

Catering



Market



Table of contents

- ★ brief description of the study;
- ★ the uniqueness of the project;
- ★ solving major implementation issues;
- ★ conclusions and recommendations;



Main focuses:

We want to set up a small cafe in Moscow.

For this purpose, we've analyzed the catering market.

The study involved 15,366 catering facilities.

The data came from open sources.



Idea:

The originality of the project - the guests will be served by robot waiters!

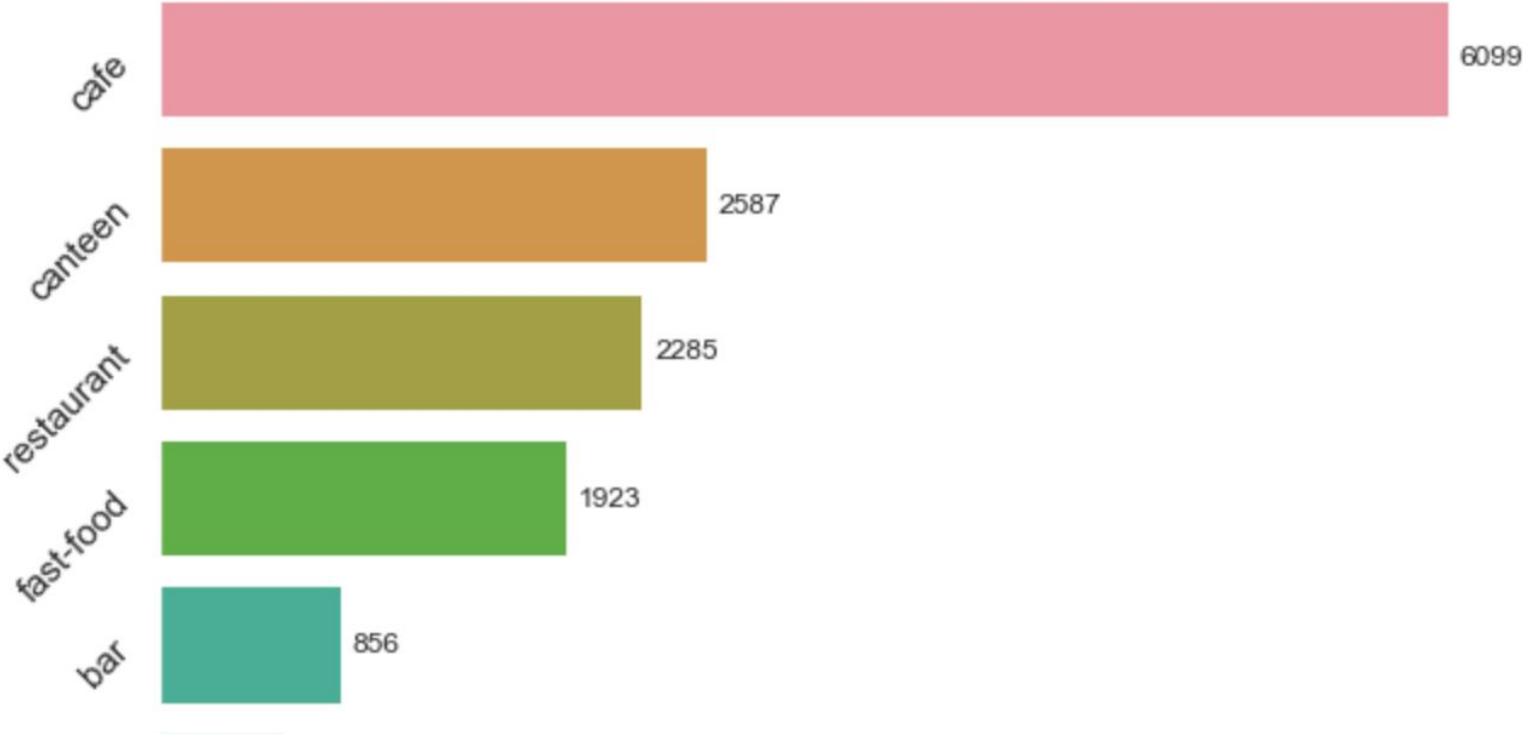
Through detailed analysis of the market situation, geographical, methodological and other recommendations have been received, which will win the popularity of visitors for a long time.

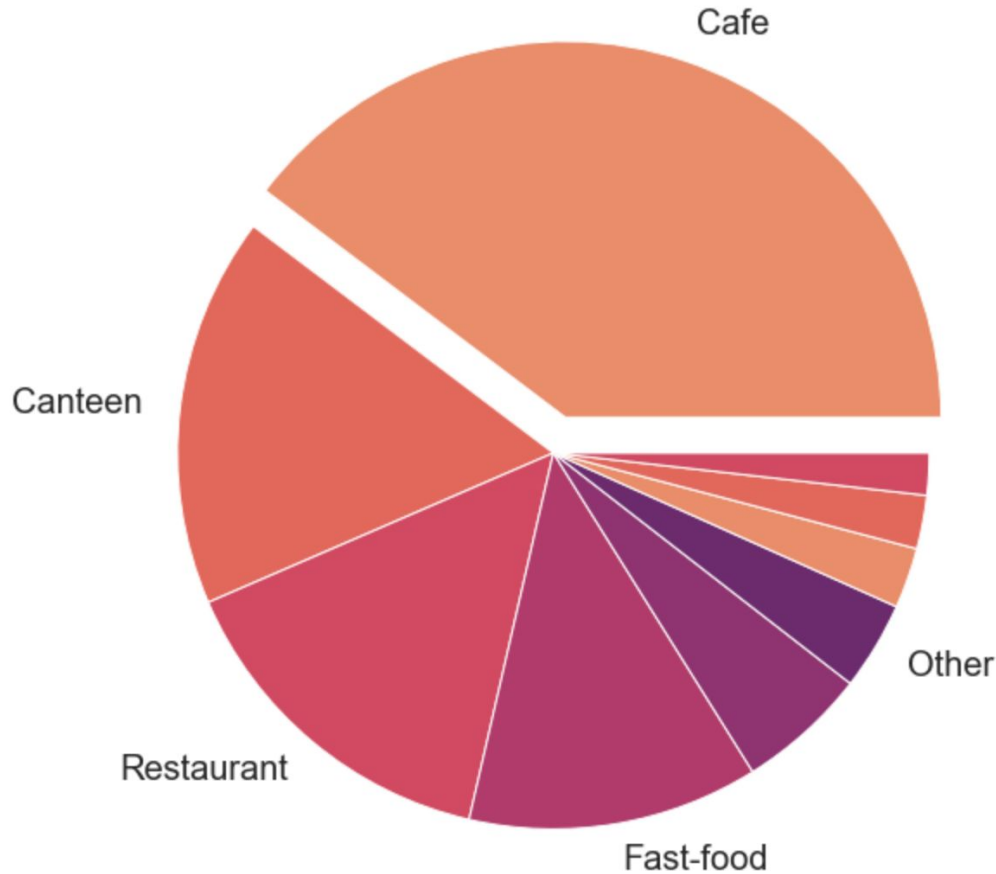


Solving major implementation issues

- ★ 9 available categories: cafe, canteen, restaurant, diner, fast food, cafeteria, buffet, bar, deli;
- ★ 2 types of catering facility: chain or «no-chain»;
- ★ the number of seats;
- ★ location options: city district, street;

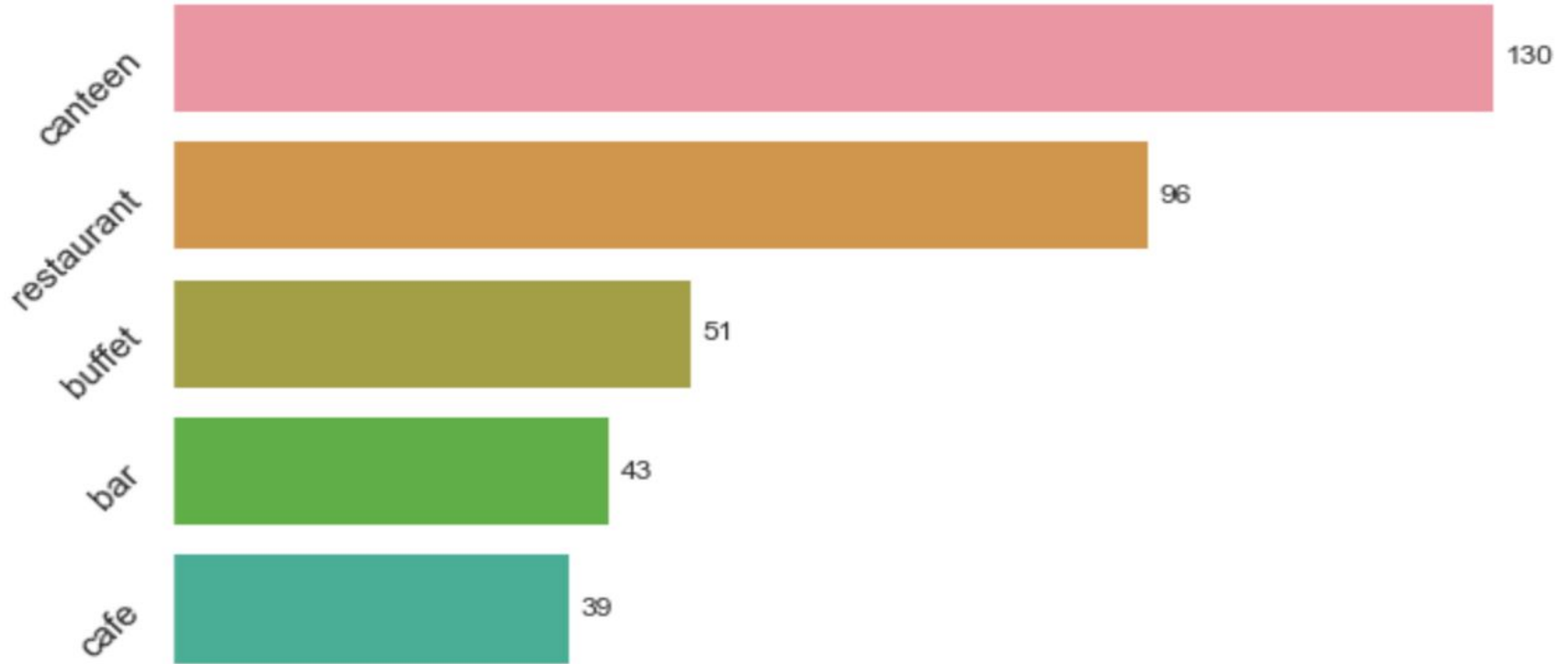
Cafe is the most common catering facility in Moscow (6099 objects)



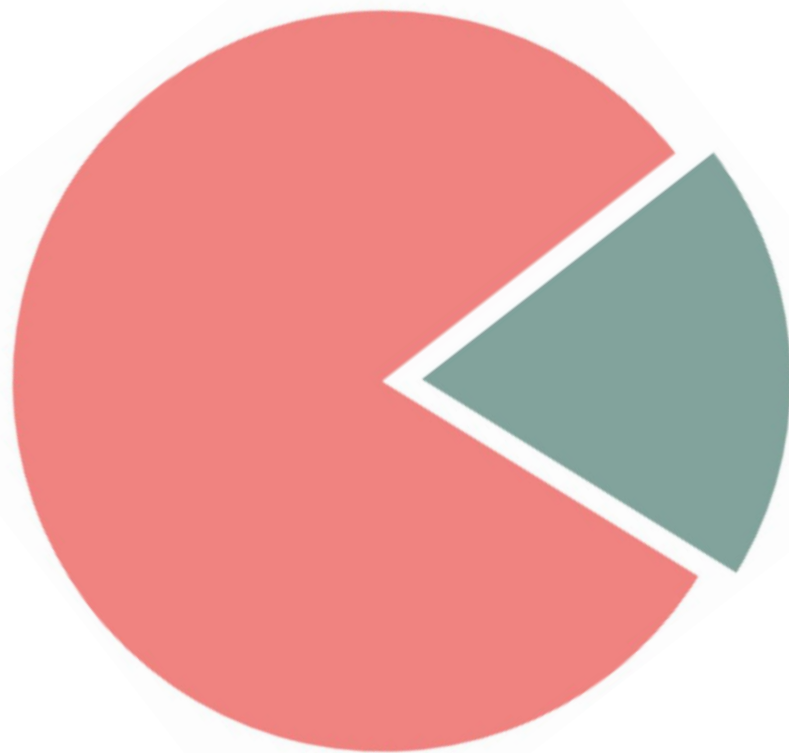


- ★ cafe accounts for almost 40% of all catering facilities;
- ★ 16.8%, 14.9% and 12.5% were taken by canteens, restaurants and fast food, respectively;
- ★ proportion of other types - no more than 16%;

Canteen is leading in the average number of seats (130 seats)

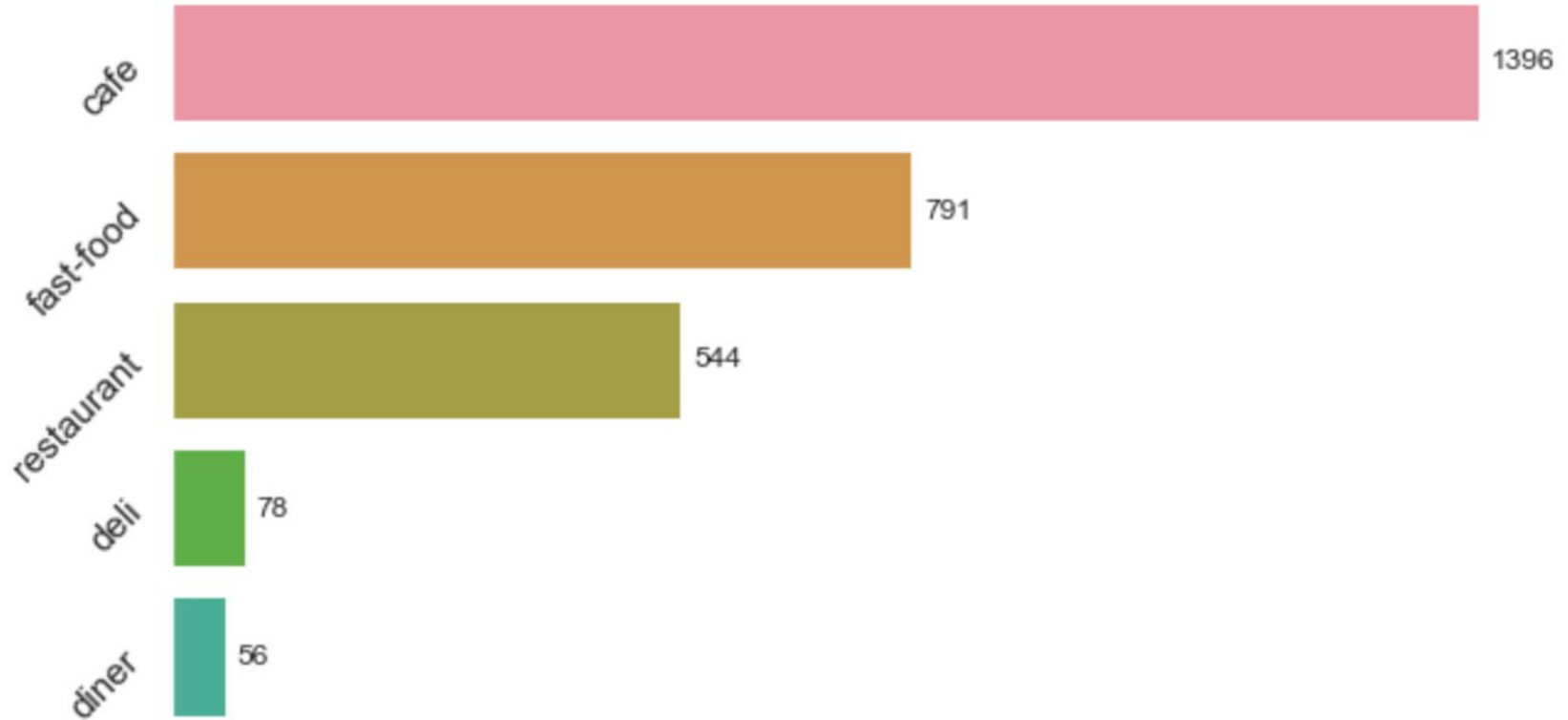


The main catering facility type is «no-chain» (12398 objects)

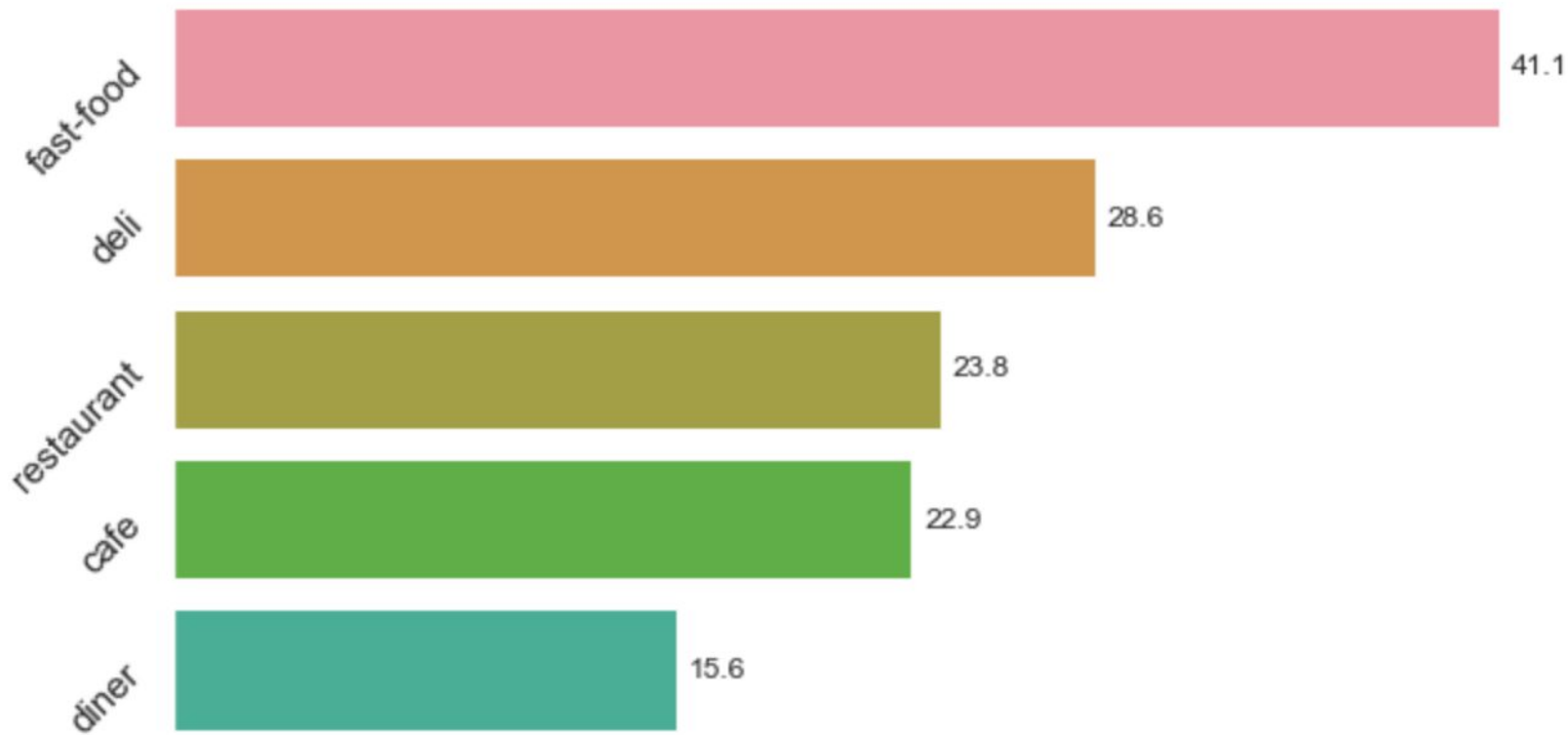


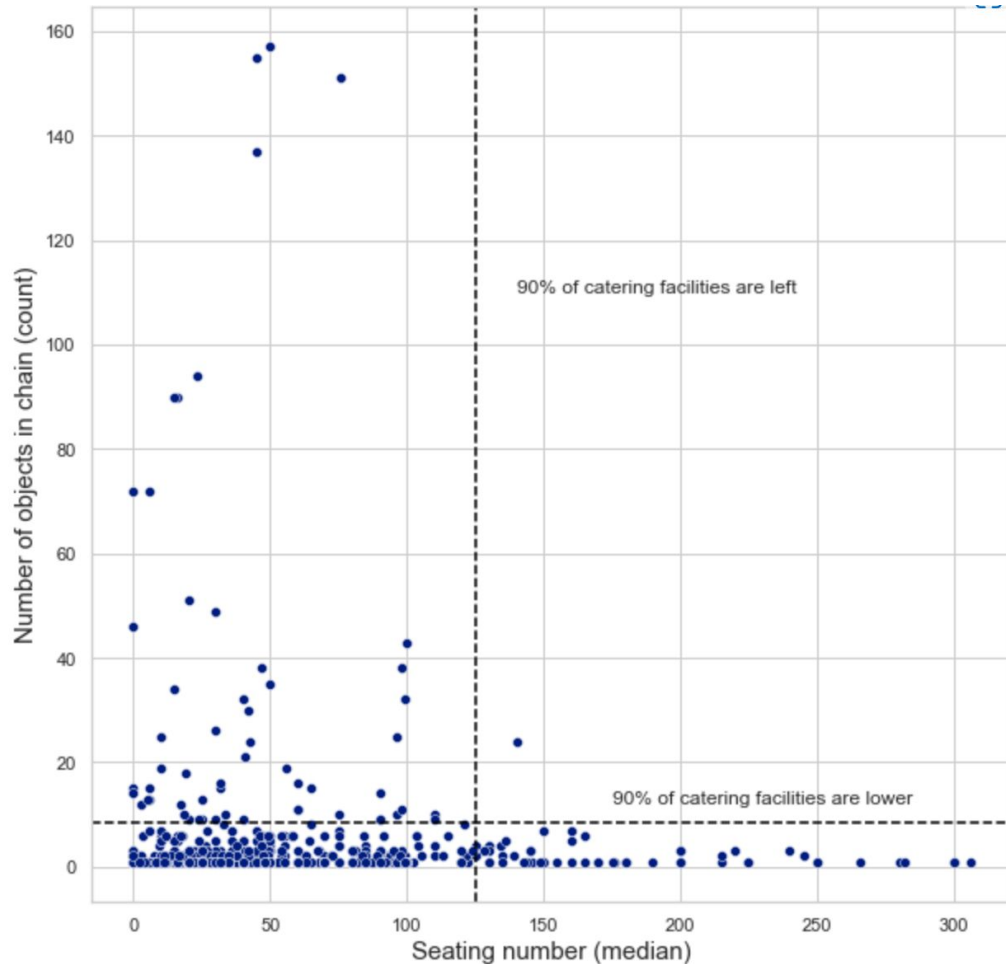
Chain ratio is 19,3%

Cafe is the most common chain catering facility (1396 objects)



Chain leader is fast-food (ratio)





- ★ 90% of catering facilities are under 130 seats;
- ★ large chains (number of objects more than 20) rarely have more than 50 seats;
- ★ 90% of chain catering facilities have less than 10 objects in the chain;

The most popular streets by the number of catering facilities



The most popular streets are the longest - they diverge radially from the downtown (exception is the Presnenskaya embankment, 4th place and 167 objects).

The most popular districts by the number of catering facilities



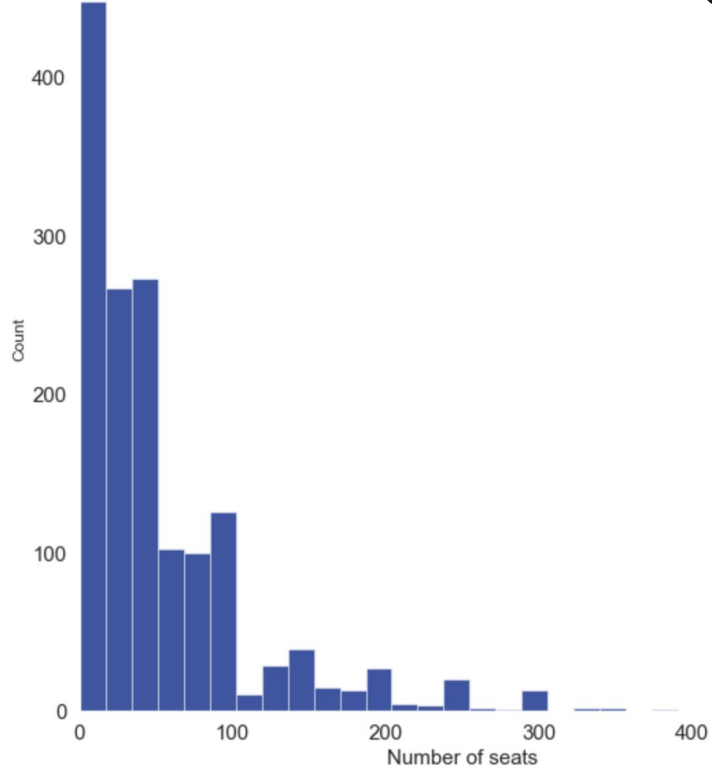
Accordingly, the most popular districts are located radially around the downtown.

Leading districts by number of streets with one catering facility

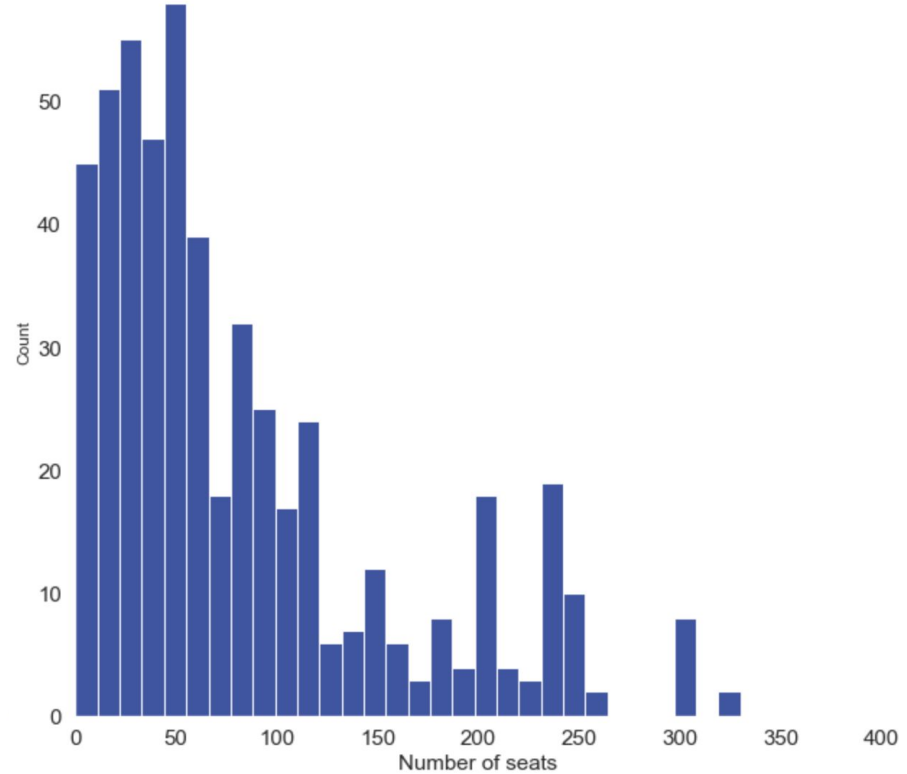


They are located in the center too (except Sokolniki district - 8th place and 15 streets). This can be explained by the location on small, short streets and alleys.

Seating number distribution



★ popular streets



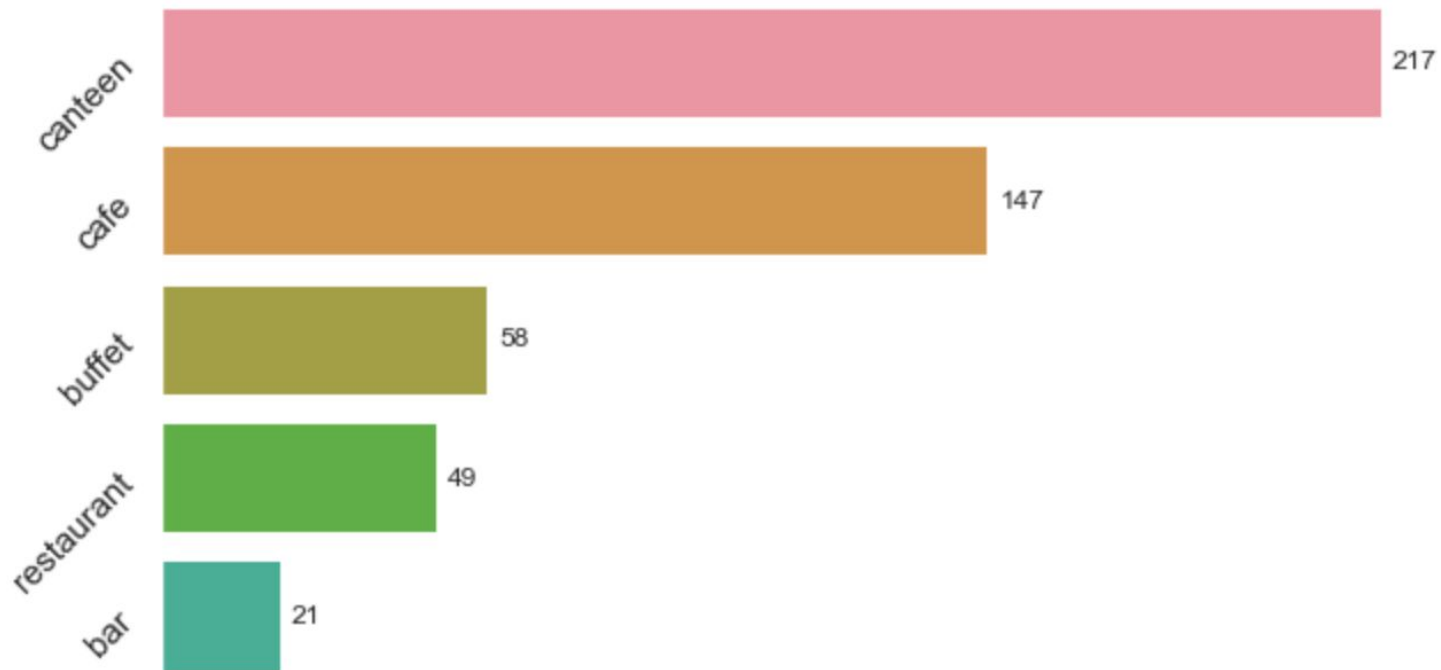
★ streets with one catering facility

Seating number distribution (conclusions)

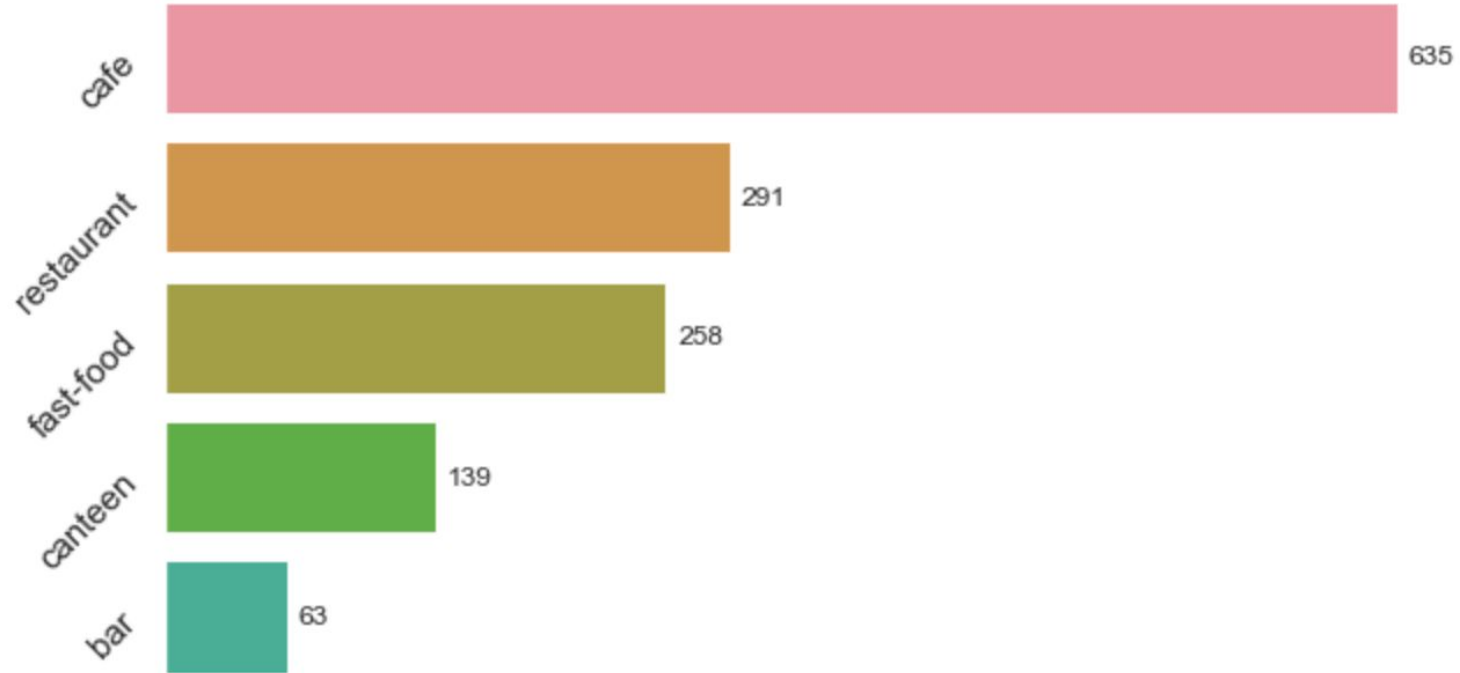


- on large avenues the average number of seats is lower than on the streets with one catering facility (58 vs.82);
- it makes sense that the facility, the only one on its street, has a lot of seats;
- a significant role in this case may play the area, and therefore the rent, which is likely to be higher on the avenues;

Distribution of catering facilities (alone on the street) by type



Distribution of catering facilities on popular streets by type



Conclusions (facility types and capacity)



- Moscow's most common catering facility is cafe (40%);
- the share of canteens, restaurants and fast food is almost equal (about 15% per type);
- share of other types - no greater than 16% overall;
- the leader in the average number of seats is canteen (130), followed by restaurant and buffet (96 and 51, respectively);

Conclusions (chain/«no-chain» facilities)



- chain catering facilities make up 19.3% of the total;
- the chain-leader is fast food (41%), followed by deli, restaurants, cafes (approx. 25-30% for each category);
- 90% of chain establishments have less than 130 seats, and the big food chains (over 20 objects) rarely have more than 50 seats;

Conclusions (chain/«no-chain» facilities)



- 90% of catering facilities have less than 10 objects in their chain;
- 57.3% of chain catering facilities have only one objects in Moscow;

Geographical conclusions



- the most popular streets are the longest - they diverge radially from the downtown (exception is the Presnenskaya embankment, 4th place and 167 objects);
- accordingly, the most popular districts are located radially around the downtown;

Geographical conclusions



- districts with the largest number of streets with one catering facility are located in the center too (except Sokolniki district - 8th place and 15 streets).
- on large avenues the average number of seats is slightly lower than on the streets with one catering facility (58 vs.82);

Recommendations



- the most appropriate type is cafe (like the most common) or bar (less popular);
- with number of seats - average for these categories (39/43);
- may become a chain facility if the project will be successful;

Recommendations



- an alternative category is a small restaurant;
- with the number of seats approximately half the average in Moscow (96);
- take into account that the menu should be more varied (resulting in increased costs);

Recommendations (geographical)



- any district within the Third Ring Road on the street that does not have food and beverage facilities;
- with number of seats can be half the average for such objects ($82 \div 2$);
- an alternative is a longer distance to the center, but location on one of the avenue;

Recommendations (geographical)



- cafe looks advantageous in both options;
- in the case of location closer to the center, the restaurant can be recommended, as a less represented type (of suitable) in this area;