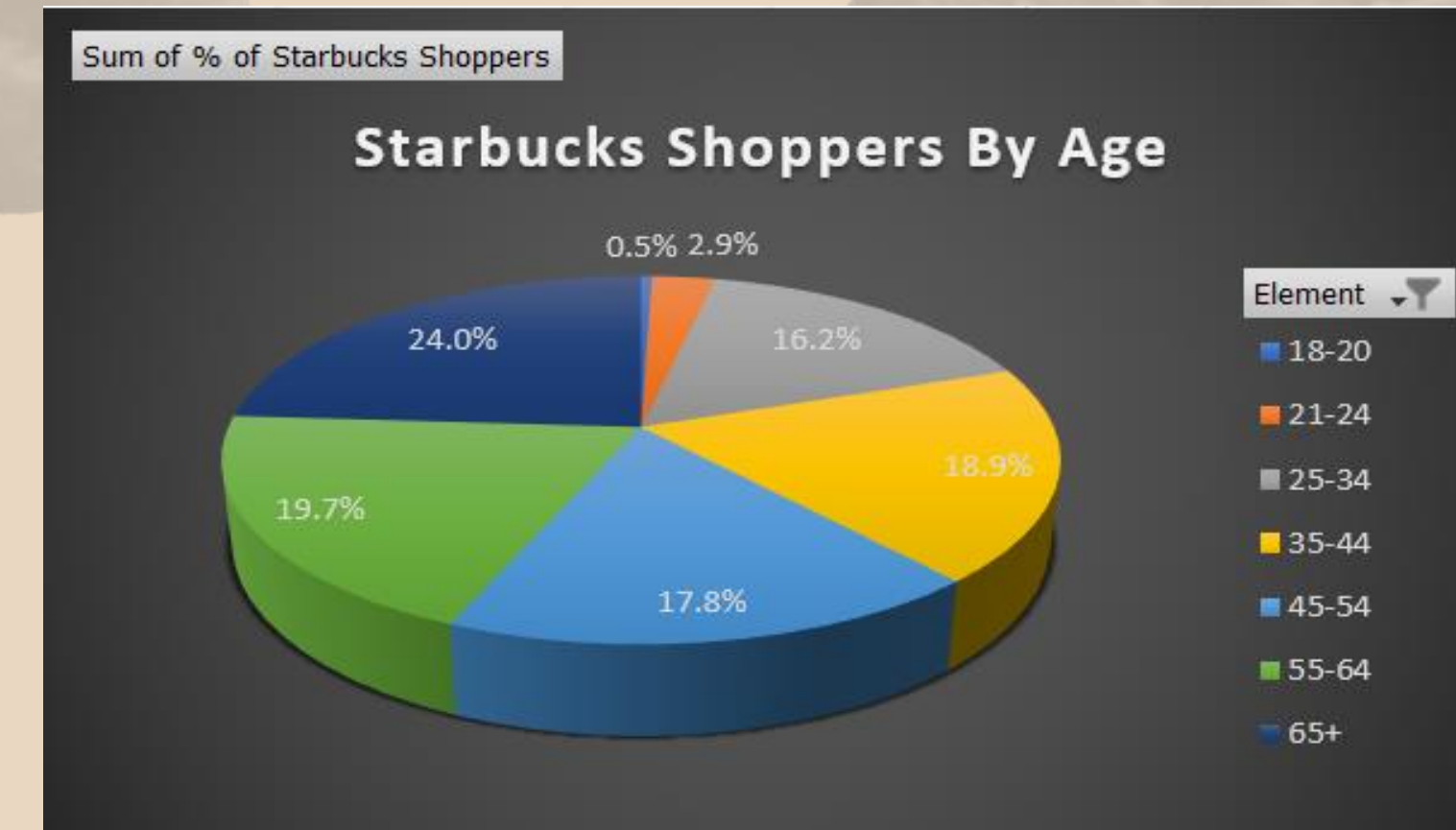
Nescafe Buyers By there Lifestages



“Who Are Starbucks Shoppers?”

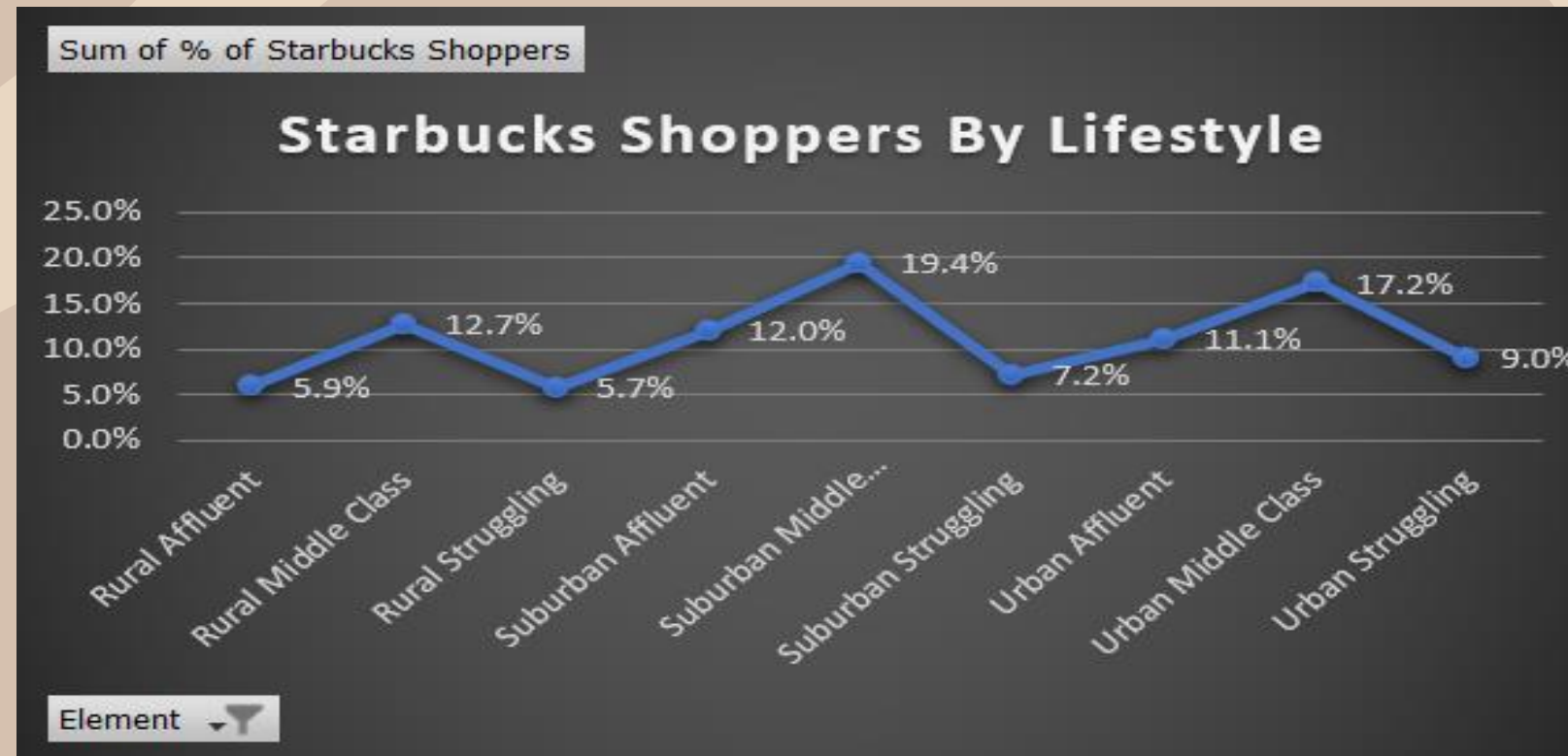
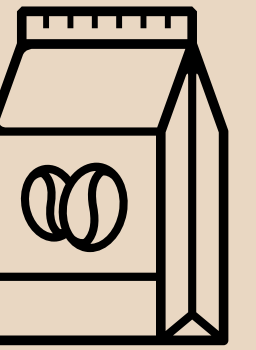


When we talk about Starbucks users by age, the 65+ age group represents the largest segment of Starbucks shoppers with 24%, while the 35-44 age group has a balanced representation with 18.9%. The 18-20 age group has the lowest portion of users.

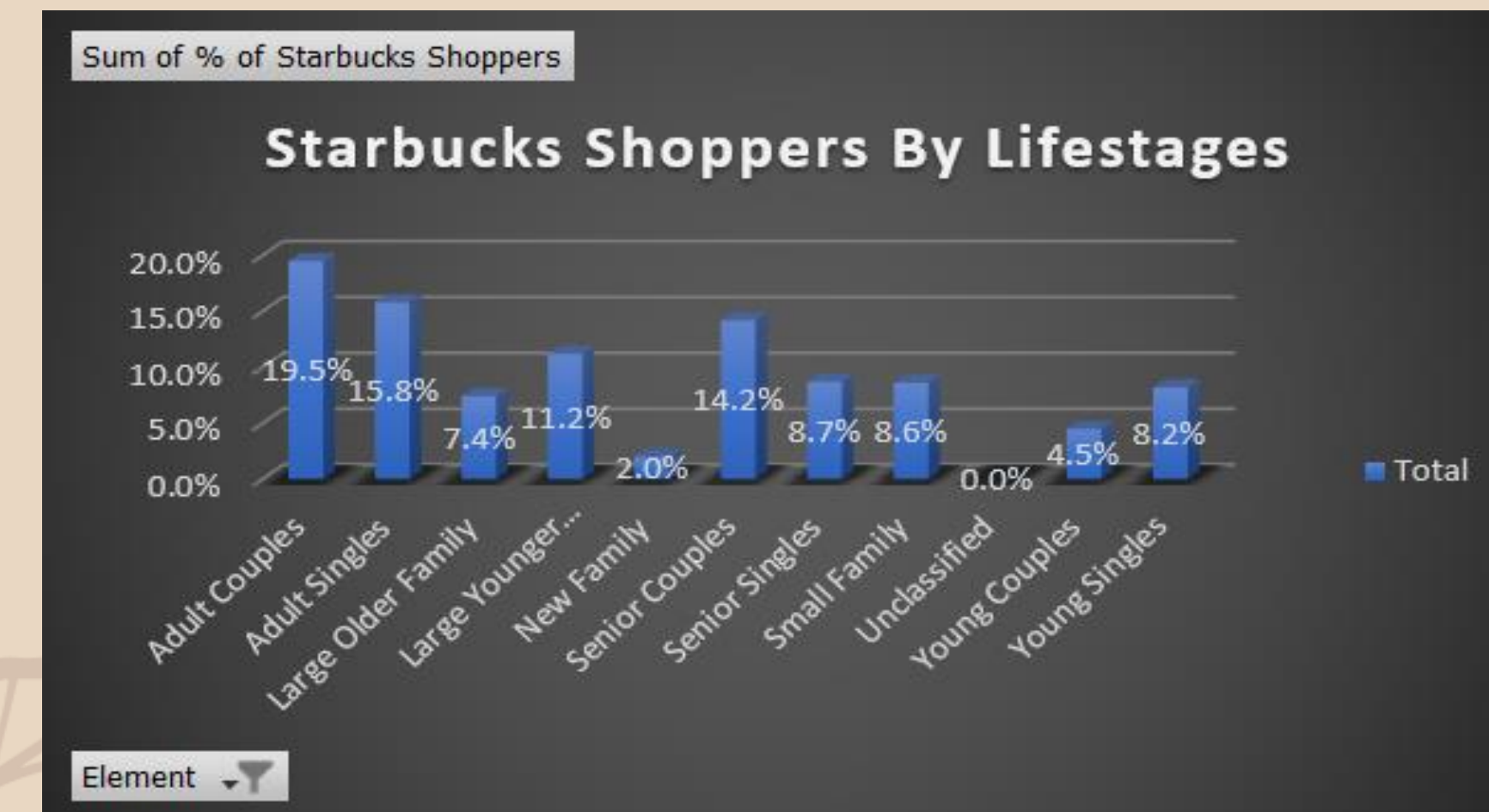


- \$125k+ income group represents the largest portion of shoppers at 33.5%
- Income groups \$20k-40k, \$60k-80k, and \$80k-100k each make up 11.5% of the customer base
- The \$20k or less income group represents the smallest segment at 9.3%.

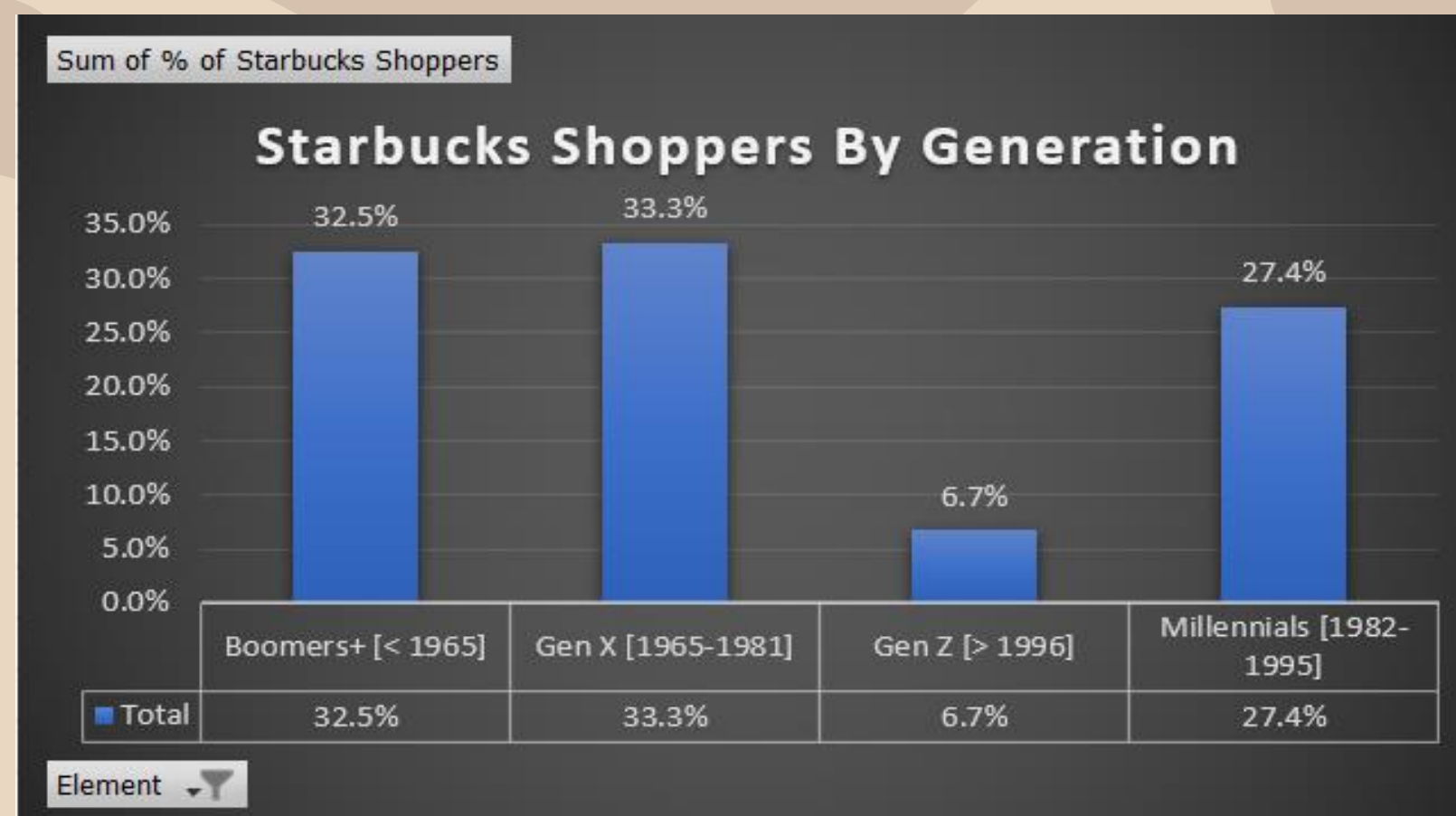
“Who Are Starbucks Shoppers?”



- Nescafe's largest shopper base comes from the Suburban Middle Class (19.4%) and Urban Middle Class (17.2%)
- Suburban Affluent and Urban Affluent shoppers represent 12.0% and 11.1%
- Rural Affluent (5.9%) and Rural Struggling (5.7%) segments, indicating minimal engagement from rural areas overall



- The largest portion of Nescafe's customers comes from Adult Couples (19.5%) and Adult Singles (15.8%). The smallest customer base is from New Families (2.0%) and Young Couples (4.5%)



- The largest portion of Nescafe's customers comes from Gen X (33.3%) and Boomers+ (32.5%)
- smallest segment is Gen Z (6.7%). Millennials make up a significant share at 27.4%.

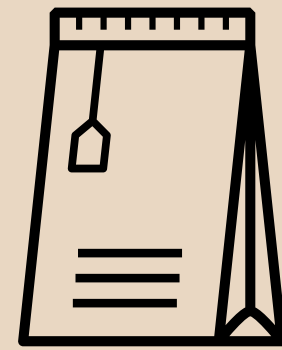
“Nescafe Shoppers Preferences”



➤ We can divide Nescafe shoppers Preferences into 6 Category :-



ADVERTISING



How people search for Products and Services

- In-Store: 51.4% learn about products and brands directly from in-store experiences
- Print Media: 43.7% rely on print media to discover products and services
- Outdoor Advertising: 27.5% gain awareness through outdoor advertising like billboard
- Social Media: 17.4% learn via social media platforms
- Promotional Emails/Texts: 15.0% discover products through promotional messages



Most Influential Touchpoints

- Social Media: 20.1% find social media to be the most influential platform
- Online Mobile Devices: 16.0% view mobile devices as highly influential
- Outdoor Advertising: 4.6% are influenced by outdoor advertising.
- In-Store: 2.5% consider in-store interactions to be influential
- Radio: 1.0% consider radio to be an influential source



➤ Nescafe shoppers Preferences By:-



Eating

- ✓ The majority of households, 70.6%, report having no special dietary requirements, indicating a large general consumer base without restrictions
- ✓ Lactose-free is the most common dietary requirement, with 12.6% of households affected, followed by Gluten-free at 7.8%
- ✓ Vegan (4.8%), Pescatarian (4.2%), and various forms of Vegetarian (ranging from 2.8% to 3.6%) make up smaller but notable portions of consumers
- ✓ Grain-free diets are the least common, affecting 3.2% of households



Health & Sustainability

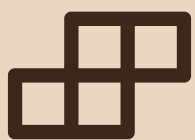
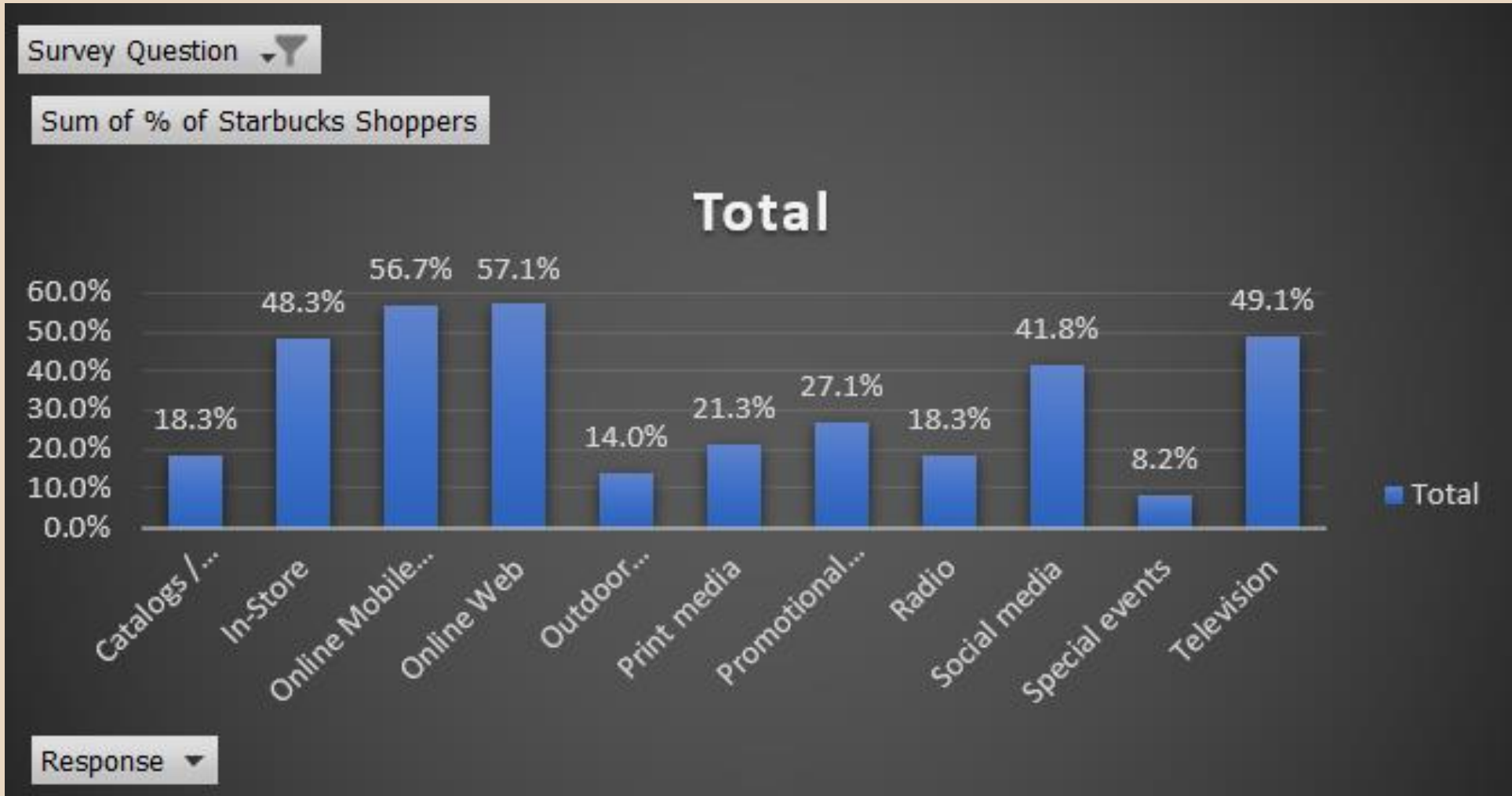
- Health Management:
 - ✓ Active Participants: A combined 50.3% of respondents are very active (23.3%) or active (27.0%) in managing their health
 - ✓ Less Active Participants: 18.4% are slightly active (10.8%) or not at all active (7.6%)
- Health Habits:
 - ✓ A significant portion, 36.2%, takes vitamins or supplements.
 - ✓ 21.7% prioritize family needs over their own health



Shopping

- Many shoppers prefer popular brands (40.3%) and rarely consider private label (PL) options (9.8%). However, 36.4% believe PL quality has improved, and 24.6% feel they are just as good. Shoppers buy PL to save money (25.3%) and choose based on price (25.7%)
- 37.9% are values-driven, and 34.9% are status-driven. A lot of shoppers enjoy trying new things (52.1%) and clipping coupons (32.8%), but only 8.7% like quick shopping trips. Online shopping is generally viewed positively, with 31.8% finding it very enjoyable and 32.2% finding it enjoyable. However, 56.5% think online deals aren't great, and 38.0% prefer shopping in stores.

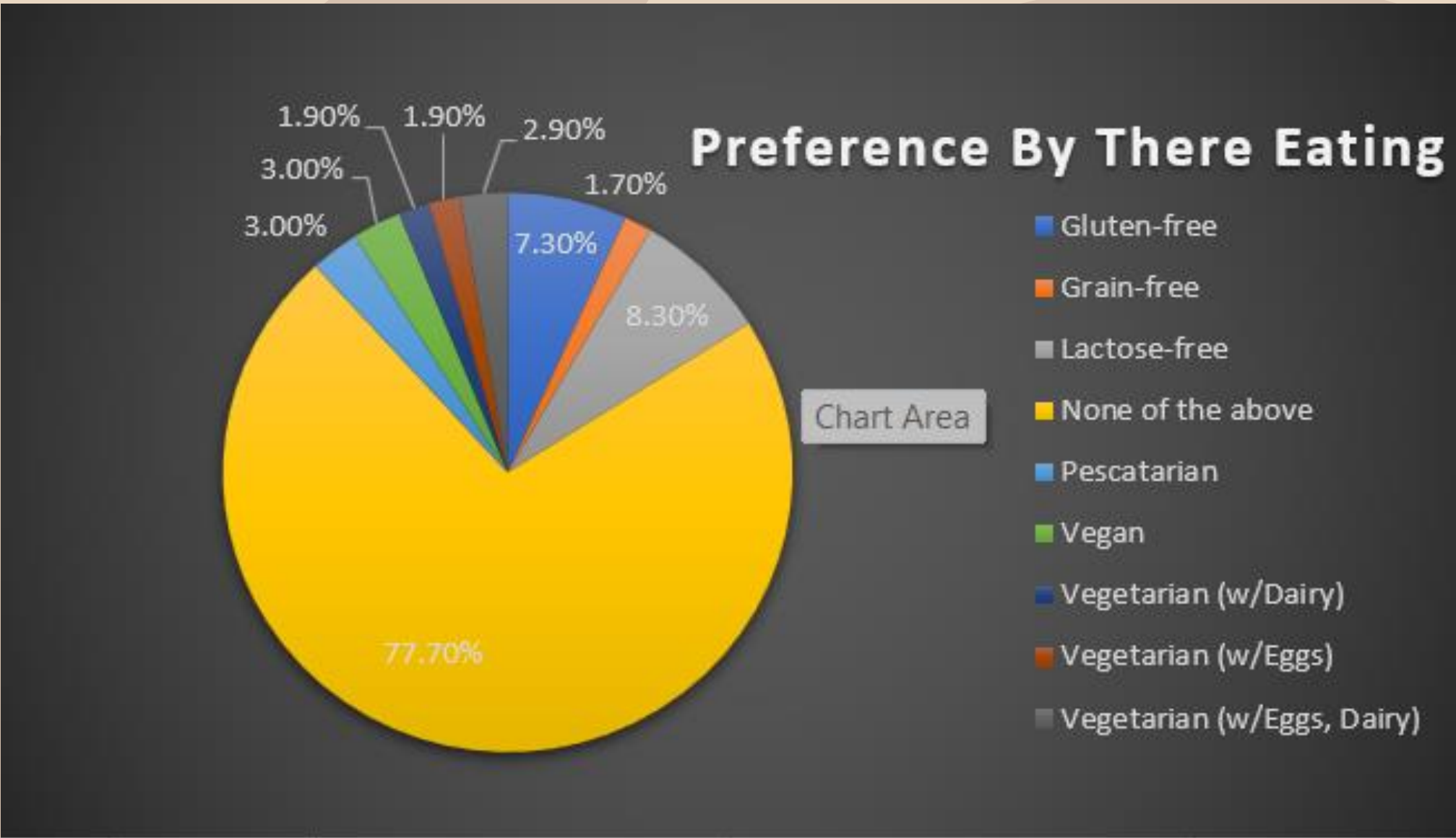
“Starbucks Shoppers Preferences”



From where they now about Products and Services



77.7%, have no specific dietary preferences. The next most common preference is for lactose-free diets at 8.3%, followed by gluten-free at 7.3%



“Starbucks Shoppers Preferences”

Consumer Preferences by Health and Sustainability :-

Response	% of Starbucks Shoppers by healt and sustainability	Indexes
Active	30.90%	102
Carefree eater / drinker	31.90%	96
Exercises regularly	30.50%	105
Family needs trump self	24.80%	104
No time to take care of self	26.00%	104
None of the above	8.10%	95
Not at all active	5.90%	96
Physically fit	14.20%	106
Reviews nutrition labels	32.60%	103
Slightly active	10.50%	91
Somewhat active	32.00%	100
Stays updated on health trends	13.20%	109
Takes vitamins / supplements	43.60%	96
Uses homeopathic remedies	13.50%	102
Very active	20.80%	103
Watches diet	18.80%	101
Watches weight	32.60%	99

- **43.6% of Starbucks shoppers take vitamins/supplements, showing a strong commitment to health maintenance.**
- **32.6% are conscious about their weight, regularly watching their weight and reviewing nutrition labels.**
- **30.9% are active in managing their health, while 20.8% are very active**
- **Only 5.9% are not at all active in managing their health, suggesting most customers are at least somewhat health-conscious**

When we talk about Index:-

- **Physically fit shoppers have the highest index at 106**
- **Family needs trump self and no time to take care of self have indexes of 104**
- **Taking vitamins/supplements has an index of 96**

“Starbucks Shoppers Preferences”

63.6%
Shoppers

63.6% of consumers
feel online shopping
saves them time

45.1%
Shoppers

45.1% of Consumers
Activity is Listening to
music

58.6%
Shoppers

58.6% of shoppers
are list-makers

38.7%
Shoppers

38.7% have a
passion for cooking



How do Nescafe shoppers differ from Starbucks shoppers?



**Nescafe
Shoppers**

VS

**Starbucks
Shoppers**





❖ Difference between Nescafe and Starbucks based on Shopper Characteristics



By age group:-

"We can see from the chart that Nescafe has more younger shoppers compared to Starbucks. For example, in the 18-20 age group, Nescafe has 1% while Starbucks has 0.5%. In the 25-34 age group, Nescafe has 19.9% and Starbucks has 16.2%. However, Starbucks attracts more older shoppers, particularly those aged 55 and above. For instance, in the 55-64 age group, Nescafe has 15.1% of shoppers, while Starbucks has 19.7%."

Population Characteristics	Element	% of Nescafe Shoppers	% of Starbucks Shoppers
Age (Brackets)	18-20	1.0%	0.5%
Age (Brackets)	21-24	4.8%	2.9%
Age (Brackets)	25-34	19.9%	16.2%
Age (Brackets)	35-44	23.2%	18.9%
Age (Brackets)	45-54	17.9%	17.8%
Age (Brackets)	55-64	15.1%	19.7%
Age (Brackets)	65+	18.0%	24.0%





By Education Level:-

- Nescafé shoppers generally have lower education levels than Starbucks shoppers. For example, 7.2% of Nescafé shoppers have less than a high school education, while only 2.4% of Starbucks shoppers fall into this category.

Element	% of Nescafé Shoppers	% of Starbucks Shoppers
Less than high school	7.2%	2.4%
High School/GED	22.5%	16.3%
Some College or university	21.3%	20.6%
2 year College Degree	9.7%	9.9%
4 year College Degree	19.6%	25.5%
Some Graduate School	2.6%	3.3%
Graduate Degree	11.6%	16.7%
Trade/Technical Degree	5.5%	5.3%

By Employment:-

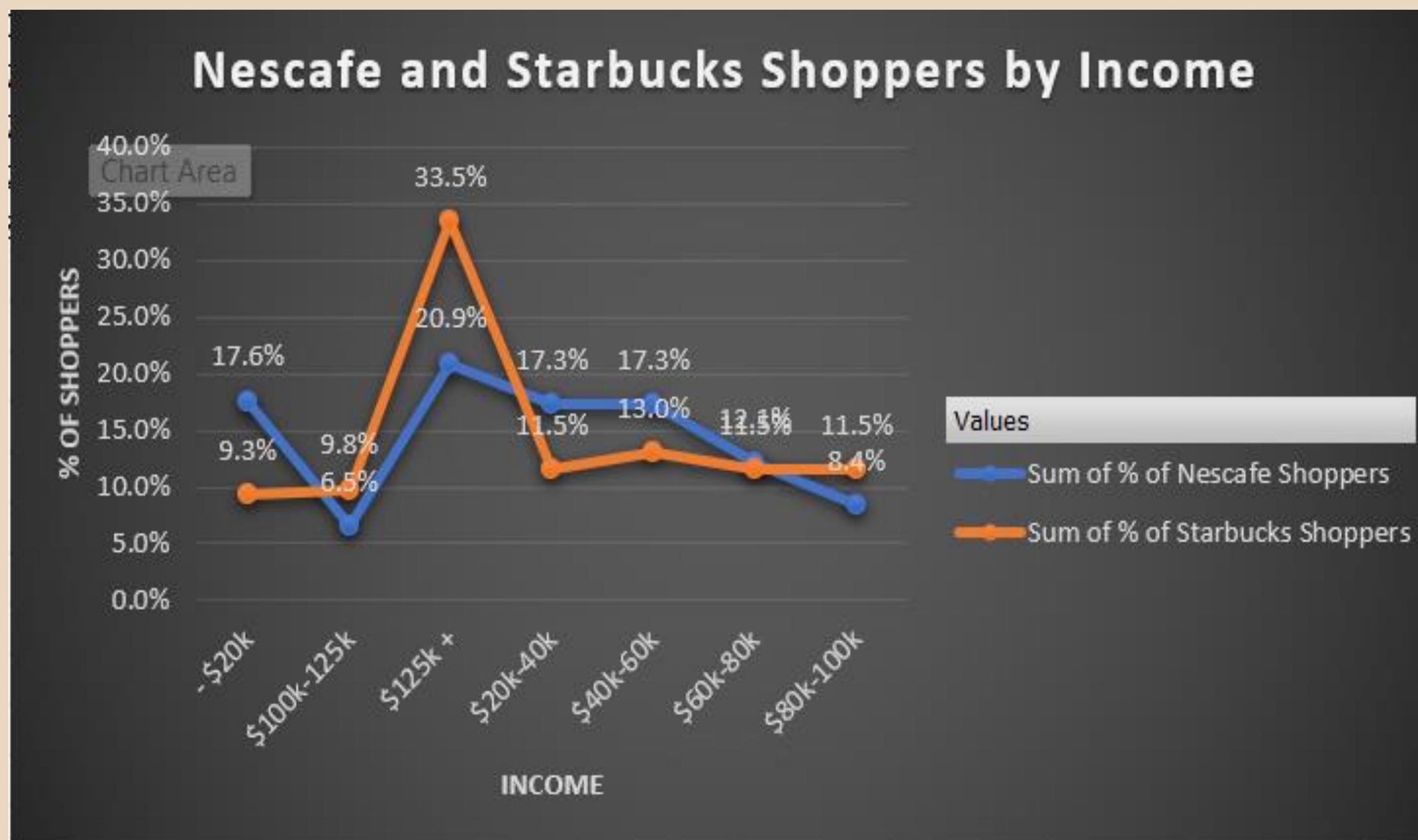
- A higher percentage of Nescafé shoppers are employed full-time compared to Starbucks shoppers.
- Starbucks shoppers have a higher rate of retirement (18.7%) compared to Nescafé shoppers (12.0%).

Element	% of Nescafé Shoppers	% of Starbucks Shoppers
Employed Full-Time	49.1%	51.9%
Employed Part-Time	10.1%	8.4%
Self Employed	6.5%	6.0%
Active Military	0.5%	0.5%
Retired	12.0%	18.7%
Homemaker	6.6%	4.9%
Student	2.7%	2.0%
Disabled	5.7%	4.2%
Unemployed	6.8%	3.3%





❖ Shoppers by their Income



- A higher percentage of Nescafe shoppers earn less than \$20k 17.6% compared to Starbucks shoppers 9.3%
- Nescafe shoppers show a significant percentage 20.9% in the \$125k and above income bracket, while Starbucks shoppers lead in this category with 33.5%
- For the \$20k - \$40k and \$40k - \$60k income brackets, Nescafe and Starbucks shoppers have similar percentages



❖ Difference between Nescafe and Starbucks based on Shopper Preferences



NESCAFÉ

"After analyzing the data on consumer preferences, we find that Starbucks shoppers are more likely to use online platforms, especially mobile devices and social media, to learn about products"



STARBUCKS®

"Nescafe shoppers tend to rely more on traditional methods like television, print media, and radio"



CONCLUSION:-

How Nescafe can attract/capture Starbucks shoppers?





How Nescafe can attract/capture Starbucks shoppers:-

1

- Strategies for Nescafe to attract and capture Starbucks shoppers across different age groups, particularly focusing on the younger audience (18-24 years) and addressing the gaps in the older audience (55+ years)

2

1. Target Full-Time Employed Shoppers
2. Engage Retired Consumers
3. Appeal to Unemployed Shoppers

3

- Offer affordable pricing and bundle deals to appeal to those earning less than \$20k
Appeal to Unemployed Shoppers

4

- Develop and market premium coffee products that can compete with Starbucks' offerings

How Nescafe can attract/capture Starbucks shoppers:-

- Based on the dataset, it was found that most of the Starbucks shoppers come from online sources, such as mobile or the internet, while Nescafe shoppers primarily come from traditional sources like TV, radio, articles, and newspapers. To attract Starbucks shoppers, Nescafe needs to enhance its presence in online sources as well
- Organize networking events where job seekers can gather over coffee
- Consider promotional campaigns specifically aimed at unemployed consumers, such as discounts or giveaways, encouraging them to enjoy Nescafe as they navigate their job search

The Nescafé logo is displayed in a bold, black, sans-serif font. A small red swoosh is positioned above the 'E'. The logo is centered within a light beige, abstract shape that resembles a coffee splash or a stylized cup. The background of the slide is a solid light beige color, and the right edge features a vertical border of dark brown coffee beans.

NESCAFÉ

The background is a solid dark brown color. Scattered across the image are several realistic, dark brown coffee beans. In the bottom right corner, there is a white line-art illustration of a coffee cup with steam rising from it. The text "Thank You" is centered in the middle of the image in a light beige, sans-serif font.

Thank You