

Local Level Insights Can Finally Settle the Dunkin' Donuts vs. Starbucks Debate

In New York City, with over 200 stores, Starbucks is often the nearest coffee shop and therefore the most convenient to grab one from. But, is every coffee selection correlated directly to convenience? Or are there other factors in play?

To get to the bottom of the Starbucks versus Dunkin' Donuts debate, we used Ubimo's Polaris, our location intelligence platform, to analyze how and when people were going to both establishments to determine the ultimate coffee winner. We selected Syracuse as our litmus test, a location that contains both metropolitan and suburban pockets.

Are More Stores The Key To Coffee Success?



Not necessarily!

In Syracuse, Dunkin' Donuts has nearly 3x more stores and is much more widespread than Starbucks.



However...

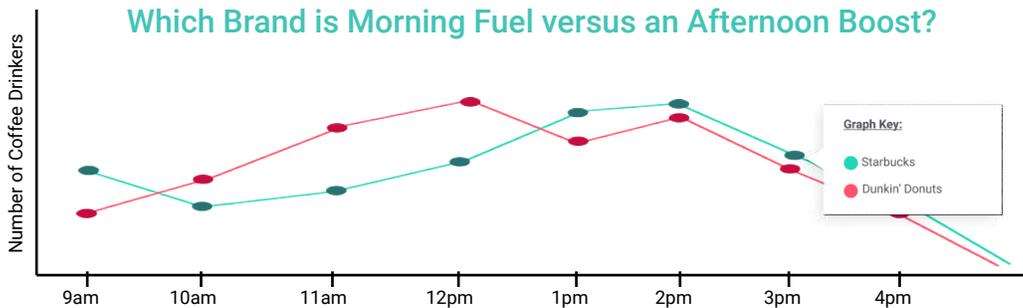
However, despite fewer locations, Starbucks only sees 30% fewer visitors than Dunkin' Donuts.



Winner:

Based on visits per location, Starbucks is 3x more effective than Dunkin' Donuts, but in terms of sheer number of visits, Dunkin' Donuts is the winner. Drilling further into visits per location could reveal which Dunkin' Donuts stores are the least efficient, and perhaps unnecessary for the brand's continued success.

Which Brand is Morning Fuel versus an Afternoon Boost?



So which brand is the ultimate coffee champion?

Local Level Insights Determine the Best Coffee Brand

Both brands implement opposite location strategies: Dunkin' Donuts has more stores in more locations, while Starbucks has fewer stores in more centralized areas. Dunkin' Donuts clearly excels in rural areas, whereas Starbucks wins big in metro areas maintaining its premium brand status. This means that the ultimate coffee brand winner is dependent on where you live in the US. This rural versus city coffee drinking behavior holds true in nearly every circumstance, except of course, in Boston!