

**Age Group Preference:** Targeting the age group of **25-44 years old** aligns with the prime demographic for coffee consumption.

**Frequency of Coffee Consumption:** The preference for an average of 2 cups of coffee per day among respondents suggests a moderate level of coffee intake. This insight can inform product offerings, such as packaging sizes or subscription models tailored to meet the daily coffee needs of this demographic.

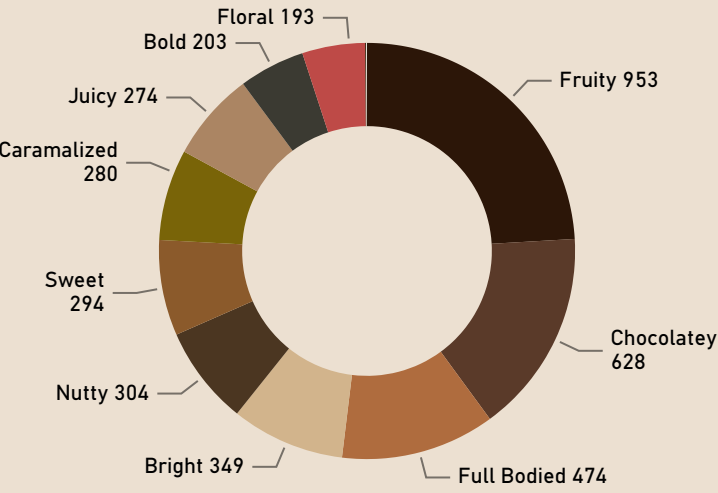
**Employment Status Influence:** The significant proportion of respondents (**2708 out of 4209**) being employed full-time indicates a busy lifestyle. This demographic may rely on coffee as a means to stay alert and energized throughout their workday.

**Gender Distribution:** The notable gender disparity, with **males comprising 71.85%** of respondents, compared to 24.28% females and 2.93% non-binary individuals, highlights a potential gender gap in the target audience.

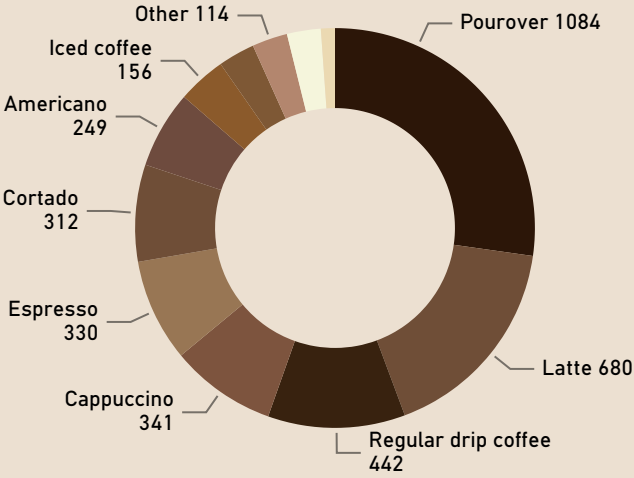
**Place Preference:** With **3711** responses, customers seem to drink coffee **at home** because it offers convenience, as individuals can enjoy their favorite coffee without having to leave their house or to wait in a line. A delivery option could cater to this preference.

Target the 25-44 age group with product offerings tailored to their moderate intake of 2 cups daily, emphasizing coffee's role in staying alert during the workday. Offer a delivery option to cater to the preference for home consumption.

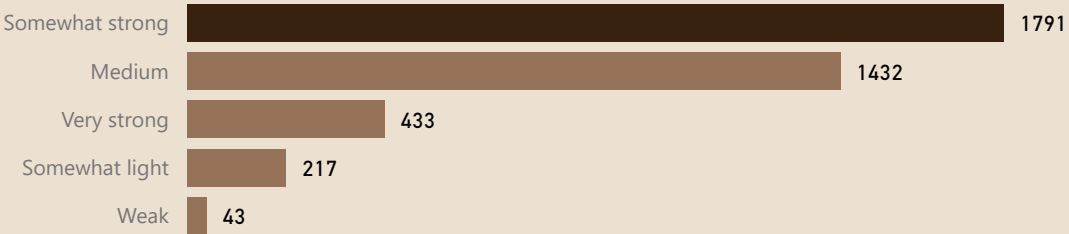
What kind of coffee you like?



What is your favorite coffee drink?



How strong do you like your coffee?



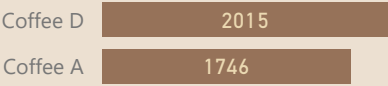
How much caffeine do you like in your coffee?



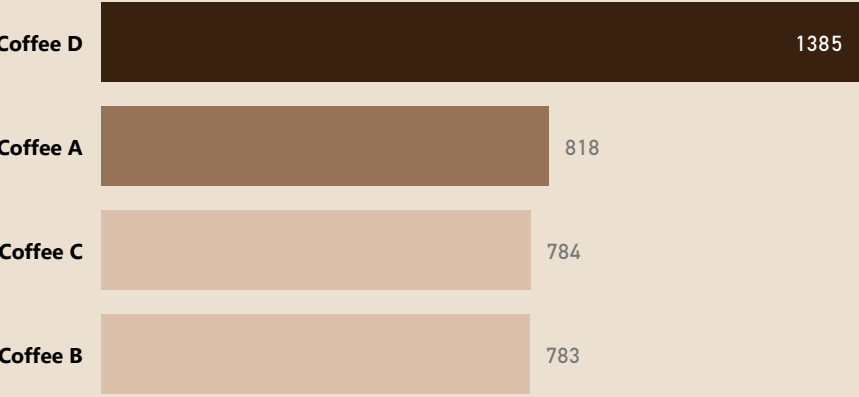
Coffee A vs Coffee B vs Coffee C



Coffee A vs Coffee D



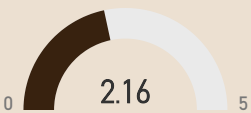
Favorite Coffee Overall



Coffee D Acidity



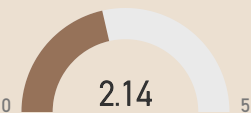
Coffee D Bitterness



Coffee A Acidity



Coffee A Bitterness



**Flavor preference:** The majority of respondents prefer **fruity** and **chocolatey** flavors in their coffee, indicating a preference for sweeter and richer taste profiles.

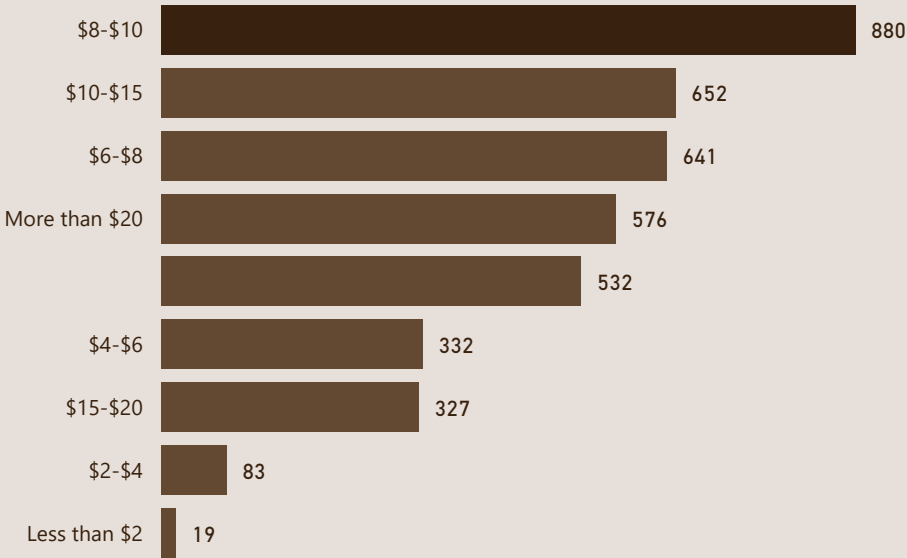
**Brewing method preference:** This indicates a preference for handcrafted, artisanal coffee experiences (**pour-over**) as well as milk-based espresso beverages (**latte**). To cater to these preferences, cafes or coffee shops could emphasize their expertise in pour-over techniques and offer a variety of latte options on their menu.

**Strength Preference:** A portion of **77% of respondents preferring somewhat strong coffee and medium strength coffee**. Offer coffee blends that strike a balance between strength and flavor, catering to the preferences for both medium and somewhat strong coffee.

**Caffeine Content Preference:** **85% of respondents prefer full caffeine**. Offer a range of caffeinated options, and perhaps also consider offering decaffeinated versions of popular blends to cater to a wider audience.

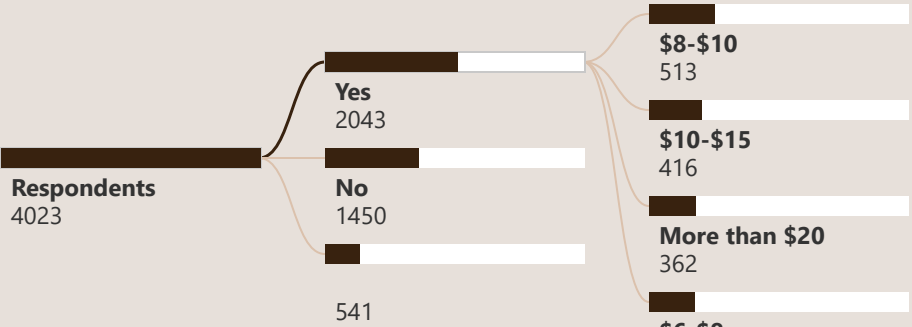
**Taste Test Result:** **Coffee D's** higher preference likely stems from a more balanced flavor profile, indicating consumers value overall balance. Despite Coffee A having slightly lower acidity than Coffee D, it received fewer preferences, suggesting factors beyond **acidity and bitterness significantly influence choice**.

What is the most you'd ever be willing to pay for a cup of coffee?



Do you feel like you're getting good value for your money when you buy coffee at a cafe?

What is the most you'd ever be willing to pay for a cup of coffee?



**Willingness to Pay:** 880 respondents are willing to pay **\$8 - \$10** for a coffee, indicating a price range that is acceptable to a significant portion of customers.

**Perceived Value:** Among 2043 respondents who believe they get good value for money at cafes, 513 agree that **\$8-\$10 is the maximum acceptable cost** for coffee.

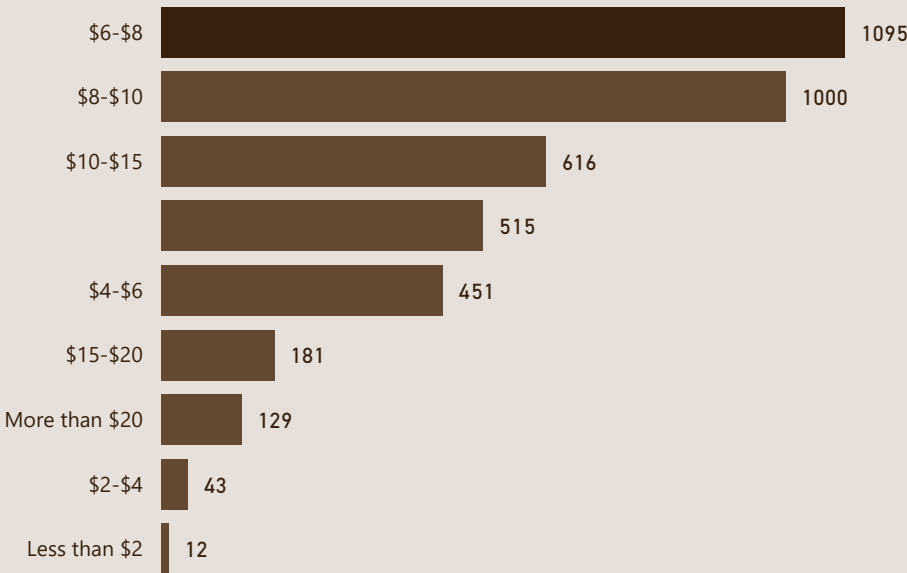
**Maximum Spend:** 1095 respondents have a maximum spend of **\$6 - \$8** for coffee, while **1000** respondents are willing to spend up to **\$8 - \$10**.

**Pricing Strategy:** Given that a substantial number of respondents are **comfortable with prices between \$8 - \$10**, it is advisable to limit the menu prices around this range to cater to the preferences of a significant portion of customers.

**Value Perception:** Focus on maintaining perceived value for money by aligning prices with customer expectations. Consider offering **premium options within the \$8 - \$10 range** to cater to those willing to spend more.

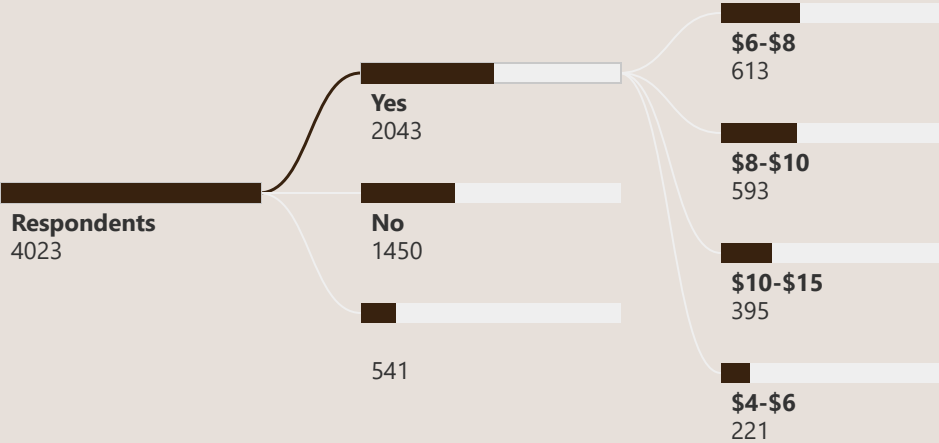
**Menu Design:** Ensure that the menu layout and descriptions effectively communicate the value proposition of each item to justify the pricing and enhance customer experience.

What is the most you've ever paid for a cup of coffee?



Do you feel like you're getting good value for your money when you buy coffee at a cafe?

What is the most you've ever paid for a cup of coffee?



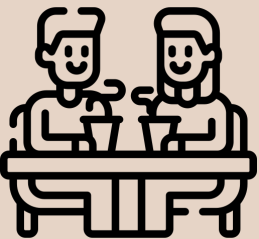
# US Coffee Market Entry Strategy

## TARGET AUDIENCE:

The target audience for coffee is primarily aged 25-44, with a moderate daily intake of 2 cups. Many are full-time employed, relying on coffee for energy. Most prefer drinking coffee at home for convenience.

Recommendation:

Focus marketing on busy professionals aged 25-44, offering tailored products like subscription models. Provide delivery options to meet the preference for home consumption.



## PRODUCT OFFERING:

Respondents prefer fruity and chocolatey flavors, artisanal brewing methods, and somewhat strong to medium strength coffee. While 85% prefer full caffeinated options, taste test results highlight a preference for overall flavor balance over acidity and bitterness.

Recommendation:

Focus on offering a range of flavorful blends, highlight expertise in pour-over and milk-based drinks. It is recommended to expand the menu to include more full-caffeinated choices to better align with customer preferences. To enhance customer satisfaction, it's recommended to strive for a balanced flavor profile by managing both bitterness and acidity in product offerings.

## PRICING STRATEGY:

Respondents are comfortable with coffee prices between \$8 - \$10. It's advisable to align menu prices within this range and offer premium options. Optimize menu design to effectively communicate value.

Recommendation:

Set menu prices mainly within \$6 - \$10, with premium options available at around \$8 - \$10. Ensure clear communication of value in menu descriptions. Regularly review customer feedback for pricing adjustments and menu enhancements.

