

Analysis of catering market in Moscow

relevant for the summer '22



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Goal:

Research catering market in
Moscow for the further
opening of such
establishment



Conclusions on the catering market

There were generally up to 200-250 seats

From 7,854 places
~ 40% were chain places

>2,000 places were located in the Central district.
North-Western district had the least places

In the eastern part the median of the average bill
was less than in the western.

Conclusions on the café market

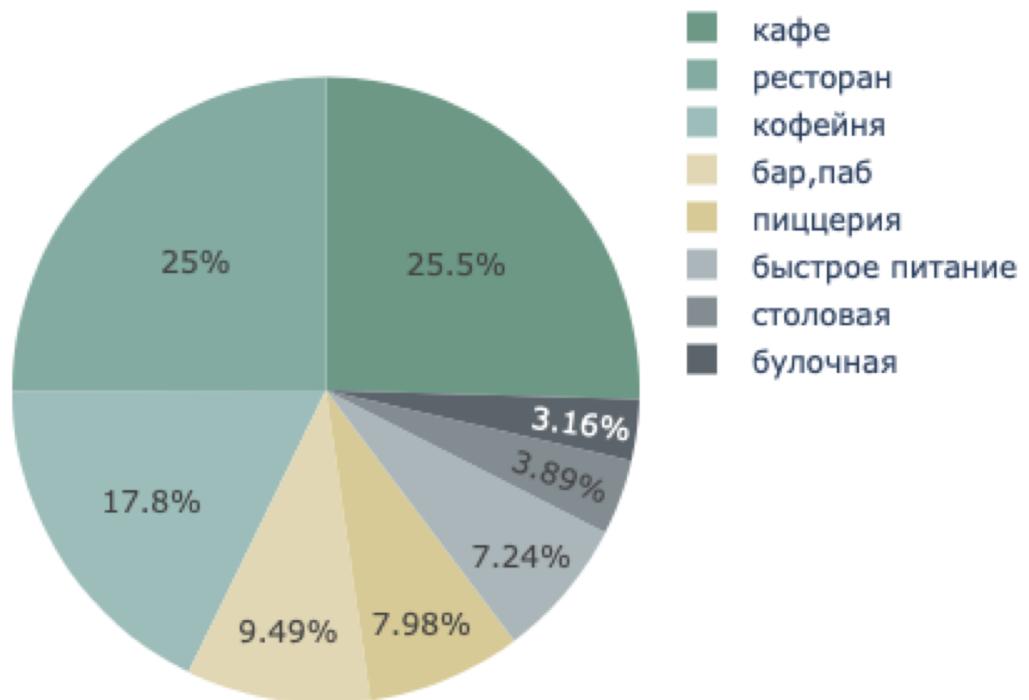
There were 1,395 coffee places, 30% of which were located in the Central district

59 coffee houses worked 24/7, of which ~ 85% were chain coffee shops

The highest rating was for places located in Central and North-Western districts

In 50% of cases, a price for a cappuccino varied between 130 and 260

Number of places per category



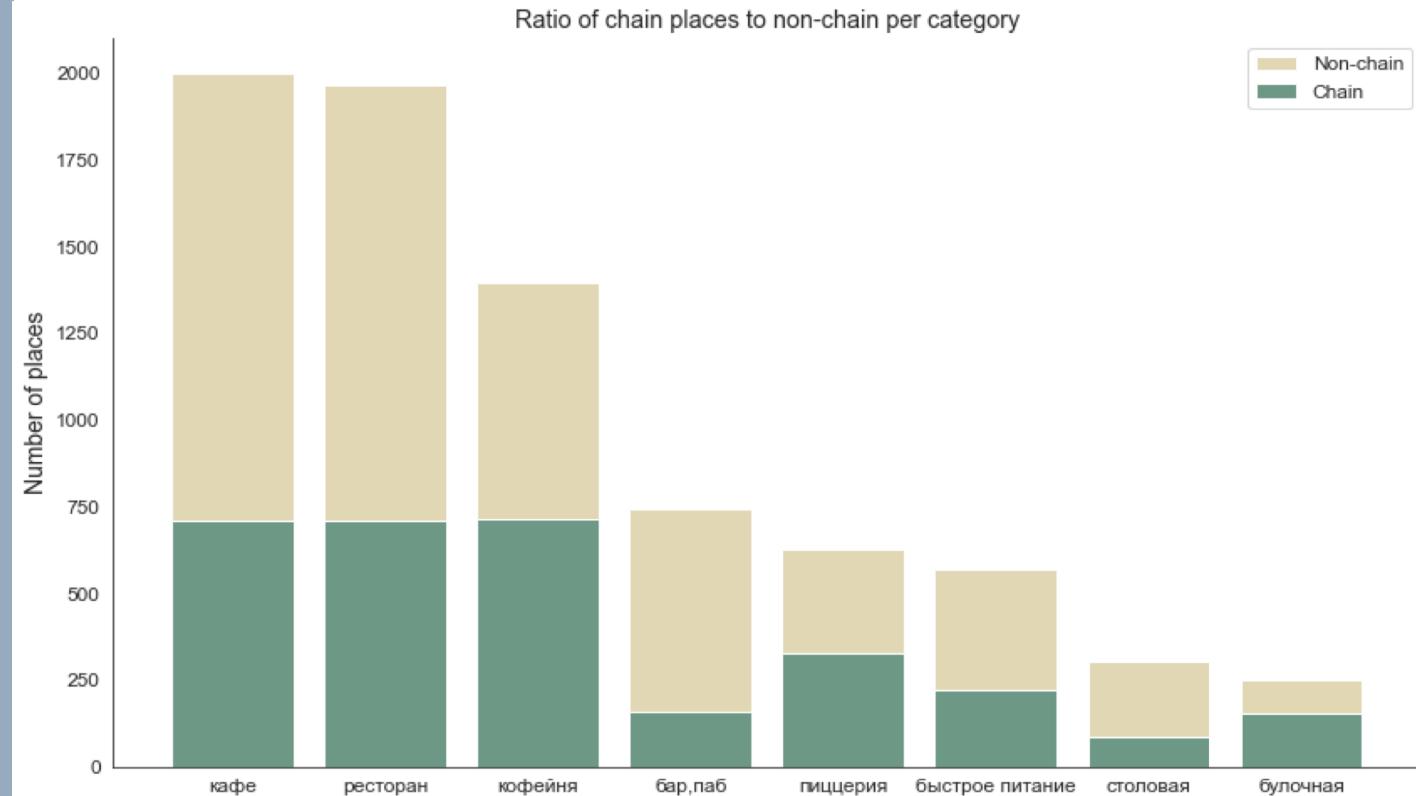
Out of 7,870 places, 50% were cafes and restaurants and ~18% - coffee houses.

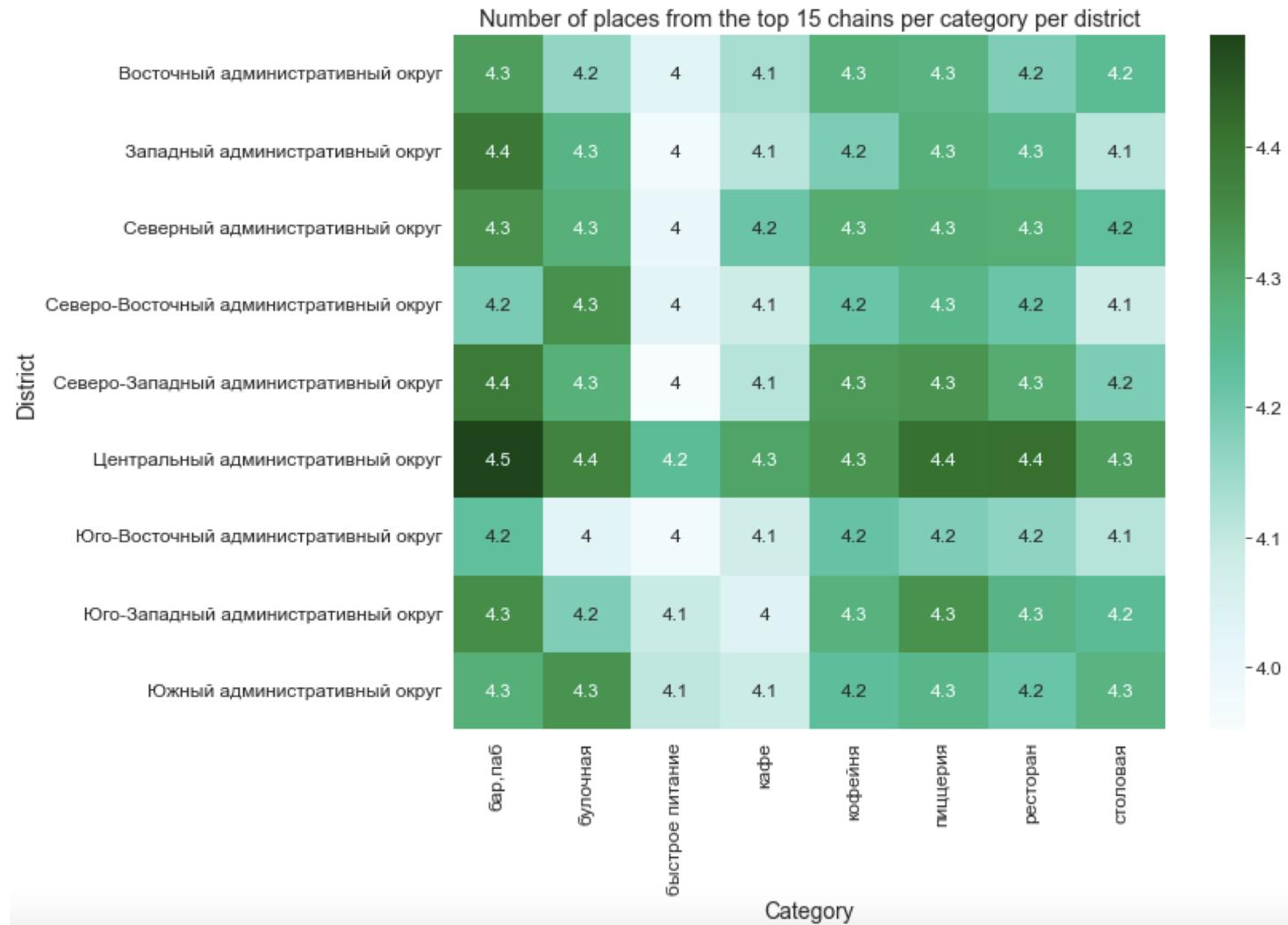
>2,000 establishments were located in the Central district and the smallest number of places were in the North-Western district.

In almost every district, except for the north-western, cafes led in the number of places.

From 7,854 places
~ 40% were **chain** places.

This ratio is retained in almost every category. For bars and canteens, the amount of chain places is much less.





The highest average rating was observed in bars, especially in the Central district.

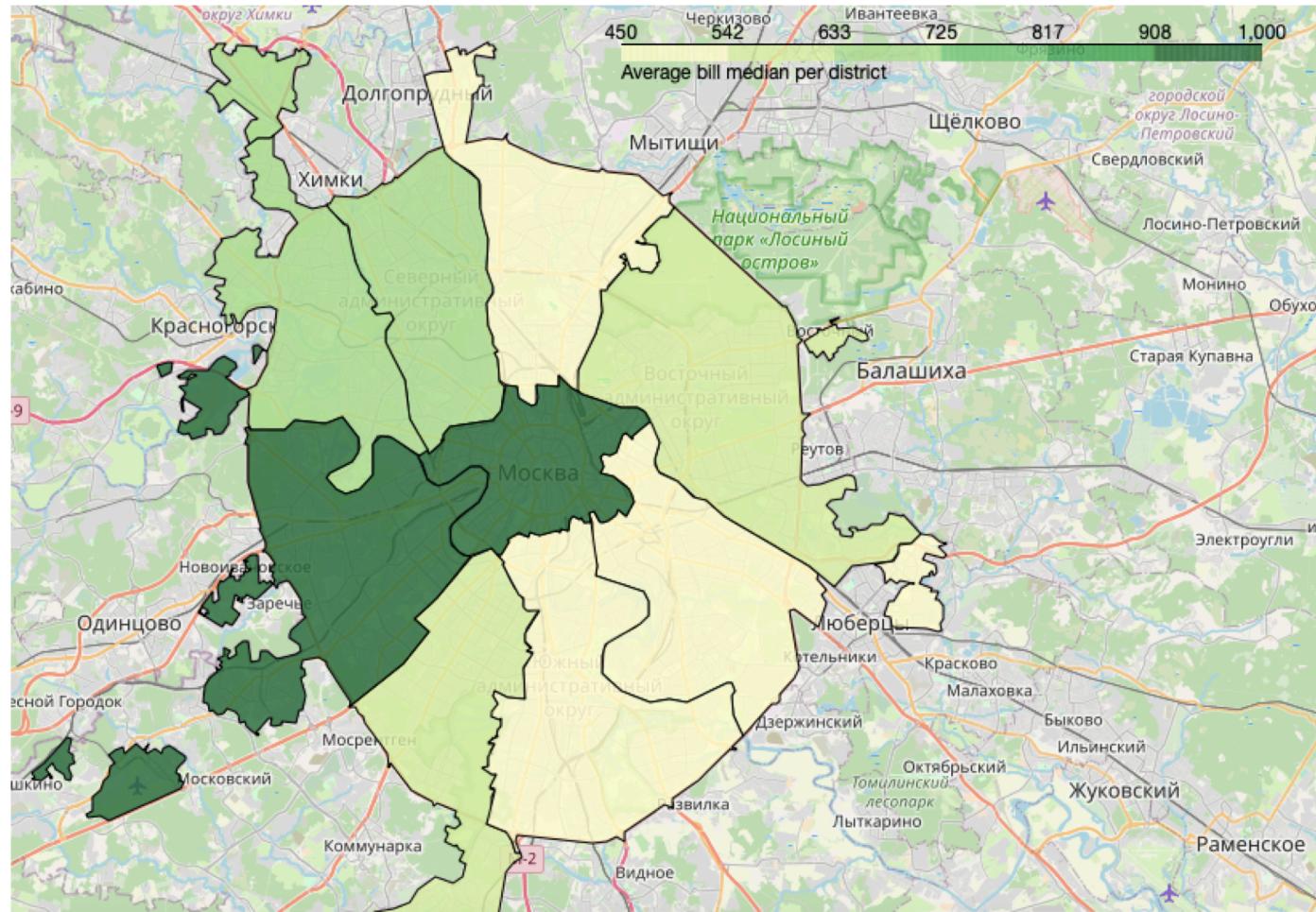
The smallest rating was at the fast food restaurants (regardless of the district).

Lower ratings prevail in the South-Eastern and North-Eastern districts.

According to the average bill, one can notice the separation of the city in half:

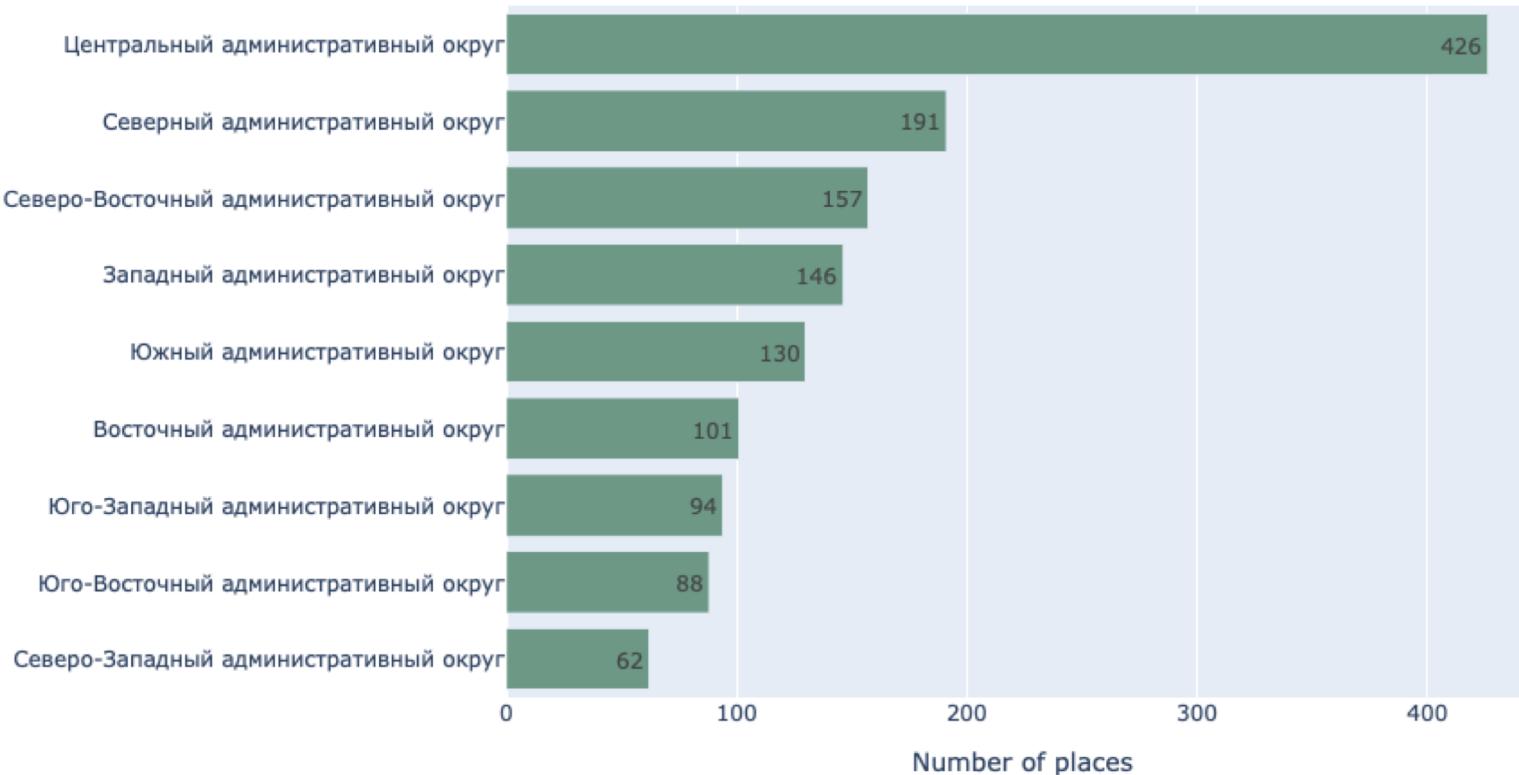
- in the eastern part the average bill was less than in the western.

The smallest average bill was observed in the South-Eastern and South-Western districts, the largest bill was in the Central and Western districts.



Number of coffee places per district

District



There were 1,395 coffee places,
30% of which were located in
the Central district.

59 coffee houses worked 24/7,
of which ~ 85% were chain
coffee shops.

Median price for a cappuccino was 180. It varied by district between 138 and 225

The optimal price for a cup of cappuccino at the first stages should be 150-180

