

Oxaide

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Subject: Sample tam

Request

Sample brief — fictional figures, real format

Summary

SAMPLE FORMAT DEMO — Specialty coffee wholesale, Singapore: market sizing

Every figure marked (sample) is fictional and shows layout only · 11 Sep 2026

Outcome: sample sizing in one table

Market	Value	What it covers
TAM (total addressable market — everyone who could buy)	S\$64,600,000 (sample)	All eating places, hotels, offices and retail packs that could take specialty beans
SAM (serviceable available market — the part we can reach)	S\$38,234,000 (sample)	Specialty cafes, restaurants, hotels and offices buying wholesale beans
SOM (serviceable obtainable market — year-one share to chase)	S\$5,472,000 (sample)	180 outlets (sample) at about 800 kg each per year (sample)

So what: the reachable wholesale pool is about six in ten of the total (sample), and a focused first year chases roughly one-seventh of that pool (sample). See the attached workbook for the row-by-row build.

How the sample adds up

Buyer group	Outlets	Kg per outlet / yr	S\$ per kg	Group value
Specialty cafes	420 (sample)	900 (sample)	S\$38 (sample)	S\$14,364,000 (sample)
Restaurants	650 (sample)	400 (sample)	S\$34 (sample)	S\$8,840,000 (sample)
Hotels	120 (sample)	1,500 (sample)	S\$36 (sample)	S\$6,480,000 (sample)
Offices	900 (sample)	250 (sample)	S\$38 (sample)	S\$8,550,000 (sample)

SAM total: S\$38,234,000 (sample). TAM and SOM rows use their own outlet, volume and price inputs in the workbook.

Price inputs sit near a real public anchor: one local roaster lists wholesale at \$36–\$42 per kg depending on origin, so the sample S\$34–S\$38 band is plausible for layout purposes.

Three sample competitors

Competitor	Revenue	Price per kg	Offer
Sample Roaster A	S\$2,800,000 (sample)	S\$38 (sample)	Beans plus barista training

Competitor	Revenue	Price per kg	Offer
Sample Roaster B	S\$1,900,000 (sample)	S\$36 (sample)	Beans plus machine rental
Sample Roaster C	S\$1,200,000 (sample)	S\$42 (sample)	Single-origin (one farm or region) focus

Names are placeholders — no real company names are used for comps. One real roaster page read for this pack shows wholesale bundled with tasting sessions, machine supply and training, but lists no public price list, so comp prices above stay fictional.

12-month trend

Public sources point to steady, slow growth. Retail Asia, citing GlobalData, puts Singapore coffee sales at 3.2% CAGR (yearly growth rate) over 2022–2027, with per-person intake at 122.7 litres in 2022. Singapore Business Review, citing Euromonitor, puts specialist coffee and tea shops above US\$200m in 2023 with about 1% yearly growth to 2025, and notes fast outlet churn as chains enter and some later exit.

Sample outlook applied in this demo: wholesale volumes up about 4% (sample) and wholesale prices up about 2% (sample) over the next 12 months.

What we could not see

Full Euromonitor and Statista tables sit behind paid access, so their totals are omitted here — only the free-to-read summaries above are used.

Other gaps: no public outlet count for specialty-only wholesale buyers, so outlet counts are fictional; green-bean cost swings are not modelled; office demand is estimated, not surveyed.

Next step

Confirm real outlet counts and two live wholesale quotes before using this layout for a buying decision.

Sources:

- Brawn & Brains — Wholesale coffee pricing at \$36–\$42 per kg — <https://www.brawnandbrains.sg/blogs/journal/coffee-beans-singapore-office-coffee-culture>
- Cowpresso Coffee Roasters — Wholesale offer with tasting, machines and training, no public price — <https://cowpressocoffee.sg/pages/wholesale>
- Singapore Business Review — Coffee and tea shops in SG set for 1% CAGR through 2025 — <https://sbr.com.sg/news/coffee-and-tea-shops-in-sg-set-1-cagr-through-2025>
- Retail Asia — Singapore's coffee sales to see steady growth in next five years — <https://retailasia.com/news/singapores-coffee-sales-see-steady-growth-in-next-five-years>

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