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NEW BUSINESS RESEARCH

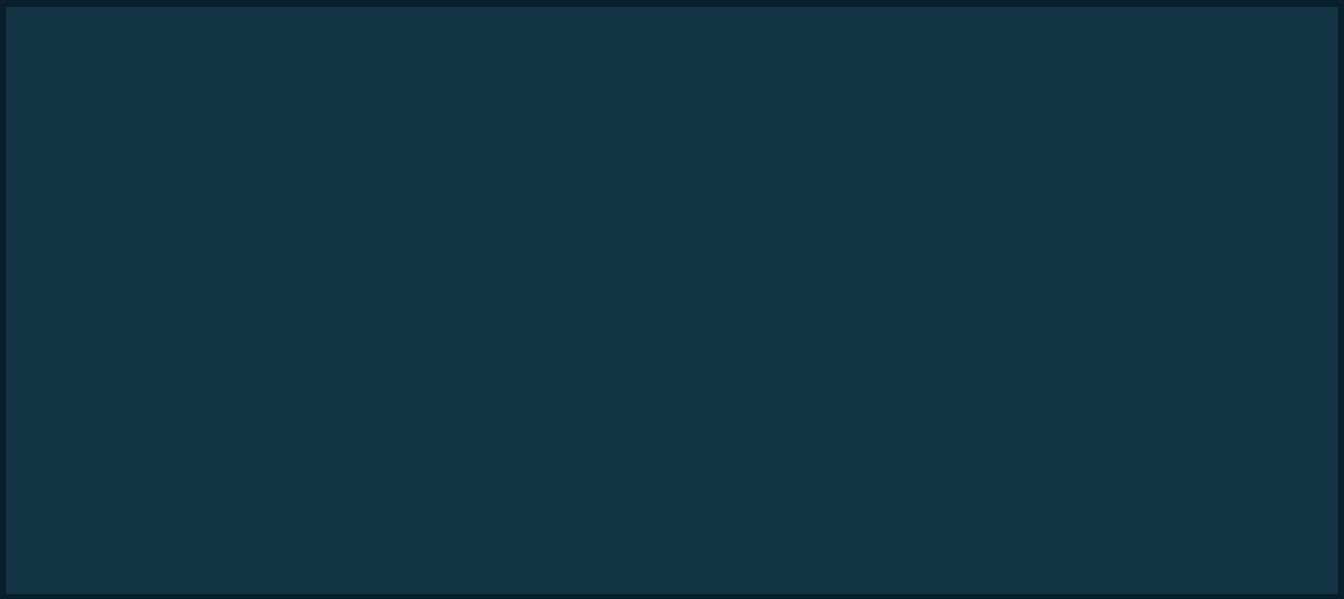
BASIC MARKET REPORT

SAMPLE REPORT

# Grove & Bean Coffee

Bengaluru, Karnataka, India · Koramangala

Search demand, seasonality, who is already on Google Maps, and a clear reading of openings and risks.



NEW BUSINESS RESEARCH · BASIC REPORT

# Grove & Bean Coffee

Market report for Bengaluru, Karnataka, India (Koramangala) · BR-SAMPLE-BASIC · 18 November 2026

## Koramangala already searches heavily for cafes - the opening is differentiation, not demand.

People in and around Koramangala look for cafes and coffee shops every month in meaningful volume. Town-named and neighbourhood-named searches both show up, with "near me" still leading the list.

Competition on Google Maps is crowded at the top: national and specialty chains hold most of the reviews. A few mid-rated, busy listings leave room to win on service, seating and coffee quality.

The useful next step is not another generic cafe listing. It is a clear angle - specialty brew, work-friendly seats, or both - backed by a complete Google Business Profile and a small ad test before you lock rent.

| MOST SEARCHED TERM | TOP TEN SEARCHES ADDED UP | SEARCH DEMAND | COMPETITION |
|---|---|---|---|
| **5,400 / month** | **17,260 / month** | **High** | **Crowded** |
| "coffee shop near me" in Bengaluru | Ten different searches; not people | 64 searches with a figure | 12 businesses on Google Maps · evidence adequate |

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## Evidence at a glance

Some figures are thin or missing; treat the analysis as directional and check the gaps listed below.

- Demand coverage: adequate.
- Competitor coverage: adequate.
- Data completeness: adequate.

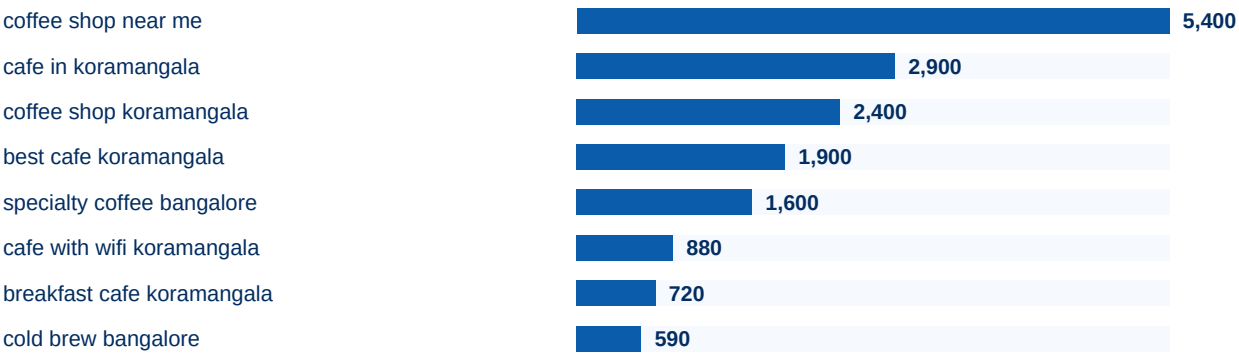
### Gaps and unavailable figures

Where a figure is missing the report says so. Unavailable is not the same as zero.

- 2 of your own phrases have no Google figure yet.

## Demand at a glance

Estimated searches a month in Bengaluru for the most searched terms.



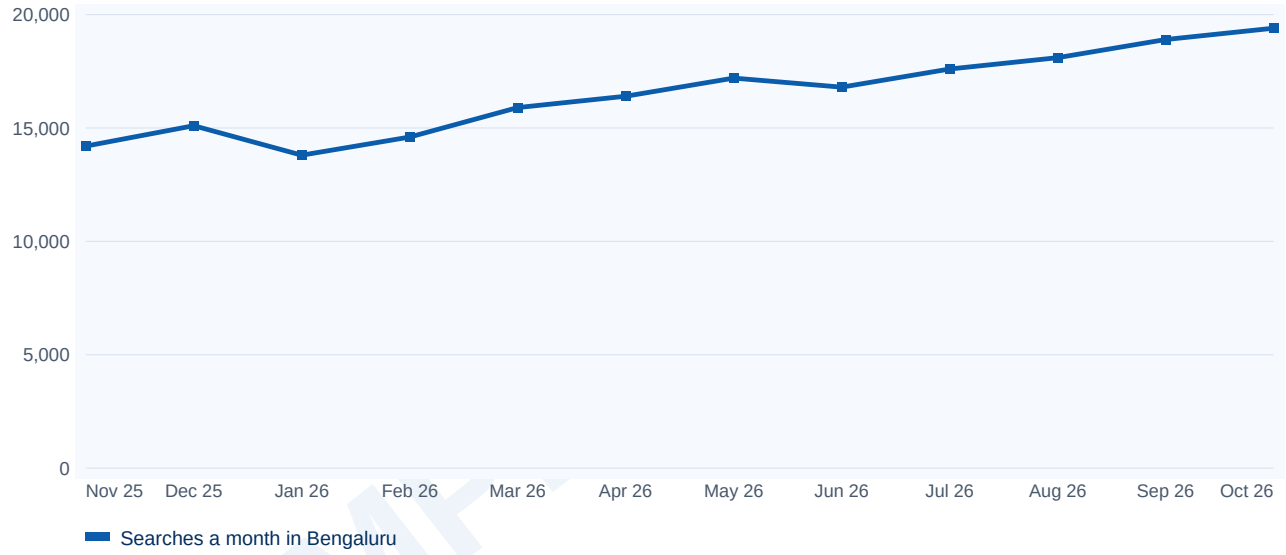



- The most searched term in this sample runs to thousands of monthly searches in Bengaluru.
- Neighbourhood phrases such as "cafe in koramangala" carry strong local intent.
- Work-cafe and cold-brew searches grew fastest over the year among terms big enough to measure.

> Search volumes are Google Ads estimates: monthly averages, rounded by Google. They count searches, not people, and one person may make several.

## Twelve months of demand

The fifty most searched terms, added up month by month.




### Seasonality

- Search interest has been fairly steady across recent months (+12% over the last two quarters).
- The busiest month in the series was October 2026.
- The quietest month in the series was January 2026.

## Rising searches

Searches that grew over the year: the last three months against the first three.

| Search | Searches a month | Growth over the year |
|---|---|---|
| work cafe koramangala | 390 | +48% |
| cold brew bangalore | 590 | +36% |
| specialty coffee bangalore | 1,600 | +28% |

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## What people search for

The keywords behind the demand, grouped by what you plan to sell. The Excel workbook lists every one, with its figures.

| Group | Keywords | Most searched in the group |
|---|---|---|
| Local cafes | 28 | cafe in koramangala, coffee shop koramangala, best cafe koramangala |
| Specialty coffee | 14 | specialty coffee bangalore, cold brew bangalore, filter coffee cafe koramangala |
| Work-friendly | 9 | cafe with wifi koramangala, work cafe koramangala |

### Phrases with no figure

Google reports no figure for these, as they were looked up: "pour over tasting koramangala", "micro roastery seating koramangala". Too few people search those exact words to be counted. It is unavailable, not a zero, and it usually means people search by the town's name instead.

## Town, neighbourhood and general demand

How the top searches break down by whether they name the town, the neighbourhood, or neither.

| Scope | Searches (top terms) | Example keywords |
|---|---|---|
| Town-named | 9,600 | coffee shop bangalore, cafe bangalore, specialty coffee bangalore |
| Neighbourhood (Koramangala) | 7,200 | cafe in koramangala, coffee shop koramangala, best cafe koramangala |
| General / other | 5,990 | coffee shop near me, cold brew bangalore |

## Competition snapshot

**LISTED ON MAPS**
**12**
Sample for the searches run

**MIDDLE RATING**
**4.0**
12 with a rating

**MIDDLE REVIEW COUNT**
**1,240**
Among listings with reviews

**TOP REVIEW SHARE**
**20%**
Most-reviewed business in this sample

### Categories Google used

| Category | Listings |
|---|---|
| Cafe | 6 |
| Coffee shop | 5 |
| South Indian restaurant | 1 |

Rating bands: 2 at 4.5+, 10 between 3.5 and 4.4, 0 below 3.5.

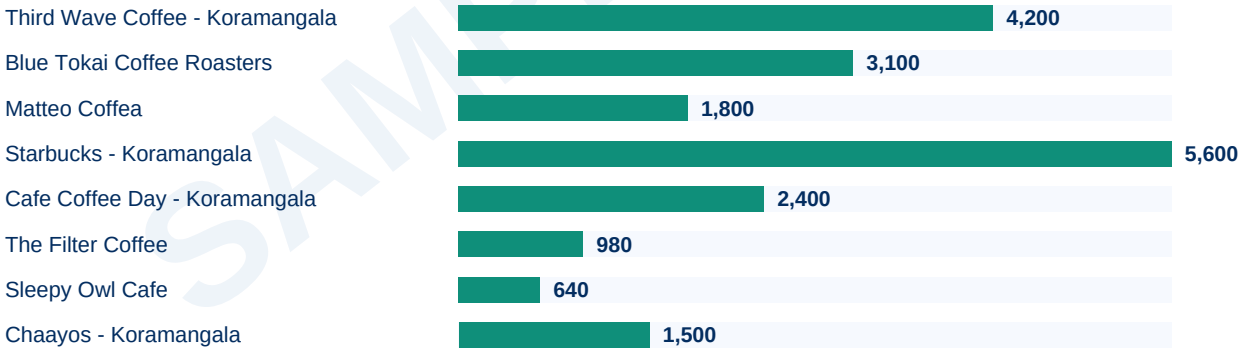
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## Who is already there

Businesses Google Maps showed for "cafe in koramangala" and "coffee shop koramangala" and "specialty coffee bangalore", most reviewed first.

| Business | Category | Rating | Reviews | Price | Open | Website / phone |
|---|---|---|---|---|---|---|
| Third Wave Coffee - Koramangala | Coffee shop | 4.4 | 4,200 | Rs.Rs. | Open | thirdwavecoffee.in · +91 80 4123 0001 |
| Blue Tokai Coffee Roasters | Coffee shop | 4.5 | 3,100 | Rs.Rs. | Open | bluetokaicoffee.com |
| Matteo Coffea | Cafe | 4.3 | 1,800 | Rs.Rs. | Open | matteocoffea.com |
| Starbucks - Koramangala | Coffee shop | 4.2 | 5,600 | Rs.Rs. Rs. | Open | starbucks.in |
| Cafe Coffee Day - Koramangala | Cafe | 3.9 | 2,400 | Rs. | Open | cafecoffeeday.com |
| The Filter Coffee | South Indian restaurant | 4.1 | 980 | Rs.Rs. | Open | |
| Sleepy Owl Cafe | Coffee shop | 4 | 640 | Rs.Rs. | Open | sleepyowl.co |
| Chaayos - Koramangala | Cafe | 4 | 1,500 | Rs.Rs. | Open | chaayos.com |
| Brew Room | Cafe | 3.7 | 420 | Rs.Rs. | Open | |
| Local Roast Collective | Coffee shop | 4.6 | 210 | Rs.Rs. Rs. | Open | |
| Corner Cup Cafe | Cafe | 3.6 | 310 | Rs.Rs. | Open | |
| Aroma House | Cafe | 3.8 | 190 | Rs.Rs. | Open | |

### Reviews on Google Maps




- A dozen-plus listings already show for cafe searches in Koramangala, with several above 4.2 stars.
- Review volume is concentrated: the best-known names hold a large share of total reviews.
- A handful of busy listings sit below 4.0 - openings if you can beat them on service and atmosphere.

### Searches for competitors by name

People who already know a business search for it by name. These searches a month in Bengaluru are demand for those businesses, so they are left out of the figures above; they show who is best known.




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### Who ranks on Google Search

| Search | Websites on the first page, in order |
|---|---|
| cafe in koramangala | zomato.com, tripadvisor.in, thirdwavecoffee.in, bluetokaicoffee.com, timeout.com |
| coffee shop koramangala | google.com, zomato.com, magicpin.in |
| specialty coffee bangalore | bluetokaicoffee.com, thirdwavecoffee.in, coffeebeans.in |

You named 3 businesses (Third Wave Coffee, Blue Tokai, Matteo Coffea). Google Maps showed Third Wave Coffee, Blue Tokai, Matteo Coffea for these searches.

## What it means for your idea

### Openings

- Position as a specialty / work-friendly cafe rather than a generic coffee chain copy.
- Claim and complete the Google Business Profile early: photos, hours, attributes and replies.
- Publish pages for Koramangala + specialty coffee and work cafe before you open.

### Risks

- Rent and fit-out in Koramangala are high; demand alone does not guarantee footfall.
- Chains already own Map-pack visibility on the main buying searches.
- Weekend peaks may hide quieter weekday mornings unless you design for remote workers.

### What to do next

- Walk the three busiest competitor blocks at lunch and at 7pm; note queue length and empty seats.
- Get two rent quotes within 400m of a high-footfall corner before you fix the budget.
- Run a two-week search ad on "cafe in koramangala" style terms to test click-through and landing interest.

## What a click costs

Advertisers on Google pay between $0.11 and $0.24 a click for these searches in Bengaluru, about $0.17 in the middle. Cost per click is in US dollars, as the data reports it; real bids vary with the auction.




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## Method and limits

- Search figures: Google Ads data for Bengaluru, Karnataka, India, retrieved 2026-11-17, with DataForSEO's search database for India-wide context. The workbook keeps the two in separate columns.
- Competitors: what Google Maps and Google Search showed for the searches named above on that day.
- Evidence gates: demand and competitor coverage are scored by fixed rules. An opportunity score appears only on Premium when those gates pass; thin samples never invent a score.
- Listing enrichment and review themes are included on the Premium report.
- Analysis: written by MyFloww's AI (Claude, by Anthropic) from the figures in this report only. Every sentence that carried a number not in the data was removed before it reached you.
- Search volumes are estimates from Google Ads data, rounded and averaged by Google. They count searches, not people, and not every customer searches before buying.
- Competitors are the businesses Google showed for these searches on the day the report ran. It is not a list of every business in the area.
- An opportunity reading is a relative score from the figures in the report. It is suppressed when coverage is too thin, and it is not a forecast of customers or profit.
- The financial plan is an estimate worked out from the assumptions it lists, some yours and some typical figures. It is not a forecast, a valuation, or financial, tax or legal advice.
- No report can promise customers, income or profit, and this one doesn't. Check the assumptions against real quotes before you commit money.
- It is a snapshot taken on the day the report runs. It is not refreshed afterwards.

Questions: info@myfloww.in, quoting BR-SAMPLE-BASIC.

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