Segmentation & Need State Study

FOR A MAJOR NATIONAL COFFEE CHAIN

Quantitative research across the brand's operating markets combined psychographic segmentation, emotional drivers, and competitive benchmarking to inform positioning and growth priorities.

01 **Distinct audiences for retention and growth**
Identified the core customer and a priority growth segment, clarifying who to reach and how messaging should differ.

02 **Emotional needs behind the occasion**
Connected desired feelings with practical expectations to give positioning a foundation beyond demographics.

03 **Current appeal versus broader demand**
Revealed a gap between needs distinctive to existing customers and those most sought across the category.

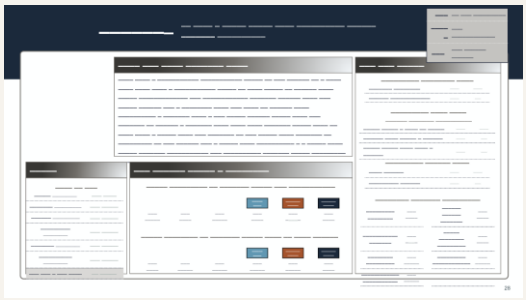
04 **Why preference did not become a visit**
Identified barriers to more frequent use and opportunities to strengthen everyday engagement.

05 **Competitive priorities for action**
Separated relative strengths from performance gaps and informed positioning territories for further testing.

REPORT EXCERPTS



Segmentation overview



Need-state profile



Competitive benchmarking

RENEGAR CONSULTING

Client identity and proprietary content removed