



Competitor Intelligence Report

Brand Analysis: Starbucks

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EXECUTIVE SUMMARY

Starbucks maintains a robust online presence with an official website and active social media profiles across major platforms, demonstrating strong brand visibility. The company's products are widely available through various e-commerce retailers, indicating broad market penetration. Trademark analysis reveals a strong protection level for its brand identity. Recent news coverage highlights product innovation, retail expansion, and consumer trends, with a generally positive sentiment.

1. WEB PRESENCE

Official Website

- URL: <https://www.starbucks.com/>
- Description: The official website for Starbucks Coffee Company, providing information about products, store locations, rewards, and careers.

Additional Web Resource

- URL: <https://en.wikipedia.org/wiki/Starbucks>
- Description: Wikipedia page detailing the history, operations, and global presence of Starbucks Corporation.

2. SOCIAL MEDIA INTELLIGENCE

Official Profiles

- YouTube: <https://www.youtube.com/starbucks>
- LinkedIn: <https://www.linkedin.com/company/starbucks>
- Instagram: <https://www.instagram.com/starbucks/>
- Facebook: <https://www.facebook.com/Starbucks/>
- Twitter/X: <https://x.com/Starbucks>

Related Content

1. I Got My First Job at Starbucks!

URL: https://www.youtube.com/watch?v=x_33_n032hM

3. E-COMMERCE PRESENCE

Product Listings



1. Starbucks Gift Card

- Platform: Target

- Price: \$15.00

- URL: https://www.google.com/search?ibp=oshop&q=Starbucks&prds=localAnnotatedOfferId:1,catalogid:6024364202823547741,pvo:2,pvt:hg,rds:PC_6027158597472037202%7CPROD_PC_6027158597472037202&gl=us&udm=28&pvorigin=2

2. Starbucks Pink Drink Strawberry Acai Beverage

- Platform: Lowes Foods

- Price: \$3.79

- URL: https://www.google.com/search?ibp=oshop&q=Starbucks&prds=localAnnotatedOfferId:1,catalogid:4094352999746303951,pvo:2,pvt:hg,rds:PC_6027158597472037202%7CPROD_PC_6027158597472037202&gl=us&udm=28&pvorigin=2

3. Starbucks Frappuccino Mocha Coffee

- Platform: Cooklist

- Price: \$2.79

- URL: https://www.google.com/search?ibp=oshop&q=Starbucks&prds=localAnnotatedOfferId:1,catalogid:8843784702029873636,pvo:2,pvt:hg,rds:PC_6027158597472037202%7CPROD_PC_6027158597472037202&gl=us&udm=28&pvorigin=2

4. Starbucks Frappuccino Vanilla Coffee

- Platform: walgreens.com

- Price: \$4.19

- URL: https://www.google.com/search?ibp=oshop&q=Starbucks&prds=localAnnotatedOfferId:1,catalogid:1900156044372611185,pvo:2,pvt:hg,rds:PC_6027158597472037202%7CPROD_PC_6027158597472037202&gl=us&udm=28&pvorigin=2

5. Starbucks Ground Coffee Medium Roast House Blend

- Platform: Walmart

- Price: \$14.47

- URL: https://www.google.com/search?ibp=oshop&q=Starbucks&prds=localAnnotatedOfferId:1,catalogid:2159504072623256627,pvo:2,pvt:hg,rds:PC_6027158597472037202%7CPROD_PC_6027158597472037202&gl=us&udm=28&pvorigin=2



6. Starbucks Coffee

- Platform: Sam's Club

- Price: \$17.31

- URL: https://www.google.com/search?ibp=oshop&q=Starbucks&prds=localAnnotatedOfferId:1,catalogid:6312909004100174938,pvo:2,pvt:hg,rds:PC_6027158597472037202%7CPROD_PC_6027158597472037202&gl=us&udm=28&pvorigin=2

7. Starbucks K-Cup Pike Place Roast Coffee

- Platform: Keurig.com

- Price: \$13.99

- URL: https://www.google.com/search?ibp=oshop&q=Starbucks&prds=localAnnotatedOfferId:1,catalogid:11506573675645015101,pvo:2,pvt:hg,rds:PC_6027158597472037202%7CPROD_PC_6027158597472037202&gl=us&udm=28&pvorigin=2

4. NEWS & MEDIA COVERAGE

1. Dunkin? copies trendy Starbucks menu move

- Source: TheStreet

- Summary: Dunkin' is introducing protein-focused menu items, mirroring Starbucks' strategy and indicating a trend in the quick-service beverage industry.

- URL: <https://www.thestreet.com/restaurants/dunkin-copies-trendy-starbucks-menu-move-protein>

2. Starbucks opens another location in central Pa.

- Source: PennLive.com

- Summary: Starbucks has opened a new store in central Pennsylvania, continuing its regional expansion.

- URL: <https://www.pennlive.com/food/2026/01/starbucks-opens-another-location-in-central-pa.html>

3. Anticipation Brews With Starbucks Sign Install

- Source: Midcoast Villager

- Summary: The installation of a Starbucks sign in a new location is generating local anticipation for its upcoming opening.

- URL: https://www.midcoastvillager.com/life/food/anticipation-brews-with-starbucks-sign-install/article_648d2579-6639-4732-9fb9-49ab4e529d84.html



4. Starbucks Fans Can Make Refreshers at Home with Chain's Latest Product

- Source: People.com
- Summary: Starbucks is now offering at-home versions of its popular Refreshers beverages and sweet cream enhancers, allowing customers to recreate drinks at home.
- URL: <https://people.com/starbucks-rolls-out-refreshers-concentrates-and-sweet-cream-enhancers-11881641>

5. The new food pyramid and brands like Starbucks and Chipotle want us to eat more protein. We're already getting plenty.

- Source: MarketWatch
- Summary: This article discusses the trend of brands like Starbucks promoting protein in their offerings and questions the necessity of increased protein intake for consumers.
- URL: https://www.marketwatch.com/story/the-new-food-pyramid-and-brands-like-starbucks-and-chipotle-want-us-to-eat-more-protein-were-already-getting-plenty-e2fec1be?gaa_at=eafs&gaa_n=AWetsqd3eaNMgOJGhDy-J2MeDtYNxUA0nLg_ai-GleZKMRwwawp354rWKMGP&gaa_ts=6963aa37&gaa_sig=UiqEtZUQ4GpPH8FRNkx5JfZWmCalcw3tlficbJHMBfBFYJBKTSdfWfDbHyXceuli9eEqi4KZVU9VhdX3M8-eMA%3D%3D

6. This Pink Dollar Tree Tumbler Is Basically a Dupe of the Viral Starbucks Bearista Cup

- Source: Good Housekeeping
- Summary: A Dollar Tree tumbler is being compared to a popular Starbucks Bearista cup, highlighting a trend in affordable dupes of viral merchandise.
- URL: <https://www.goodhousekeeping.com/life/money/a69927995/dollar-tree-pink-bear-tumbler/>

5. TRADEMARK & LEGAL STATUS

Trademark Matches Found (Top 5)

Match 1 (Similarity: 0.681)

- Trademark ID: 2172621
- Status: Registered
- Proprietor: Starbucks Corporation
- Filing Date: 06 December 2010
- Image: [Trademark logo image if available]

Match 2 (Similarity: 0.681)

- Trademark ID: 2063606
- Status: Registered



- Proprietor: Starbucks Corporation
- Filing Date: 06 December 2010
- Image: [Trademark logo image if available]

Match 3 (Similarity: 0.681)

- Trademark ID: 2380293
- Status: Registered
- Proprietor: Starbucks Corporation
- Filing Date: 16 August 2012
- Image: [Trademark logo image if available]

Match 4 (Similarity: 0.681)

- Trademark ID: 2380292
- Status: Registered
- Proprietor: Starbucks Corporation
- Filing Date: 16 August 2012
- Image: [Trademark logo image if available]

Match 5 (Similarity: 0.681)

- Trademark ID: 2786833
- Status: Registered
- Proprietor: Starbucks Corporation
- Filing Date: 01 August 2014
- Image: [Trademark logo image if available]

Analysis:

- Total Matches: 5
- Protection Level: Strong
- Visual Match Quality: High
- Recommendations: Continue regular monitoring of trademark filings to maintain robust brand protection.

6. STRATEGIC SUMMARY

- Total Verified Links: 10
- Key Insights: Starbucks exhibits a strong and multi-faceted digital presence, encompassing official web resources, active social media engagement, and widespread product availability across major e-commerce platforms. The brand's trademarks are well-protected, and recent media coverage indicates ongoing innovation and expansion.