

ECONOMIC DIGITAL MARKET INTELLIGENCE REPORT

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REPORT NAME:

REVENUE GROWTH OPPORTUNITIES IN THE SPECIALTY
COFFEE MARKET

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PREPARED FOR:

ATLAS ROASTERS

Case-based specialty coffee DTC brand

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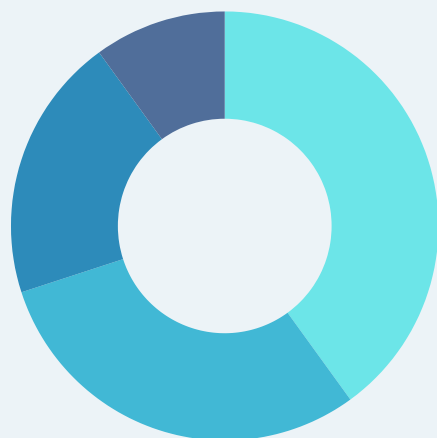
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EXECUTIVE SUMMARY

Market Value Distribution



| | |
|------------------------------------|-----|
| One-time DTC | 40% |
| Subscriptions | 30% |
| B2B / Wholesale | 20% |
| Discovery/ Influenced Demand | 10% |

This report examines where revenue growth in the specialty coffee market is structurally created, and where it is commonly lost.

Atlas Roasters operates in a structurally favorable specialty coffee market shaped by premiumization, growing subscription adoption, and a fragmented competitive landscape that rewards execution over scale. Demand exists and is commercially meaningful, but growth is constrained by how effectively that demand is monetized.

The primary growth constraint is not demand or brand visibility, but monetization structure across high-intent digital touchpoints. Gaps in subscription architecture, decision-support content, and conversion-oriented page design limit revenue capture despite strong commercial intent.

Competitive performance differences are driven by execution quality rather than brand dominance. Competitors that outperform do so by embedding clear commercial pathways, creating an achievable opportunity for Atlas Roasters to close the revenue gap through focused structural improvements.

Financially, revenue expansion is driven by increased revenue per visitor rather than traffic growth. Under realistic execution conditions, targeted improvements - particularly in subscriptions and selective B2B expansion - can support 25–40% organic revenue growth within six months without proportional increases in acquisition spend.

For operators that execute structurally rather than tactically, the specialty coffee market continues to offer meaningful, defensible revenue upside.



MARKET & DEMAND CONTEXT

Specialty Coffee & Subscription Demand Trend (Index)



Market growth in specialty coffee is no longer driven by increased consumption, but by how effectively brands monetize existing demand.

The specialty coffee market has evolved from a commodity-driven category into a premium, experience-oriented segment, where value is defined by quality, origin transparency, and brand credibility. This shift has supported the growth of direct-to-consumer models, allowing brands to retain pricing control, capture higher margins, and convert discretionary purchases into recurring revenue through subscriptions. As a result, competition has shifted from price toward margin efficiency and lifetime value optimization.

From a revenue perspective, organic search functions as the primary demand capture layer. Many purchase journeys begin with high-intent commercial or transactional queries related to purchasing coffee beans, selecting roasts, or evaluating subscription options. Brands that align content, site structure, and conversion mechanisms around these intents are able to compound growth without proportional increases in acquisition spend, while those that prioritize visibility without monetization infrastructure struggle to translate attention into revenue.

The competitive landscape remains fragmented, with no single dominant player across specialty roasters, B2B suppliers, or content-led discovery platforms. In fragmented markets, execution quality compounds faster than brand scale.

Within this context, Atlas Roasters operates in a market where revenue performance is determined less by visibility and more by structural alignment between demand, content, and conversion.



COMPETITIVE INTELLIGENCE

MONETIZATION STRUCTURE BENCHMARK

| | Comp. A | Comp.B | Comp.C | Comp.D | Comp.E |
|--------------------------|-----------------------------|-------------------------------|-------------------------|----------------------------|---------------------------|
| ESTIMATED TRAFFIC RANGE | Medium-High | Medium | Low-Medium | Medium | High |
| CONTENT DEPTH | Medium | Medium | High | High | Medium |
| KEYWORD COVERAGE | High (Info) | Medium | Medium | High | Medium |
| AUTHORITY | Medium | Medium | Medium | Medium | High |
| UNIQUE VALUE PROPOSITION | Local authority & discovery | Wholesale & operational focus | Subscription-driven DTC | Strong DTC + subscriptions | Equipment authority brand |



Organic Visibility Score (0-8)

Competitive performance in this market is driven by monetization structure rather than brand differentiation.

The competitive landscape indicates that Atlas Roasters operates in a market where no competitor dominates purely on brand scale. Instead, visibility and revenue performance are driven by how effectively content, product structure, and intent alignment are integrated.



Competitor D and Competitor C represent the most direct competitive threats. Both combine strong specialty positioning with explicit subscription frameworks, enabling recurring revenue capture and higher lifetime value. Their advantage lies not in broader keyword coverage, but in explicit monetization paths embedded across subscription, product, and conversion flows.

Competitor B differentiates through a B2B-oriented model, positioning coffee as an operational supply rather than a lifestyle product. This structure enables contract-based revenue and larger order sizes, even with moderate organic visibility — a revenue layer Atlas Roasters currently does not structurally access.

Competitor A and Competitor E illustrate indirect competitive pressure. While not direct DTC sellers, their informational and equipment authority allows them to absorb high-intent discovery traffic and shape purchase decisions upstream, increasing competition for attention without competing on product.

Overall, Atlas Roasters's competitive position reflects under-leveraged assets rather than structural weakness. In a fragmented market with no dominant player, focused improvements in subscription positioning, B2B entry points, and decision-stage content could realistically close the competitive gap and reposition the brand toward the upper tier of organic revenue performance.

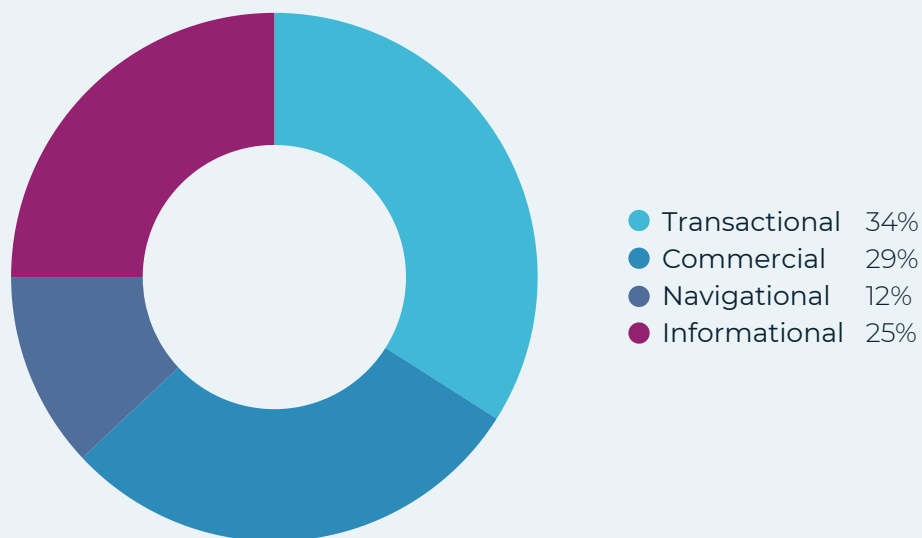


KEYWORD LANDSCAPE & REVENUE INTENT

REVENUE WEIGHTED KEYWORD CLUSTERS

| CLUSTER | VOUME RANGE | PRIORITY | OPPORTUNITY |
|----------------------------------|-------------|--------------|-------------|
| Buy Coffee Beans Online | 3K-10K | Urgent | 30.45 |
| Specialty / Single Origin Coffee | 1K-3K | Important | 14.4 |
| Espresso & Brewing Coffee | 5K-12K | Important | 12.0 |
| Coffee Subscriptions | 500-2K | Urgent | 21.7 |
| Wholesale / Office Coffee | 1K-4K | Important | 19.8 |
| Coffee Education & Guides | 10K+ | Nice to Have | 4.8 |

INTENT DITRIBUTION



Only a minority of total keyword demand carries direct revenue intent.



The cluster analysis indicates that Atlas Roasters's strongest revenue leverage lies in keywords with immediate purchase intent. The "Buy Coffee Beans Online" cluster represents the most direct economic opportunity, combining substantial demand with high revenue proximity. Improvements in visibility within this cluster are expected to translate efficiently into incremental sales, making it the primary short-term growth driver.

Subscription-oriented keywords represent a structurally different growth lever despite lower search volume, signaling high customer lifetime value and predictable recurring revenue. Alongside this, specialty and single-origin queries attract premium-oriented consumers with lower price sensitivity and higher average order value. Together, these clusters function as margin and retention amplifiers rather than volume drivers, often outperforming higher-traffic segments on a per-visitor revenue basis.

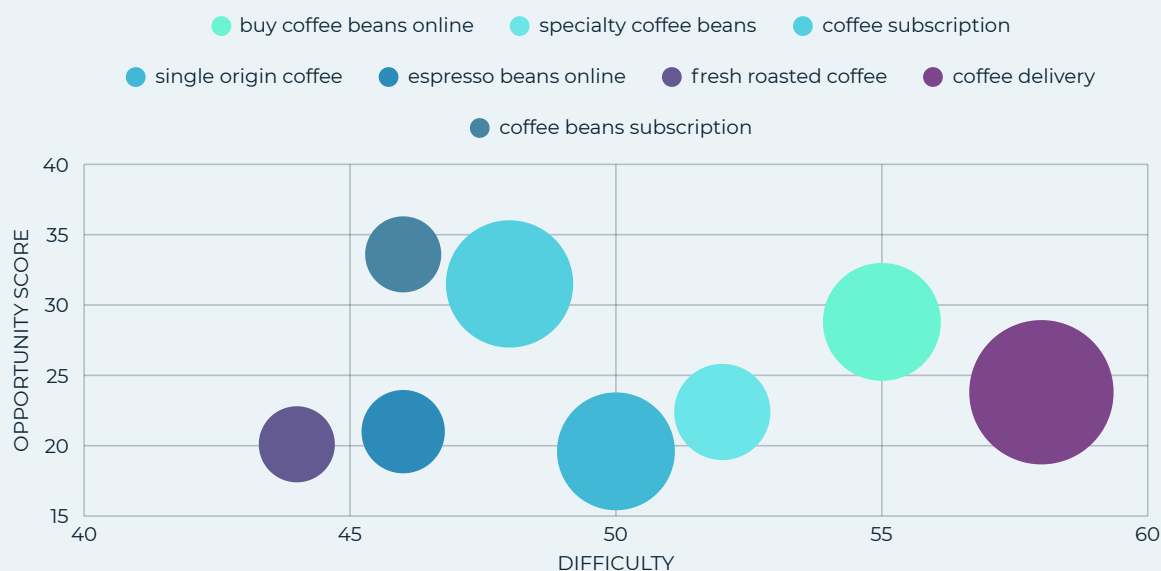
High-volume informational clusters such as Coffee Education and Guides provide indirect economic value through trust-building and discovery, but exhibit limited immediate revenue impact. Within a sales-oriented strategy, they should function as supporting assets rather than primary growth drivers.

Overall, the opportunity structure reflects a shift from traffic-led SEO toward revenue-weighted organic growth. By reallocating resources toward high-intent, transaction-proximate clusters, Atlas Roasters can shorten payback periods, improve marginal returns on content investment, and build a more defensible organic revenue position.



HIGH-IMPACT REVENUE OPPORTUNITIES

OPPORTUNITY SCORE VS DIFFICULTY



| KEY WORD | INTENT | OPPORTUNITY SOURCE | DIFFICULTY | REVENUEL IMPLICATION |
|-------------------------|---------------|--------------------|------------|--|
| buy coffee beans online | Transactional | 28.8 | Medium | Direct sales driver with stable demand |
| specialty coffee beans | Commercial | 22.4 | Medium | Premium audience with high AOV |
| coffee subscription | Transactional | 31.5 | Medium | Recurring revenue and high LTV |
| single origin coffee | Commercial | 19.6 | Medium | Quality positioning and differentiation |
| espresso beans online | Transactional | 21.0 | Medium | Clear purchase intent |
| best coffee beans | Commercial | 18.2 | Hard | High volume, requires strong differentiation |
| fresh roasted coffee | Commercial | 20.1 | Medium | Competitive advantage around freshness |
| organic coffee beans | Commercial | 17.6 | Medium | Strong consumer trend |
| coffee delivery | Transactional | 23.8 | Medium | Convenience-driven sales |
| coffee beans near me | Transactional | 16.9 | Hard | Local intent with high competition |
| arabica coffee beans | Commercial | 15.4 | Medium | Quality-aware buyers |



| KEY WORD | INTENT | OPPORTUNITY SOURCE | DIFFICULTY | WHY IT MATTERS |
|---------------------------|---------------|-----------------------|------------|--|
| gourmet coffee beans | Commercial | 14.8 | Medium | Premium market segment |
| coffee gift box | Transactional | 13.9 | Medium | Seasonal demand with high margins |
| wholesale coffee beans | Transactional | 18.7 | Medium | B2B revenue opportunities |
| office coffee supply | Transactional | 16.1 | Medium | Long-term supply contracts |
| coffee sampler pack | Transactional | 19.3 | Medium | Ideal entry-level product |
| coffee beans subscription | Transactional | 33.6 | Medium | Optimal mix of intent and lifetime value |

The keyword selection reveals a highly concentrated revenue opportunity driven by a relatively small set of purchase-proximate queries. Keywords such as “coffee beans subscription” and “buy coffee beans online” combine strong transactional intent, scalable demand, and favorable lifetime value economics, creating low-friction conversion paths where organic visibility closely correlates with revenue capture.

Subscription-oriented keywords represent a structurally distinct growth lever despite lower absolute search volume. Their economic efficiency per visitor is materially higher due to stronger commitment, lower churn dynamics, and higher cumulative spend, fundamentally altering ROI considerations compared to traffic-heavy informational terms.

Commercial-intent keywords such as “specialty coffee beans” and “single origin coffee” function primarily as margin amplifiers rather than volume drivers. These queries attract premium-oriented consumers with lower price sensitivity, supporting both top-line revenue and gross margin expansion.

More competitive terms like “best coffee beans” or “coffee beans near me” exhibit lower immediate efficiency due to saturation, but retain strategic value as visibility anchors that can indirectly reinforce conversion performance across lower-funnel keywords.

Overall, the findings confirm that Atlas Roasters’s optimal organic sales strategy is not volume maximization, but value maximization per ranking gain. Prioritizing keywords with high transactional density and favorable lifetime economics enables shorter payback periods, reduced reliance on paid acquisition, and a more defensible organic revenue channel.





CONTENT GAP ANALYSIS

DECISION-STAGE CONTENT COVERAGE MATRIX

| CONTENT | A | B | C | D | E | F | YOUR SITE |
|---------------------------------------|---|---|---|---|---|---|-----------|
| Product Detail Pages (Beans / Roast) | X | V | V | V | X | V | + |
| Subscription / Recurring Offers | X | X | V | V | X | X | X |
| Origin & Sourcing Storytelling | X | + | V | V | X | V | + |
| Brewing Guides (Espresso / Pour-over) | X | + | + | + | V | V | + |
| Comparison / "Which Coffee Is Right" | X | X | X | X | X | X | X |

Content Gap Matrix (✓ = Strong | + = Partial | X = Missing)

The content gap analysis reveals a clear revenue execution gap between Atlas Roasters and its most commercially effective competitors. While baseline coverage exists across product and educational content, the brand underinvests in conversion-oriented assets that directly support sales growth.

The most material gaps are the absence of subscription-focused content and decision-support assets such as product comparisons and selection guides. Competitors that clearly position recurring offers and reduce buyer uncertainty benefit from higher customer lifetime value, improved conversion efficiency, and more predictable revenue streams.

In addition, the lack of dedicated wholesale and office coffee pages limits access to B2B revenue characterized by larger order sizes and contract-based purchasing behavior.

Although educational content exists, it remains weakly connected to commercial pathways. As a result, the primary constraint is not organic visibility, but misalignment between content structure and purchase intent, limiting Atlas Roasters's ability to fully monetize existing demand.



WEBSITE CONVERSION & STRUCTURAL INSIGHTS

| FACTOR | SCORE | INSIGHT |
|---------------------|-------|---|
| PERFORMANCE (SPEED) | 3.0 | Page load experience is acceptable but not competitive on mobile, especially on product-oriented pages where speed directly impacts conversion likelihood |
| ON PAGE STRUCTURE | 3.5 | Core page hierarchy is sound, but commercial signals (value props, benefits, next actions) are inconsistently prioritized across product and category pages |
| UX & MOBILE | 3.0 | Clean visual experience, but insufficient sales friction removal (limited CTAs, weak urgency, minimal social proof at decision points) |
| INTERNAL LINKING | 2.5 | Informational and educational content is weakly connected to product, subscription, and revenue-driving pages, reducing monetization efficiency |

The technical and user experience assessment indicates that Atlas Roasters's website is structurally sound but economically under-optimized. While the site functions reliably and presents a clean visual identity, it does not fully convert existing demand into revenue due to misalignment between user intent and conversion pathways.

Performance and structure play a material role in this dynamic, particularly on mobile. While current load speeds are acceptable, they do not provide a competitive advantage on high-intent pages such as product and category views, reducing conversion efficiency at the most economically sensitive stages of the funnel.

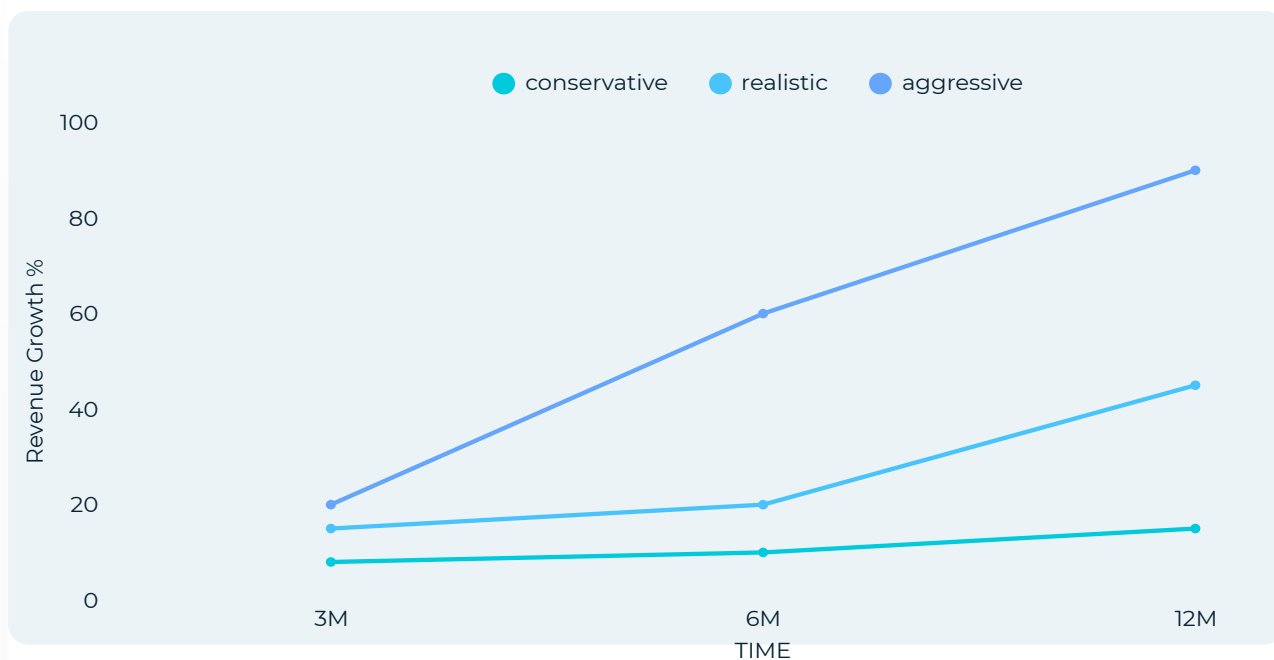
From a decision-making perspective, page architecture, trust signaling, and internal linking do not consistently guide high-intent users toward purchase. Commercial signals, reassurance elements, and pathways from educational content to products or subscriptions are underemphasized, limiting revenue yield per visitor despite clear purchase intent.

Overall, Atlas Roasters's technical foundation does not constrain growth, but it does not actively enable it. Incremental improvements in performance focus, decision-stage structure, trust signaling, and internal linking could materially increase revenue output without requiring additional traffic acquisition.



GROWTH FORECAST & REVENUE SCENARIOS

TITLE FOR THE CHART



Scope and Assumptions

The growth forecast is derived from the findings, with emphasis on high-intent keyword demand, identified commercial gaps (subscriptions and B2B), and site-level conversion efficiency constraints. The projections assume incremental improvements in monetization efficiency of existing and gradually expanding organic demand, without reliance on disproportionate ranking gains or viral growth.

Growth Scenarios (3 / 6 / 12 Months)

Conservative Scenario

The conservative scenario assumes limited execution focused on low-effort optimizations such as clearer calls-to-action, improved internal linking, and modest clarification of value propositions.

Within three months, conversion rates improve by approximately 5–8% with minimal traffic growth. After six months, this translates into a cumulative 10–15% increase in organic revenue, primarily driven by transactional keywords. At twelve months, growth stabilizes at a moderate level, leaving meaningful upside unrealized due to continued underutilization of subscription and B2B opportunities.



Realistic Scenario

The realistic scenario assumes full implementation of the highest-impact recommendations, including dedicated subscription pages, decision-support content, tighter integration between content and products, and conversion-focused UX improvements.

Conversion rates increase by approximately 15–20% within three months without traffic expansion. After six months, organic revenue growth reaches 25–40%, with subscriptions contributing a meaningful share of total sales. By twelve months, Atlas Roasters establishes a scalable organic revenue channel characterized by higher customer lifetime value and reduced reliance on paid acquisition.

Aggressive Scenario

The aggressive scenario includes all prior initiatives, supplemented by structured B2B expansion, mobile performance optimization, and accelerated production of bottom-of-funnel content.

Conversion rates increase by more than 20% within three months, particularly on mobile. After six months, organic revenue grows by approximately 60–80%. By twelve months, Atlas Roasters strengthens its position across both DTC and B2B organic channels, with the primary risk stemming from operational and fulfillment complexity.

Economic Interpretation

Across all scenarios, the primary growth driver is revenue per visitor rather than traffic volume. Subscription and B2B channels function as non-linear growth levers, where relatively small structural improvements generate outsized economic returns. As a result, monetization efficiency, rather than visibility expansion, defines the dominant path to sustainable growth.



STRATEGIC RECOMMENDATIONS

ACTION PLAN MATRIX

| RECOMMENDATION | IMPACT | PRIORITY | WHY IT MATTERS |
|--|-------------|----------|---|
| Launch Dedicated Subscription Pages | Very High | Critical | Captures highest LTV demand and stabilizes recurring revenue |
| Build Decision-Support Content (Comparisons & Selection) | High | Critical | Reduces purchase friction and increases conversion efficiency |
| Strengthen Product Page Commercial Structure | High | High | Improves revenue per visitor without traffic growth |
| Create Wholesale / Office Coffee Entry Point | Medium-High | High | Unlocks B2B contracts and higher order values |
| Integrate Content → Product Internal Linking | Medium | High | Converts informational traffic into sales |
| Add Trust & Conversion Signals (Reviews, Freshness) | Medium | Medium | Increases buyer confidence at decision stage |
| Optimize Mobile Performance on Revenue Pages | Medium | Medium | Improves mobile conversion where intent is highest |

The strategic recommendations for Atlas Roasters focus on maximizing revenue impact by addressing structural constraints identified in earlier stages rather than expanding top-of-funnel traffic. The guiding principle is value extraction from existing and near-term demand, particularly across high-intent and high-lifetime-value segments.

The following recommendations are structural decisions, not tactical optimizations.

The most critical recommendation is the launch of dedicated subscription infrastructure. Subscription demand consistently emerges as the most economically efficient growth lever due to its recurring nature and superior lifetime value. Without clear subscription pages that articulate value, frequency, and savings logic, Atlas Roasters remains structurally unable to capture this demand at scale. Implementing this initiative shifts the revenue model from purely transactional toward partially annuity-based economics.



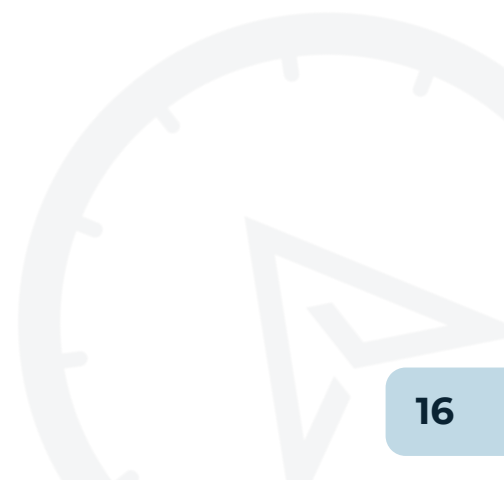
Closely linked to this is the development of decision-support content, including product comparisons and selection frameworks. These assets operate at the decision stage of the funnel, where users already exhibit commercial intent but hesitate due to uncertainty. By reducing decision friction, such content materially improves conversion efficiency across multiple keyword clusters.

Product pages represent an additional layer of revenue leverage. While the underlying products are strong, page structures do not consistently function as sales assets. Clarifying differentiation, prioritizing benefits, and reinforcing next-step actions can increase revenue per session without requiring additional acquisition spend.

Beyond direct-to-consumer sales, wholesale and office coffee represent a strategically important but underdeveloped channel. Even modest visibility in this segment can generate outsized revenue through contract-based purchasing behavior and larger order sizes. Establishing a clear B2B entry point enables access to this demand without diluting the consumer brand.

Supporting these primary initiatives are structural efficiency improvements that increase overall effectiveness. Stronger internal linking between educational content and commercial pages ensures that informational traffic contributes economically rather than remaining isolated. In parallel, clearer trust signals and targeted mobile performance optimization on revenue-driving pages reduce friction at critical decision moments and amplify the impact of all other initiatives.

Collectively, these recommendations prioritize revenue leverage over visibility expansion, positioning Atlas Roasters to grow organically with shorter payback periods, higher margins, and greater resilience to paid media volatility.





30 DAY EXECUTION PLAN

| | |
|---------------|---|
| WEEK 1 | Optimize existing product pages and internal linking to ensure that current organic traffic is clearly guided toward purchase, removing immediate conversion friction without adding new content. |
| WEEK 2 | Launch a dedicated subscription entry point and one decision-support content asset to capture high-intent demand and improve purchase confidence at the decision stage. |
| WEEK 3 | Strengthen trust signals and refine mobile user experience on revenue-driving pages to improve conversion rates where intent is highest. |
| WEEK 4 | Evaluate conversion performance and engagement changes, then prioritize the initiatives that demonstrate the strongest revenue impact for expansion in the next growth phase. |

The 30-day execution plan translates strategic intent into measurable commercial outcomes by sequencing actions according to revenue impact and execution risk. Rather than pursuing traffic expansion, the plan prioritizes monetization efficiency, focusing on converting existing demand into revenue as effectively as possible. This approach minimizes downside risk while creating near-term financial upside.

The initial phase focuses on improving the conversion performance of existing assets. By clarifying product value propositions and strengthening internal pathways from informational content to purchase-oriented pages, Atlas Roasters can unlock incremental revenue where intent already exists, without additional acquisition costs.

The second phase validates previously underdeveloped structural revenue levers, most notably subscriptions and decision-support content. Dedicated subscription entry points enable recurring revenue and higher customer lifetime value, while comparison and selection frameworks reduce decision friction at high-intent moments. Together, these initiatives shift growth from short-term transactional gains toward more sustainable revenue efficiency.

The final phase reinforces conversion confidence and validates outcomes. Enhancing trust signals and refining the mobile experience increases completion rates among high-intent users, while performance review identifies which structural changes generate the strongest economic response. This sequencing establishes a disciplined foundation for scalable organic growth driven by value per visitor rather than traffic volume.



METHODOLOGY BOUNDARIES

This report is a decision-support document produced under a defined business objective (Traffic, Leads, Sales, or Branding) and should be interpreted strictly within that objective. Its purpose is to reduce decision risk prior to growth, SEO, or market-entry investments. All findings, analyses, and conclusions are derived from a structured research methodology applied sequentially across defined stages.

The analysis relies on third-party SEO and keyword intelligence datasets (Organic Research and Keyword Gap) as directional indicators of digital demand, competitive dynamics, and revenue proximity. Metrics such as keyword volume, intent classification, CPC, and difficulty represent estimated signals rather than audited measurements or guaranteed performance outcomes.

Growth scenarios and revenue projections are scenario-based interpretations grounded in structural assumptions related to monetization efficiency, execution depth, and demand capture. They do not constitute financial forecasts, commitments, or assurances of future results.

Strategic recommendations presented in this report reflect structural business decisions, constraints, and trade-offs rather than tactical or step-by-step execution instructions. Operational outcomes depend on implementation quality, market conditions, and internal capabilities beyond the scope of this analysis.

Where available, findings should be validated against first-party performance data (e.g., analytics platforms, CRM systems, or transaction data) prior to execution. This report does not replace internal measurement systems, operational testing, or financial reporting and should be used as a framework for informed decision-making, not as a standalone operational plan.



CONCLUSION & NEXT STEPS

This report demonstrates that Atlas Roasters operates in a structurally favorable market, where growth is driven less by overall demand expansion and more by the ability to capture, convert, and retain high-intent customers. Across keyword economics, content gaps, competitive dynamics, technical structure, and growth scenarios, the analysis consistently points to a single conclusion: the primary constraint on growth is not visibility, but monetization efficiency.

Atlas Roasters already participates in demand segments with strong commercial intent, particularly in specialty coffee, subscriptions, and potential B2B use cases. However, gaps in commercial content architecture, conversion support, and recurring revenue infrastructure limit the economic yield of that demand. Addressing these constraints does not require disproportionate investment or long-term brand rebuilding, but focused execution aligned with purchase behavior and customer lifetime value dynamics.

The path forward prioritizes structural improvements that deliver measurable revenue impact while laying the foundation for scalable organic growth. Strengthening subscription entry points, decision-stage content, and conversion confidence increases revenue per visitor and reduces reliance on paid acquisition, creating a more resilient and predictable growth model.

The immediate next steps are executional rather than exploratory: validating which structural changes generate measurable economic response and selectively scaling those with demonstrated impact. With disciplined follow-through, Atlas Roasters is positioned to translate existing market tailwinds into sustainable, profitable growth.