Arabica Robusta Coffee House

Market Research Report

Who the customers are, what they want, and how big the opportunity is.

Location: 207 E. Eighth Avenue, Homestead, PA 15120

Prepared by Aristeia Innovations | November 11, 2026

Independent sample prepared from public sources. Arabica Robusta Coffee House is not a client of Aristeia Innovations and has not reviewed or endorsed this report. Figures are estimates.

Executive summary

The question. Arabica Robusta Coffee House opened on Eighth Avenue in Homestead on September 16, 2025. Fourteen months in, the question this report answers is: **how can the shop grow sales from its current location?**

The opportunity. People in the 3-mile trade area spend an estimated **$13.28M a year** at coffee and snack shops. The specialty cafe spending Arabica Robusta can realistically reach is about **$3.08M** (range $2.20M–$4.15M), and a realistic share for the shop in one to three years is about **$308K a year** (range $176K–$498K), roughly 101 orders a day. All are estimates; the math is in the Market size section.

The primary customer is the neighborhood regular: a Homestead, Munhall or West Homestead resident, often on the way to work, who is proud to have a locally owned shop and wants a friendly, quick, fairly priced cup. Remote workers and flavor-seeking visitors are strong second groups.

The three strongest findings

- **Customers love the product and the people.** A 4.9-star Google rating on 131 reviews. Of 110 written reviews, 83% praise the coffee and drinks and 66% praise the staff; not one complains about the staff.
- **The friction points are price, hours and running out, not quality.** Only 12 of 131 reviews mention any negative. Price draws as many complaints as compliments, and the average rating of reviews from the last eight months (4.74) is below the first six months (4.95).
- **Food is the gap next door.** 72% of Olive & Beans reviews and 67% of Parisi Cafe reviews talk about food, versus 28% for Arabica Robusta, whose sandwiches come in from an outside partner and draw some "too expensive" comments.

Recommendation: grow at the current shop, starting with the regulars. Make the morning visit faster and better value, reward repeat visits, stop running out, and then test longer hours and new revenue (whole-bean retail, catering) with clear targets. This is information to support the owners' decision, not a guarantee of results.

First three steps

- Launch a simple loyalty reward and a "Homestead Blend + pastry" value combo before the holiday season.
- Turn on order-ahead for pickup and set daily prep levels for syrups and sandwiches.
- Sell bagged Homestead Blend and gift cards at the counter for the holidays.

Starting point and competitors

The business today

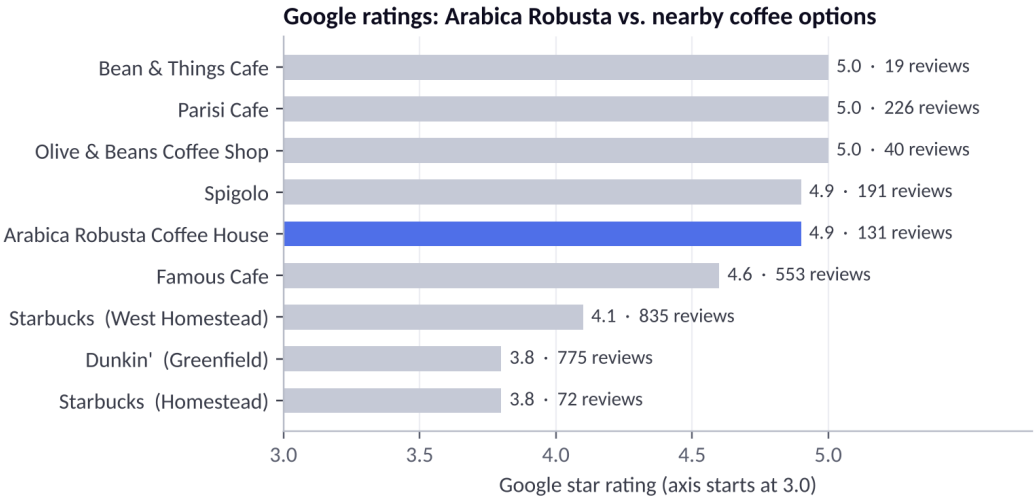
What	Details (public sources)
Opened	September 16, 2025, in the former Steel Valley Roasters space at 207 E. Eighth Ave.
Owners	Homestead native Greg Harris and Hannah Kemp; described in the press as Black- and woman-owned.
Signature	The custom "Homestead Blend." One source credits Steel Valley Roasters as the blend partner and another credits Commonplace Coffee; worth confirming with the owners.
Menu & prices	Espresso $3.50; latte $5.00–$6.00; drip $2.50–$3.75; matcha $5.25–$6.25; refreshers $6–$9; house-made syrups $1; oat milk +$1; breakfast sandwiches $10.50 (from Pittsburgh Sandwich Society); baked goods $2–$5; lunch items listed as unavailable.
Hours	Early-morning to mid-afternoon. Weekdays close at 4 p.m. (posted summer hours: 7–4 weekdays, 8–2 weekends).
Online	Website arabicarobustapgh.com, Instagram @arabicarobusta_pgh; Google 4.9 (131 reviews); Yelp 4.6 (21 reviews, Aug. 2026). Owners reply to Google reviews.
Press	Axios Pittsburgh, TribLive, Pittsburgh City Paper (2025); State Sen. Nick Pisciottano's "Nick in Your Neighborhood" feature (Sept. 2026).

Competitors

Arabica Robusta is still the only locally owned coffee shop on Homestead's main street. The closest alternatives are two Starbucks at The Waterfront, a brand-new independent in Munhall, and a cluster of well-loved independents in Swissvale and Edgewood about two miles away. Distances are approximate driving miles (estimates).

Competitor	Location	Miles	Google	Reviews	What customers say (sampled reviews)
Olive & Beans Coffee Shop	2615 Main St, Munhall	~1.0	5.0	40	New in 2026. Homemade bread, quiche and sandwiches, fair prices, friendly family owners.
Starbucks	270 W. Bridge St, Waterfront	~1.0	4.1	835	Convenient app ordering and patio; uneven waits and staff experiences.
Starbucks (in Target)	360 E. Waterfront Dr	~0.6	3.8	72	Small, limited seating; mostly older reviews.
Parisi Cafe	7107 Harrison Ave, Swissvale	~2.1	5.0	226	Cafe + Italian market; breakfast sandwiches and stratas, affordable, warm owner.
Spigolo	101 Edgewood Ave, Edgewood	~2.5	4.9	191	Excellent espresso; tiny space, not laptop-friendly; one "overpriced" complaint.
Bean & Things Cafe	2009 Noble St, Swissvale	~2.5	5.0	19	Small newer shop.
Famous Cafe	1103 S. Braddock Ave	~2.8	4.6	553	Sit-down breakfast and brunch with coffee.
Dunkin'	4578 Browns Hill Rd, Greenfield	~2.3	3.8	775	Nearest Dunkin'; chain value and speed.

Ratings and review counts as shown on Google Maps, November 11, 2026.



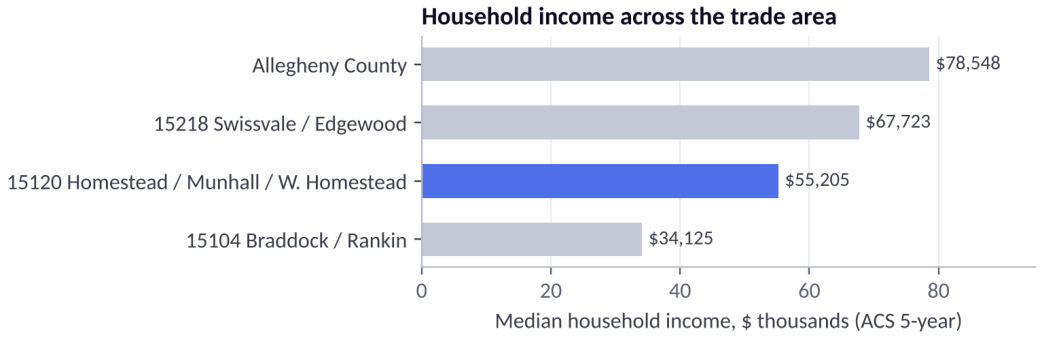
Target customer profile

Who lives in the trade area

The trade area is the shop's home ZIP code (15120: Homestead, Munhall and West Homestead) plus the neighboring ZIP codes within about three miles. It is a mix of incomes: Homestead borough itself is lower-income and majority Black, while West Homestead and Swissvale/Edgewood are higher-income.

Area	Population	Median HH income	Median age	Notes
ZIP 15120 (home ZIP)	17,999	$55,205	42.8	Median home value $118,900
Homestead borough	2,885	$38,661	—	57% Black, 34% White; 21.5% hold a bachelor's degree
West Homestead borough	1,870	$81,477	41.4	77% own their home; 73.6% White
ZIP 15218 Swissvale / Edgewood	13,443	$67,723	40.0	About half of adults hold a bachelor's degree
ZIP 15207 Hazelwood / Greenfield	11,268	—	—	Across the Homestead Grays Bridge
ZIP 15122 West Mifflin	20,131	—	—	Large suburban neighbor to the south
ZIP 15104 Braddock / Rankin	7,946	$34,125	42.0	59% Black; poverty rate 28.9%
The Waterfront (5-mile radius)	343,896	—	—	About 10.5 million customer visits a year; 438,167 daytime population

Source: U.S. Census Bureau American Community Survey 5-year estimates (2019–2023) as published by the ZIP and borough profile sites listed in Sources; Waterfront figures from the center's leasing brochure. Population is flat to slightly declining (about −0.6% a year in 15120, 2020–2025 estimate).



Who buys specialty coffee

- **Coffee is a daily habit.** 66% of U.S. adults drank coffee yesterday and 73% in the past week; the Northeast leads at 75% past-day (NCA, spring 2026).
- **Specialty is now the norm.** 47–48% of adults had specialty coffee yesterday, more than traditional coffee. Specialty drinkers are much more likely to buy it away from home (36% vs. 23%).
- **Mornings rule.** 86% of past-day drinkers have coffee first thing in the morning; only 22% drink it in the afternoon.
- **Younger adults lead.** 25-to-39-year-olds are the strongest specialty group (69% past-week).
- **Flavor and cold drinks matter.** 60% of specialty drinkers have cold coffee and 35% say flavor is part of what makes coffee "specialty."

Customer personas

Built from the demographics above and from what Arabica Robusta's own reviewers say about themselves. Shares are estimates of visits, not measured data.

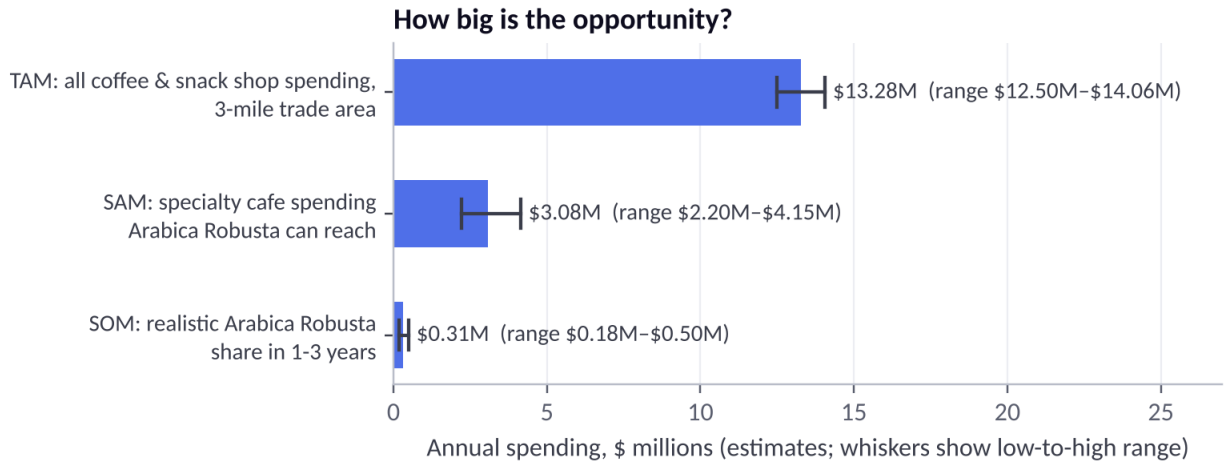
Persona	Who	Wants	When & where to reach	Price sensitivity	Share	Evidence
1. The neighborhood regular (primary)	Lives in Homestead, Munhall or West Homestead; mixed ages; household income often $35K–$60K.	A good cup on the way to work; a friendly face; supporting a local, Black- and woman-owned shop.	Weekday 6:30–9 a.m.; Friday treat; word of mouth.	High: two reviews call prices too high for the community; oat milk at +$1 is noticed.	~50% of visits (estimate)	Reviewers describe weekly stops on the way to work and pride that Homestead has its own shop again (21 local-pride mentions).
2. The laptop and meet-up crowd	Remote workers, students and small groups, mostly 25–44, from across the trade area.	Wi-Fi, outlets, comfortable seating, room to stay; a place for meetings and catch-ups.	Late morning and afternoon; weekends.	Medium: buys one or two drinks per long visit.	~25% of visits (estimate)	15 reviews praise the space for work or study; one wishes the shop stayed open later.
3. The flavor explorer and visitor	Specialty fans from across Pittsburgh, Waterfront shoppers, trail users and out-of-towners.	Seasonal house-made syrups, signature drinks, something worth posting.	Weekends and holidays; Google and Instagram searches.	Low: pays for the experience.	~25% of visits (estimate)	19 reviews single out the house syrups (lavender, pistachio, candied yam); several visitors found the shop by searching.

Focus first on Persona 1. Regulars visit most often, live closest and are the group most likely to drift to Olive & Beans or Starbucks if price or speed slips. Persona 2 is the best way to fill slow afternoons, and Persona 3 lifts weekend and holiday sales.

Market size and trends

TAM, SAM and SOM are three ways of sizing a market. **TAM** (total addressable market) is all the money spent on this kind of product in the area. **SAM** (serviceable available market) is the part this business can actually serve, given its location, product and prices. **SOM** (serviceable obtainable market) is the share it can realistically win.

	Low	Expected	High	How it is calculated
TAM (total market)	$12.50M	$13.28M	$14.06M	Trade-area population (70,787) × U.S. coffee & snack shop spending per person ($221) × local income adjustment (0.80 / 0.85 / 0.90).
SAM (serviceable market)	$2.20M	$3.08M	$4.15M	Home ZIP at full weight plus neighboring ZIPs at 25% / 35% / 45% (they have closer options) × specialty-cafe share of spending (40% / 45% / 50%).
SOM (obtainable share)	$176K	$308K	$498K	8% / 10% / 12% of SAM, given seven-plus nearby options and current hours.
Orders per day at SOM	61	101	154	SOM ÷ average ticket ($8.00 / $8.50 / $9.00) ÷ 360 open days.



Cross-check: bottom-up estimate

Counting customers instead of dollars gives a similar answer. In the reachable area there are about 28,815 adults (79% of residents). If 73% drink coffee weekly and 27–33% of them buy at a cafe about twice a week at $8–$9, reachable residents spend $3.64M–$8.18M a year at all cafes. The top-down figure for the same residents is $5.51M–$8.30M. The two methods overlap, which supports the range. Visits from Waterfront shoppers and trail users are not counted, so the estimates are conservative.

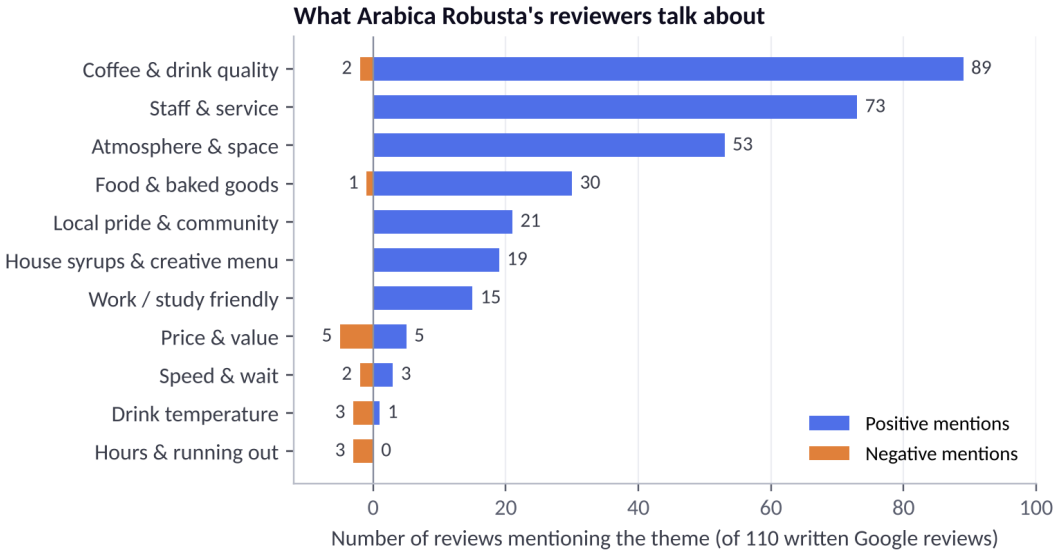
All market-size figures are estimates built from national averages applied to local population and income. Arabica Robusta's actual sales are not public.

Trends that matter most

Trend	Direction	What it means for Arabica Robusta
Specialty coffee at record highs: 47–48% of adults have it daily, and out-of-home coffee is at its highest since early 2020 (38% of past-day drinkers, fall 2026).	Tailwind	Demand for exactly what the shop sells is growing; the job is to capture it locally.
Most coffee is still made at home (83–85% of past-day drinkers).	Headwind	Bagged Homestead Blend lets the shop earn from home brewing too.
Coffee costs: U.S. retail coffee hit a record $9.72/lb in April 2026, while bean futures fell on a record Brazil crop and tariff cuts.	Mixed	Ingredient costs may ease in 2027, but customers are price-sensitive now. Hold drink prices and add value rather than raise prices.
The national coffee shop market is flat (−0.2% in 2026) while the number of shops keeps rising (+3.4%).	Headwind	More competitors share a flat pie. Olive & Beans opening one mile away in 2026 is a local example.
Eighth Avenue revival and The Waterfront: new businesses, facade grants, 223 new apartments at the Waterfront, about 10.5 million visits a year at the center.	Tailwind	More people living and visiting within a mile. The shop needs to be visible to Waterfront and trail traffic.
Flavor and cold drinks: 60% of specialty drinkers have cold coffee; flavor defines specialty for 35%.	Tailwind	House-made seasonal syrups are a real strength to promote.

Customer sentiment from public reviews

We read all 131 Google reviews of Arabica Robusta (110 with written comments) and 79 recent reviews of four competitors, a total sample of 210 reviews collected November 11, 2026. Each written review was tagged by theme and as positive or negative; percentages are calculated from those tags.

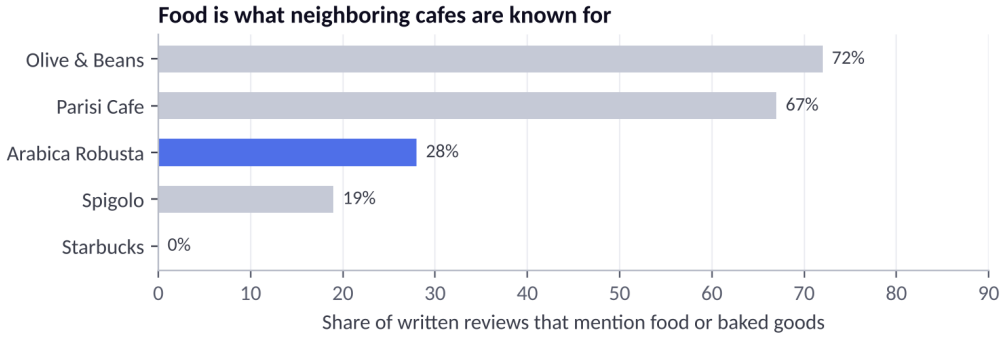


Theme	Mentions	% of reviews	% positive	% negative	Example (paraphrased)
Coffee & drink quality	91	83%	98%	2%	Lattes called the best in the area; espresso praised as smooth and well pulled.
Staff & service	73	66%	100%	0%	Owners and baristas described as warm and welcoming; one stayed open late for a guest.
Atmosphere & space	53	48%	100%	0%	Exposed brick, plants, a big comfortable couch and plenty of seating.
Food & baked goods	31	28%	97%	3%	Muffins and breakfast sandwiches praised; one reviewer disliked that food is made off-site.
Local pride & community	21	19%	100%	0%	Pride that Homestead finally has a local coffee shop again.
House syrups & creative menu	19	17%	100%	0%	Lavender, pistachio and candied-yam syrups singled out.
Work / study friendly	15	14%	100%	0%	Wi-Fi, outlets and table space make it a remote-work favorite.
Price & value	10	9%	50%	50%	Coffee called fair; $10.50 sandwiches, lemonade and $1 oat milk called steep.
Speed & wait	5	4%	60%	40%	Usually quick, but one 30-minute wait for two lattes.
Drink temperature	4	4%	25%	75%	A few drinks served lukewarm.
Hours & running out	3	3%	0%	100%	Flavors gone by 9 a.m.; sandwiches can sell out; closes early.

Rating trend

Reviews from the first six months (Sept. 2025 to about March 2026) average **4.95** stars (92 reviews). Reviews from the last eight months average **4.74** (39 reviews). Opening excitement naturally fades, but the recent negatives all point to the same few fixable issues: price, wait, temperature, hours and running out. Yelp's 4.6 rating (21 reviews) also mentions slow service. Review ages are approximate (Google shows "a year ago").

How competitors compare



Shop	Sampled reviews	Most praised	Most criticized
Arabica Robusta	110	Coffee, staff, space, house syrups	Price of food and add-ons; hours; running out
Olive & Beans	32	Homemade food, coffee, owners, fair prices	None in sample
Starbucks (W. Bridge St)	17	Individual baristas, speed when the app works	Waits, cleanliness, unwelcoming staff
Spigolo	16	Espresso quality, friendly staff	Small space, not for laptops; one price complaint
Parisi Cafe	12	Breakfast sandwiches, stratas, affordability	None in sample

What the reviews reveal

Top 3 opportunities (gaps competitors leave open)

- **Room to stay.** Spigolo is too small for laptops and the Starbucks are cramped; Arabica Robusta's big, comfortable space is a real advantage for work, study and meetings.
- **Creative, house-made drinks.** No nearby competitor is praised for signature syrups the way Arabica Robusta is.
- **A warmer alternative to the chains.** Starbucks reviews complain about waits and staff; Arabica Robusta's staff get zero complaints.

Top 3 risks (complaints to fix or avoid)

- **Value perception.** Olive & Beans and Parisi win praise for fair prices and homemade food, exactly where Arabica Robusta draws its few complaints.
- **Running out and closing early.** Regulars who can't get their flavor, sandwich or an afternoon cup will try somewhere else.
- **Speed at the morning rush.** One long wait and a few lukewarm drinks suggest the bar is stretched at peak times.

Words customers use (useful for ads and signs): "cozy," "welcoming," "hidden gem," "house-made syrups," "local," "great for working," "finally, a coffee shop in Homestead."

Key takeaways and recommendations

Key takeaways

- Customers love Arabica Robusta's coffee, staff and space; quality is not the problem.
- Growth will come from more visits by neighbors, not from changing what the shop is.
- Price and value are the weak spot, especially food and add-ons, and that is where the newest competitors are strongest.
- The realistic sales opportunity is about $308K a year (estimate), roughly 101 orders a day.
- Running out, closing early and morning waits cost repeat visits and are cheap to fix.
- The spacious, work-friendly room and house-made syrups are advantages no nearby competitor matches.
- Waterfront and trail traffic is a large, mostly untapped source of visitors less than a mile away.

Recommendations

#	What to do	Why (finding)	Priority	Est. cost	Time	Owner	Metric to track
1	Launch a loyalty reward (e.g., 10th drink free) through the POS or a punch card.	Regulars are the primary persona and the most price-sensitive.	High	$0–$50/mo	1 week	Owners	Repeat-customer share; visits per customer
2	Add value combos: drip or Homestead Blend + pastry, and drink + breakfast sandwich.	Price draws as many complaints as praise; neighbors win on value.	High	$0	1 week	Owners	Combo sales; average ticket
3	Sell bagged Homestead Blend and gift cards at the counter and online for the holidays.	83–85% of coffee is brewed at home; holiday gifting window is now.	High	$300–$800 for bags and labels	2–3 weeks	Owners + roaster	Bags sold per week; gift-card sales
4	Turn on order-ahead for pickup and pre-batch drip for 6:30–9 a.m.	Morning is when most coffee is bought; one long wait and slow-service mentions.	High	$0–$60/mo (often part of the POS)	2 weeks	Owners	Peak-hour orders; average wait
5	Set daily prep levels for syrups and sandwiches; tell regulars when items sell out.	Flavors gone by 9 a.m.; sandwiches can run out.	High	$0	1 week	Staff	Number of 86'd items per day
6	Barista check on drink temperature and a peak-hour staffing review.	3 of 4 temperature mentions are negative; 30-minute wait reported.	Med	$0 (training)	2 weeks	Owners	Temperature or wait complaints in reviews
7	Test one late evening a week (e.g., Thursday to 7 p.m.) for work, study and small events.	Persona 2 values the space; one review cites early closing.	Med	$150–$300/ week in labor (estimate)	8-week test	Owners	Sales per extra hour vs. labor cost
8	Reach Waterfront and trail traffic: Google posts, "0.9 miles from The Waterfront" signs, a bike rack and a trail-rider special.	About 10.5 million Waterfront visits a year; several visitors found the shop by searching.	Med	$100–$500	1 month	Owners	Google profile views and direction requests

#	What to do	Why (finding)	Priority	Est. cost	Time	Owner	Metric to track
9	Offer coffee carafes and pastry trays for local offices, meetings and events.	Reviewers already hold work meetings there; Eighth Ave businesses and borough events need coffee.	Med	$100–$300 for carriers	1 month	Owners	Catering orders per month
10	Post a monthly signature drink and seasonal syrup calendar on Instagram and Google.	House syrups are the most distinctive strength; flavor defines specialty for 35% of drinkers.	Med	$0	Ongoing	Owners	Instagram reach; signature-drink sales
11	Review food: keep the sandwich partner but add a lower-priced item (e.g., a $6–$7 option).	Food is the competitors' strength; $10.50 sandwiches draw price comments.	Med	$0–$200 to test	1 month	Owners + partner	Food attach rate; food complaints
12	Ask Steel Valley Accelerator about current programs (e.g., facade grants, reported up to $5,000) and SBDC help.	Free local support exists for Eighth Ave businesses.	Low	$0	1 month	Owners	Programs applied for

Costs are estimates for planning; they depend on the shop's point-of-sale system, suppliers and staffing.

Answer to the owners' decision: grow at the current shop. Go, with conditions. The location, product and reputation are strong enough to grow without a new site. Start with recommendations 1–5 this month; they cost little and target the regulars. Test longer hours (7) and catering (9) for eight weeks each, and keep them only if sales per extra hour cover labor. Revisit a second location only after a year of steady repeat-customer growth.

Optional next step: Aristeia Innovations' State of Business Report or Business Development Plan can turn these recommendations into a full action plan with budgets and milestones.

Methodology and limits

- **Sources.** Public web sources only: news coverage, the shop's website and menu, Google Maps listings and reviews, Census ACS data via ZIP and borough profile sites, National Coffee Association and IBISWorld industry data, and The Waterfront's leasing brochure. Every source is listed with the date accessed.
- **Review sample.** 210 Google reviews collected November 11, 2026: all 131 Arabica Robusta reviews (Sept. 2025–Nov. 2026; 110 with text) and the newest written reviews of Olive & Beans (32), Starbucks W. Bridge St (17, excluding store replies), Spigolo (16) and Parisi Cafe (12). Reviewer names were not recorded. Themes were tagged by hand and counted in code.
- **Estimates.** Market size applies the U.S. average spend per person at coffee and snack shops ($75.5 billion ÷ about 342 million people) to local population, adjusted for local incomes, with low, expected and high assumptions shown. Persona shares, distances, costs and the U.S. population figure are estimates.
- **Limits.** Arabica Robusta's sales, costs and customer data are not public, so the report cannot measure actual performance. Online reviews over-represent very happy and very unhappy customers. Census figures are 5-year averages and lag current conditions. Google shows approximate review dates.
- **Conflicting facts.** Sources differ on who roasts the Homestead Blend (Steel Valley Roasters vs. Commonplace Coffee), on posted hours, and on Homestead borough's poverty rate; the report avoids relying on any of these.

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