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NEW BUSINESS RESEARCH

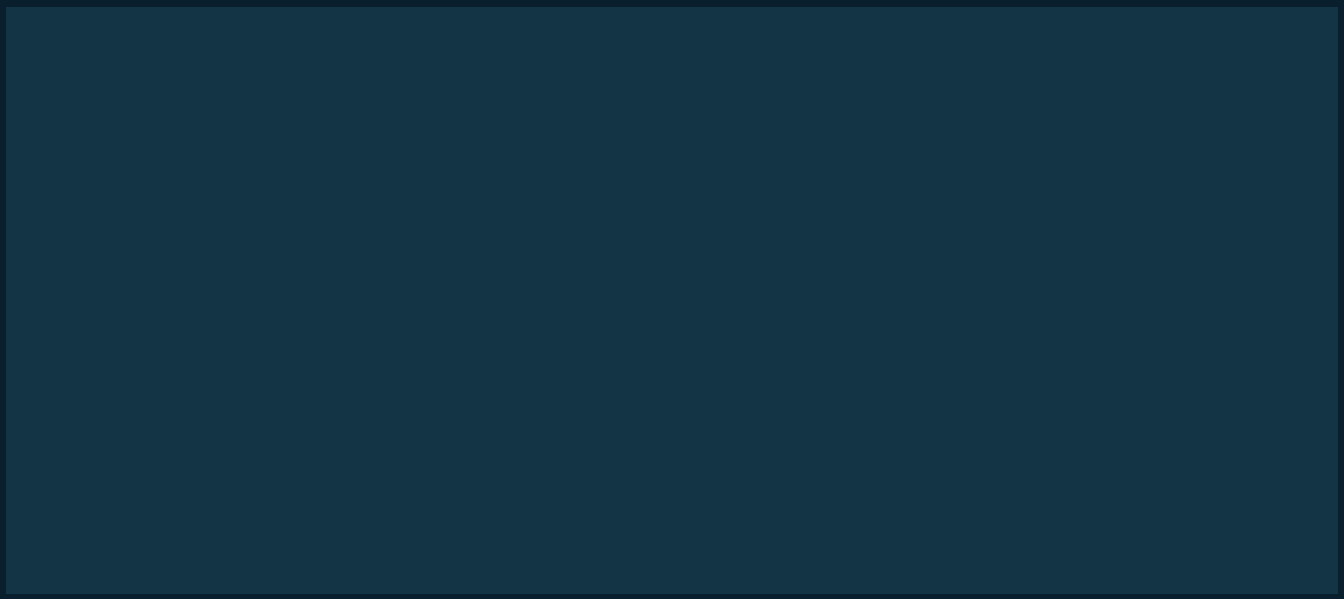
PREMIUM MARKET REPORT

SAMPLE REPORT

Grove & Bean Coffee

Bengaluru, Karnataka, India · Koramangala

Demand, competition, review themes, how to win locally and a suggested ad test - built so you can decide with evidence.



BR-SAMPLE-PREMIUM · Retrieved 2026-11-17 · Generated 18 November 2026

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NEW BUSINESS RESEARCH · PREMIUM REPORT

Grove & Bean Coffee

Market report for Bengaluru, Karnataka, India (Koramangala) · BR-SAMPLE-PREMIUM · 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	OPPORTUNITY READING
5,400 / month	**17,260 / month**	**High**	**74/100**
"coffee shop near me" in Bengaluru	Ten different searches; not people	64 searches with a figure	Mixed - worth a careful test

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Evidence and opportunity

Opportunity score 74/100 from the figures in this report only. It is a relative reading of demand, trend and competition space - not a forecast of customers or profit.

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

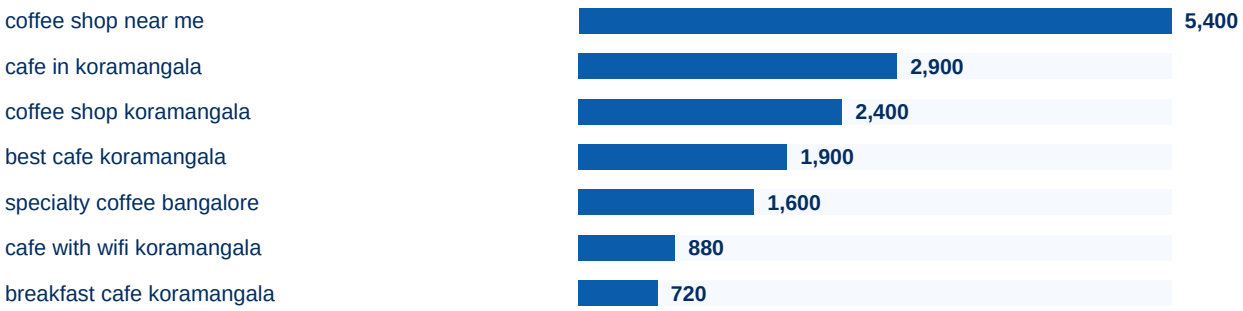
Gaps and unavailable figures

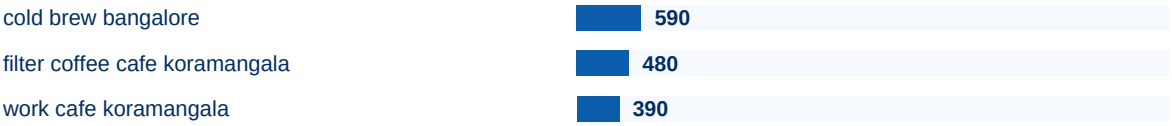
Where a figure is missing the report says so. Unavailable is not the same as zero.

- 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.



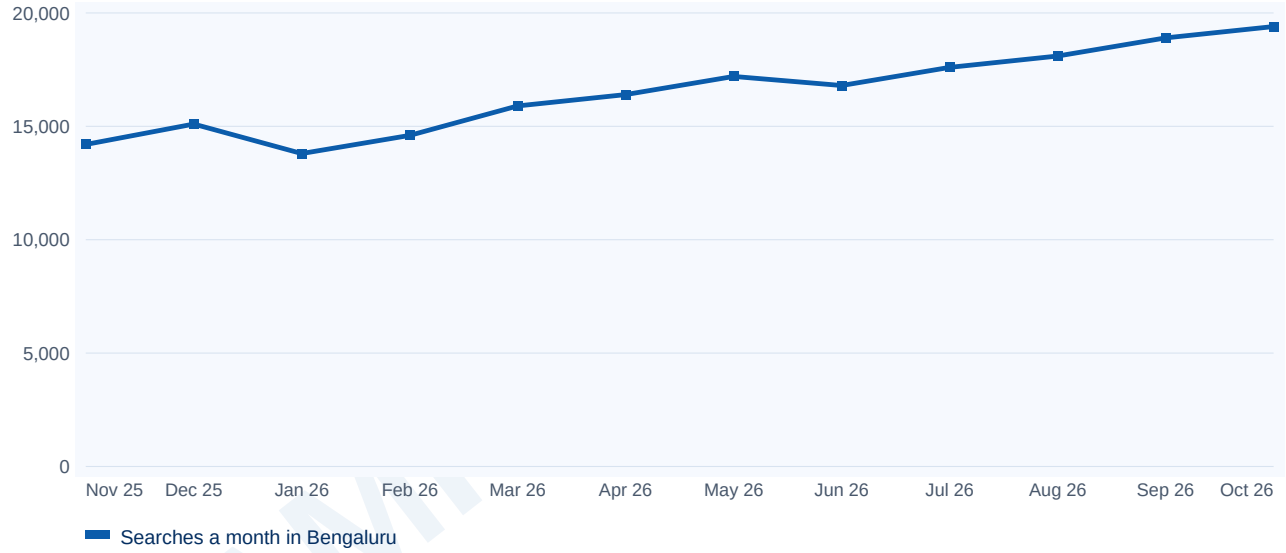


- The most searched term in this sample runs to thousands of monthly searches in Bengaluru.
- Neighbourhood phrases such as "cafe in koramangala" carry strong local intent.
- Work-cafe and cold-brew searches grew fastest over the year among terms big enough to measure.

> 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%

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
14
Sample for the searches run

MIDDLE RATING
4.0
14 with a rating

MIDDLE REVIEW COUNT
810
Among listings with reviews

TOP REVIEW SHARE
19%
Most-reviewed business in this sample

Categories Google used

Category	Listings
Cafe	6
Coffee shop	6
Coworking cafe	1
South Indian restaurant	1

Rating bands: 3 at 4.5+, 11 between 3.5 and 4.4, 0 below 3.5.

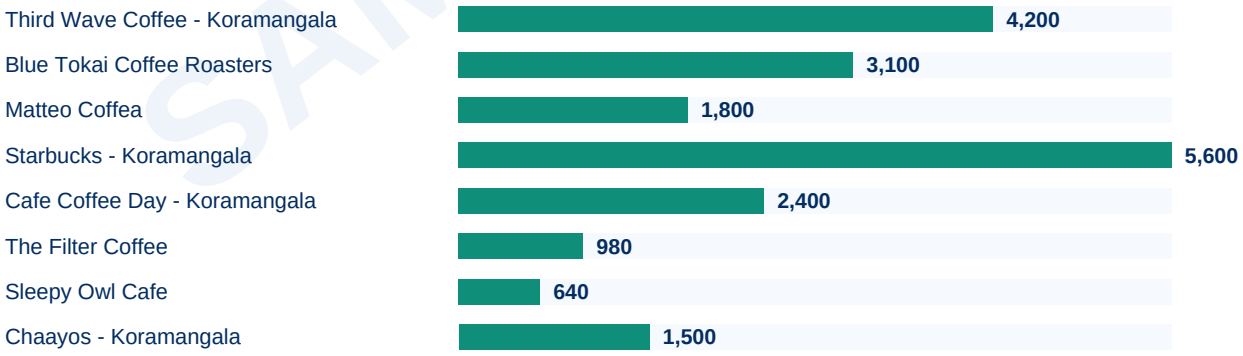
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Who is already there

Businesses Google Maps showed for "cafe in koramangala" and "coffee shop koramangala" and "specialty coffee bangalore" and "work cafe koramangala" and "best cafe koramangala", 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	
Roastery Lane	Coffee shop	4.7	160	Rs.Rs. Rs.	Open	
Laptop Cafe Hub	Coworking cafe	3.5	520	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.

Review gaps (Premium)

Listings with enough reviews to matter, but a rating below 4.0 - places where a stronger offer could win unhappy customers.

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Business	Rating	Reviews
Cafe Coffee Day - Koramangala	3.9	2,400
Brew Room	3.7	420
Corner Cup Cafe	3.6	310
Aroma House	3.8	190
Laptop Cafe Hub	3.5	520

What reviewers talk about (Premium)

Themes from Google's listing topics across 7 enriched competitor profiles.

- Reviewers most often mention "coffee quality" (280 mentions across 5 listings); "service" (190 mentions across 5 listings); "wifi" (140 mentions across 5 listings); "seating" (110 mentions across 5 listings); "noise" (70 mentions across 5 listings).

Most-mentioned topics

Topic	Mentions	Listings
coffee quality	280	5
service	190	5
wifi	140	5
seating	110	5
noise	70	5
parking	55	5
wifi speed	48	1
crowded	40	1
power outlets	35	1
single origin	28	1

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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.



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

Map pack on Google Search (Premium)

Businesses Google already features in the local pack for your main buying searches.

Search	Business	Rating	Reviews
cafe in koramangala	Third Wave Coffee - Koramangala	4.4	4,200
cafe in koramangala	Blue Tokai Coffee Roasters	4.5	3,100
cafe in koramangala	Starbucks - Koramangala	4.2	5,600
coffee shop koramangala	Matteo Coffea	4.3	1,800
coffee shop koramangala	Local Roast Collective	4.6	210
coffee shop koramangala	Sleepy Owl Cafe	4	640

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.

How to win locally (Premium)

Angles

- Compete on service quality against Cafe Coffee Day - Koramangala (3.9? from 2,400 reviews).
- Compete on service quality against Brew Room (3.7? from 420 reviews).
- Compete on service quality against Corner Cup Cafe (3.6? from 310 reviews).
- Publish for "work cafe koramangala" - searches grew 48% over the year.
- Publish for "cold brew bangalore" - searches grew 36% over the year.
- Publish for "specialty coffee bangalore" - searches grew 28% over the year.

Google Business Profile

- Claim and complete a Google Business Profile for Grove & Bean Coffee as soon as the address is fixed.
- Use the primary category customers would search for, and add secondary categories that match what you sell.
- Ask every happy customer for a review in the first fortnight - early reviews set your rating trajectory.
- Add weekly photos of the premises, work and prices; listings with more photos tend to earn more taps.
- The busiest competitors already show many photos - match that standard before you expect Maps to favour you.

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Content and pages to publish first

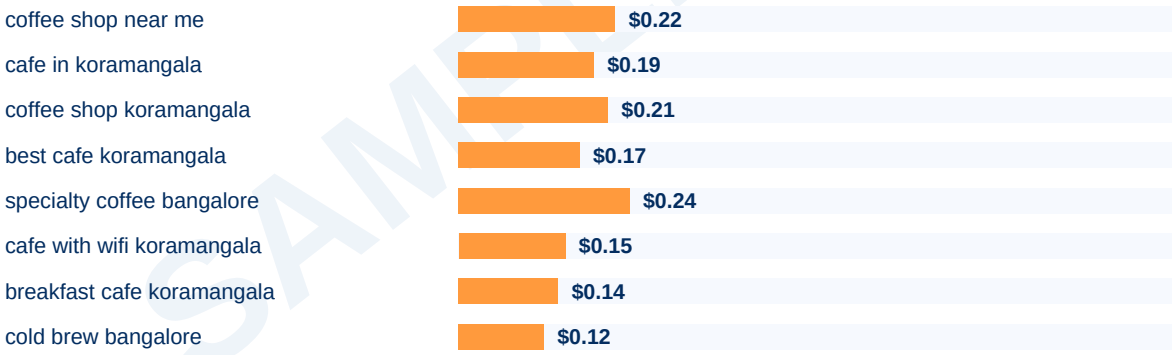
- A page or post targeting "coffee shop near me" (~5,400 searches/month in Bengaluru).
- A page or post targeting "cafe in koramangala" (~2,900 searches/month in Bengaluru).
- A page or post targeting "coffee shop koramangala" (~2,400 searches/month in Bengaluru).
- A page or post targeting "best cafe koramangala" (~1,900 searches/month in Bengaluru).
- A clear offer page for "specialty coffee" with price range, hours and a WhatsApp or call button.
- A clear offer page for "espresso drinks" with price range, hours and a WhatsApp or call button.

Field checks to run next (Premium)

- Visit the three most-reviewed competitors as a customer and note prices, wait times and what reviewers complain about.
- Claim a Google Business Profile for Grove & Bean Coffee as soon as the address is fixed: Maps is where these searches end.
- Ask ten people in the area how they currently find this kind of business, and what they would pay.
- Run a small geo-targeted search ad for two weeks on the top three keywords and track cost per enquiry - paid intent beats a survey.
- Get at least three broker or landlord quotes for rent before trusting any financial plan figure for premises.
- Offer a pre-order, deposit or waitlist link and count real commitments, not just stated 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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Suggested 14-day ad test (Premium)

About 80 clicks over 14 days at roughly $0.17 each is about $14 in media (before tax). Treat it as a demand test, not a launch campaign.

Keyword to test	Searches/mo	CPC
coffee shop near me	5,400	$0.22
cafe in koramangala	2,900	$0.19
coffee shop koramangala	2,400	$0.21
best cafe koramangala	1,900	$0.17
specialty coffee bangalore	1,600	$0.24

What to measure

- Enquiries (calls, WhatsApp, forms) - not clicks alone
- Cost per enquiry
- Which of the test keywords produced a real conversation

> Budget sketch: about 80 clicks ? $14 media over 14 days. Confirm in Google Ads before you spend.

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 (deeper Premium scan) 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.
- Premium listing enrichment: Google My Business Info (via DataForSEO) for the most-reviewed competitors - review topics, attributes and photo counts where Google publishes them.
- 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-PREMIUM.

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