



Veduta

Local Growth Intelligence

SAMPLE REPORT

LOCAL MARKET OPPORTUNITY REPORT

Where HealthyBite should grow next.

A market, competitor, and go-to-market study for a health-forward cafe expanding across the Austin, Texas trade area.

PREPARED FOR

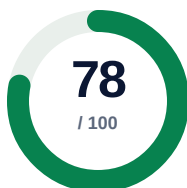
HealthyBite Cafe

MARKET

Austin, TX (Metro)

DATE

May 12, 2025



Overall Market Opportunity Score

Strong. Demand for health-forward dining is outpacing visible local supply in three priority neighborhoods. Detailed scoring on page 4.

01 — EXECUTIVE SUMMARY

The opportunity at a glance

HealthyBite operates in a category that is growing faster than its local competitive supply. The clearest path to growth is concentrating spend on three under-served, high-intent neighborhoods rather than spreading evenly across the metro.

<p>OPPORTUNITY SCORE</p> <p>78_{/100}</p> <p>Strong opportunity</p>	<p>SERVICEABLE MARKET</p> <p>\$58M</p> <p>Annual, trade area</p>	<p>CATEGORY GROWTH</p> <p>+14%</p> <p>YoY, local demand</p>	<p>TOP PRIORITY AREA</p> <p>78704</p> <p>South Congress</p>
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KEY FINDINGS

- 1 Demand is outrunning supply in South & East Austin**

Search demand for "healthy lunch / bowls near me" rose 14% YoY while visible competitors grew only 4% — a widening gap in 78704, 78702, and 78723.
- 2 The category is premium-tolerant**

Average ticket among comparable concepts is \$13.50, and the highest-rated players sit at the top of the price band — quality, not price, drives choice.
- 3 One segment is under-served**

"Health-optimizing professionals" (34% of demand) want speed + macros transparency; few local players serve fast, data-forward ordering.
- 4 Reputation is the moat**

Local sentiment is 81% positive and rating is the strongest predictor of share — review velocity should be a core growth lever.

HEADLINE RECOMMENDATION

Concentrate, don't spread.

Focus the next 90 days of growth spend on **78704** and **78702**, lead with a fast "macros-transparent" lunch offer, and treat review velocity as a paid-priority channel. Hold the metro-wide budget until these two areas prove out.

WHAT THIS CHANGES

- ✓ Projected **22–34%** more qualified reach per ad dollar vs. even metro spend.
- ✓ A defensible position in 2 neighborhoods before larger chains expand.
- ✓ A repeatable playbook to roll out to 78723 and 78745 in Q3.

02 — MARKET OVERVIEW

Size, growth & demand signals

The health-forward food & beverage category in the Austin metro is large, growing, and still fragmented — favorable conditions for a focused independent operator.

TAM — AUSTIN METRO F&B

\$4.9B

All food & beverage, annual

SAM — HEALTH-FORWARD, TRADE AREA

\$58M

Reachable by HealthyBite

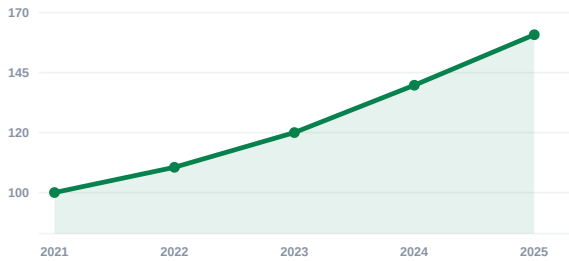
SOM — REALISTIC 24-MO CAPTURE

\$1.6M

~2.8% of SAM

Local health-forward demand, 5-year trend

Indexed monthly search + delivery demand, trade area (2021 = 100)



Local demand is up **+58%** over five years and accelerating — well ahead of new competitor openings.

DEMAND SIGNALS (LAST 12 MONTHS)

"Healthy lunch near me"	+19%
"Protein bowls / macros"	+27%
"Smoothie & juice"	+8%
"Meal prep near me"	+31%
Visible competitor count	+4%

WHY IT MATTERS

Demand intent (+19% to +31%) is rising several times faster than supply (+4%). That gap is the opportunity — and it is concentrated, not metro-wide. The next section scores exactly where it sits.

CATEGORY DYNAMICS

Tailwinds

Post-pandemic health spending, GLP-1-driven protein/portion focus, and strong Austin in-migration of higher-income households.

Headwinds

Food-cost inflation, rising commercial rents in central corridors, and delivery-fee compression on margins.

Structural shift

Discovery has moved from signage to "near me" search, maps, and short-form video — local digital presence now decides foot traffic.

03 — LOCAL MARKET & TARGET-AREA OPPORTUNITY

Where to grow first

Each candidate area is scored on the Veduta model — target households, search demand, competition gap, new movers, income fit, and household stability — then ranked for growth priority.

AREA	NEIGHBORHOOD	TARGET HH	SEARCH / MO	COMPETITORS	SEARCHES / COMP.	SCORE	PRIORITY
78704	South Congress	14,200	2,310	9	257	82	Lead
78702	East Austin	11,650	1,940	7	277	79	Lead
78723	Mueller	9,400	1,510	6	252	74	Phase 2
78745	South Austin	16,800	1,720	12	143	71	Phase 2
78741	Riverside	12,100	1,180	8	148	66	Watch
78701	Downtown	6,300	2,050	18	114	61	Watch

Target HH = households matching HealthyBite's audience profile. Score = weighted Veduta opportunity index (0–100). Higher "searches per competitor" indicates an under-served, high-intent area.

Opportunity score by area

Veduta weighted index, top 6 candidate areas



WHAT DRIVES THE TOP PICK (78704)



South Congress wins on the **competition gap** — strong, high-income demand with relatively few high-quality health-forward options. It is the highest-leverage place to spend first.

04 — COMPETITIVE LANDSCAPE

Who you're up against

Six concepts compete for the same health-forward customer in the priority areas. Rating — not price — is the strongest predictor of share, and the premium end of the market is the most crowded with quality.

COMPETITOR	POSITIONING	AVG. TICKET	RATING	REVIEWS	EST. LOCAL SHARE
Verdant Bowl Co.	Premium macro bowls	\$15.20	4.7	1,840	19%
Sunpod Kitchen	Fast-casual healthy	\$12.80	4.4	1,120	16%
Greenhouse Eatery	Organic / vegan	\$14.10	4.5	980	13%
HealthyBite Cafe	Balanced, transparent macros	\$13.50	4.6	610	11%
Daily Greens	Salads & juice	\$11.90	4.2	740	9%
FuelStop Express	Grab-and-go protein	\$10.50	4.0	430	7%



REVIEW-MINING: WHAT WINS & WHAT HURTS

Praised speed at lunch, macro labeling, friendly staff, consistent quality

Complaints small portions, slow online ordering, limited parking, premium pricing without clarity

HealthyBite's 4.6 rating is competitive, but its **610 reviews** trail leaders 3:1 — closing that gap is the fastest share lever.

THE OPEN LANE

No competitor owns **"fast + transparent macros at a fair price."**
Verdant owns premium; FuelStop owns cheap-and-quick.
HealthyBite can credibly own the high-value middle.

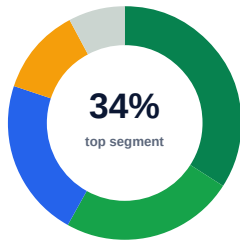
05 — CONSUMER INSIGHTS

Who buys, and why

Demand splits into five segments. One — health-optimizing professionals — is both the largest and the least well-served by current local options.

Demand by audience segment

Share of in-market health-forward customers, trade area



- 34% Health-optimizing professionals
- 24% Active families
- 22% Students & early career
- 12% Wellness-focused seniors
- 8% Convenience lunchers

PRIMARY TARGET — HEALTH-OPTIMIZING PROFESSIONALS

Age	28–44
Median HH income	\$96,000
Visit driver	Speed + macros
Avg. spend	\$14–17
Discovery channel	Maps + IG
Repeat behavior	2.3x / week

Highest lifetime value and most under-served. They convert on **convenience and trust signals** (macros, reviews, fast pickup) — not discounts.

BUYING TRIGGERS

- ✓ Fast weekday lunch
- ✓ Visible nutrition info
- ✓ Strong recent reviews

UNMET NEEDS

- ✓ Sub-5-min pickup
- ✓ High-protein options
- ✓ Reliable portion size

SENTIMENT

81%

positive across local reviews & social

Neutral 13% · Negative 6%. Negatives cluster on wait time and portions.

06 — SWOT ANALYSIS

Strengths, weaknesses, opportunities, threats

A balanced read of HealthyBite's internal position and external conditions, framed for action.

S Strengths

- Competitive 4.6 rating and a clear, trusted "balanced macros" identity
- Fair price point (\$13.50) sitting in the high-value middle of the market
- Existing footprint in a high-opportunity corridor (South/East Austin)
- Menu already aligned to the fastest-growing demand (protein, meal-prep)

W Weaknesses

- Review volume (610) trails category leaders roughly 3 to 1
- Online ordering flagged as slow — friction for the speed-driven segment
- Lower brand awareness vs. Verdant and Sunpod
- Portion-size complaints risk repeat-visit rates

O Opportunities

- Own the open "fast + transparent macros at a fair price" position
- Capture the under-served health-optimizing professional segment
- Two high-score areas (78704, 78702) with weak quality competition
- Review-velocity program to close the awareness gap quickly

T Threats

- National health-forward chains expanding into Austin corridors
- Food-cost and central-corridor rent inflation pressuring margin
- Delivery-platform fees eroding per-order economics
- Premium incumbents deepening loyalty before HealthyBite scales

STRATEGIC IMPLICATION

HealthyBite's strengths (trust, fair pricing, location) map directly onto the market's biggest opening (fast, transparent, mid-priced). The two weaknesses that block it — **review volume** and **ordering speed** — are both fixable in a quarter, and fixing them defends against the chain-expansion threat by building loyalty first.

07 — OPPORTUNITIES & RISKS

Prioritized for impact

Each item is rated on potential impact and effort to act, so the team knows what to do first.

OPPORTUNITY	WHY NOW	IMPACT	EFFORT	PRIORITY
Concentrate spend on 78704 & 78702	Highest scores, weak quality competition	High	Low	Do first
Review-velocity program	Rating drives share; volume gap is the lever	High	Med	Do first
Fast "macros-transparent" lunch offer	Serves the largest, under-served segment	High	Med	Q2
Fix online ordering speed	Removes friction for repeat buyers	Med	Med	Q2
Corporate / gym partnerships	Steady weekday volume in target areas	Med	High	Q3

RISKS TO MANAGE

- ! **Chain expansion** — a national player entering 78704 could compress the window. Mitigate by building loyalty & reviews now.
- ! **Margin pressure** — food cost + delivery fees. Mitigate with first-party pickup and menu engineering.
- ! **Reputation drift** — portion/wait complaints. Mitigate via ops fixes before scaling ad spend.

SEQUENCING PRINCIPLE

Fix the two friction points (**reviews, ordering speed**) *before* scaling spend. Pouring budget into a leaky funnel wastes the opportunity; tightening it first compounds every dollar that follows.

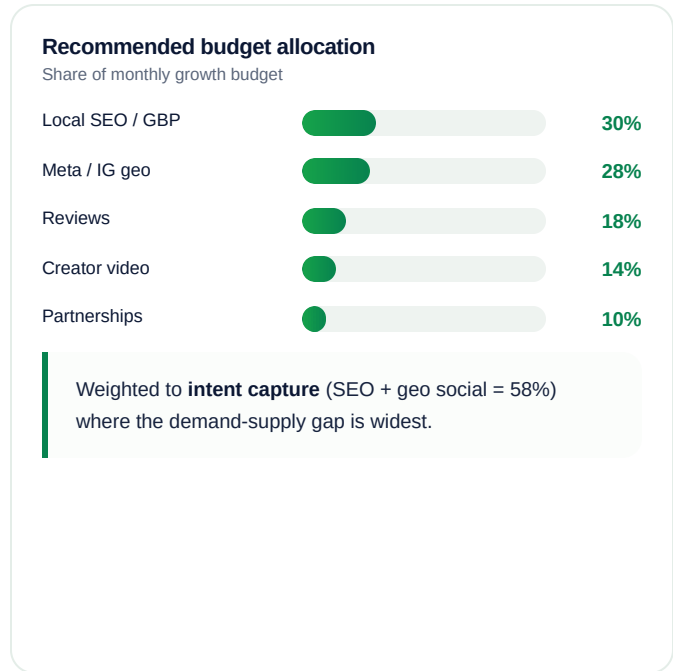
Net: a focused, sequenced plan can realistically lift qualified traffic **20–35%** in the two lead areas within one quarter.

08 — GO-TO-MARKET STRATEGY

The plan to capture it

Channels, message, pricing, and budget — all pointed at two areas and one priority segment.

CHANNEL PLAN		
CHANNEL	ROLE	BUDGET
Google Business + local SEO	Capture "near me" intent	30%
Meta / Instagram (geo-fenced)	Reach professionals in 78704/78702	28%
Review-velocity program	Lift rating & volume	18%
Short-form video / creators	Awareness in priority areas	14%
Partnerships (gyms/offices)	Weekday repeat volume	10%



POSITIONING MESSAGE

"Real food, real macros, ready fast."
Lead with transparency and speed — the two things the top segment wants and competitors under-deliver.

PRICING GUIDANCE

Hold the **\$12–15** band. Add a \$16–17 high-protein "performance" bowl to capture premium intent without repricing the core menu.

PRIMARY KPI

Track **cost per first-time pickup order** in 78704/78702, plus weekly review count. These two predict share gain best.

09 — 90-DAY ROADMAP

What to do, in order

<p>Days 0–30 Fix & focus</p>	<p>● Tighten the funnel Fix online-ordering speed, launch the review-velocity program, and re-point all paid spend to 78704 & 78702. Set the KPI dashboard (cost per first-time pickup, weekly reviews).</p>
<p>Days 31–60 Capture</p>	<p>● Launch the offer & geo campaigns Roll out the "fast, macros-transparent" lunch offer with geo-fenced Meta/IG and local SEO in the two lead areas. Begin creator partnerships. Add the performance bowl.</p>
<p>Days 61–90 Prove & expand</p>	<p>● Validate, then widen Review KPIs against targets. If cost-per-order and review lift hold, extend the same playbook to 78723 (Mueller) and prepare the 78745 rollout for Q3.</p>

90-DAY TARGET

+28%

qualified traffic, lead areas

REVIEW GOAL

900+

from 610, in 90 days

FOCUS AREAS

2

78704 & 78702 first

METHODOLOGY & DATA SOURCES

The Veduta opportunity score blends six weighted signals — target households, search demand, competition gap (searches per visible competitor), new movers, income fit, and household stability — normalized to a 0–100 index per area. Inputs are drawn from public demographic data, local search and maps demand, business-listing and review data, and category benchmarks. Competitive and sentiment findings use aggregated public review and listing signals. Market sizing uses a TAM → SAM → SOM build from metro spend and trade-area capture assumptions.

Sample notice: This document is an illustrative example of a Veduta Local Market Opportunity Report. "HealthyBite Cafe" is a fictional business and all figures are representative, not actual measurements. A commissioned report uses live data for your business, competitors, and target area.