

SITE SNAPSHOT · VIENNA, AUSTRIA

SPECIALTY COFFEE BAR

Neubaugasse 25, 1070 Wien — a shopping street in the 7th district known for independent shops

OUR VIEW

NOT AS A STANDARD COFFEE BAR

The street works: dense, young, highly educated residents, a large daytime workforce and constant shopping traffic. But 27 cafés are within a 5-minute walk, 7 of them specialty operators. A classic specialty coffee bar here would fight for the same customers. Only go ahead with a clearly different concept.

7 / 27

cafés within a 3 / 5-minute walk along the streets

7

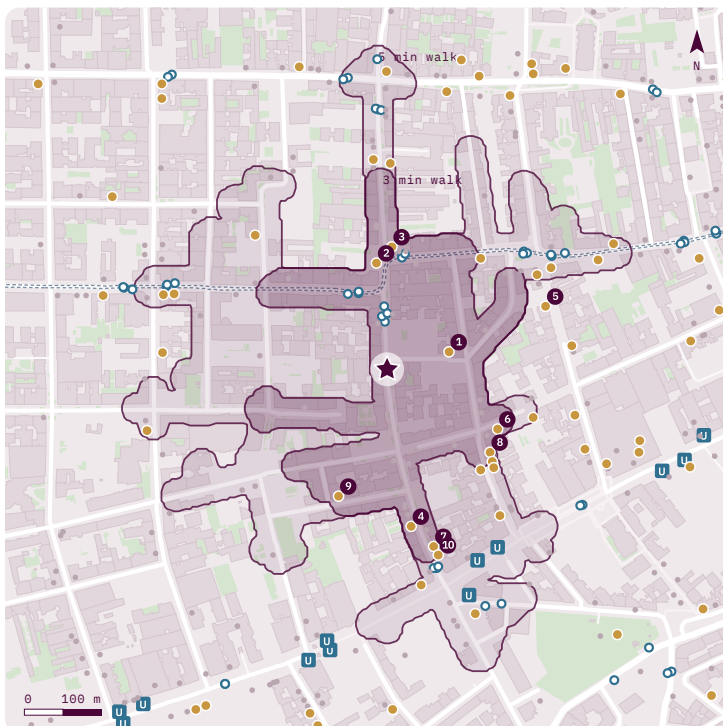
specialty coffee operators within 5 minutes — checked online on 28 Sep 2026

~4.4k

residents in the 5-minute walking area (estimate) — plus ~4.6k people working there

1 min

to bus 13A at Siebensterngasse (tram 49: 1.5 min); U3 Neubaugasse entrance ~4.5 min



■ 3 / 5-min walking area ● Café ● Other food & drink

○ Bus / tram stop ■ U-Bahn entrance

KEY FINDINGS

- Strong, all-day demand**
 Neubau has 19,595 residents per km², 54% of 25–64-year-olds hold a degree, and about 32,800 people work in the district — more than live there.
- Excellent access**
 Bus 13A and tram 49 stop 1–2 minutes away; an entrance to the U3 station Neubaugasse is about 4.5 minutes' walk.
- Saturated coffee market**
 7 cafés within 3 minutes and 27 within 5, including 7 specialty operators and an international chain. Coffee alone is not a reason to visit this spot.
- Shopping street, not an office district**
 236 shops within 5 minutes (57 of them fashion) bring browsing shoppers — likely strongest midday and on Saturdays, weaker at the 7–9 am commuter peak.
- Recommendation**
 Only with a concept the street lacks (for example coffee combined with retail, or a distinct food offer), or test sites a few minutes away from the cluster.

1 · WALKING AREAS

Instead of a simple circle, we measure how far a customer can walk **along real streets and paths** at an average 4.8 km/h. Building blocks and the street layout shape the area, so it is smaller than a circle of the same radius.

AREA	WALKING DISTANCE	SIZE	CAFÉS
3-minute walk	240 m	0.08 km²	7
5-minute walk	400 m	0.22 km²	27

Why 3 and 5 minutes?

For a coffee bar, most regulars come from within a few minutes' walk — people rarely walk further for a daily coffee. Larger formats (supermarket, gym) are measured at 5 and 10 minutes.

2 · DEMAND: WHO IS AROUND

Residents (Neubau, 7th district)

Population (1 Jan 2024)	31,513
Density	19,595 / km²
Average age	42
Degree holders (age 25–64, 2021)	54%
Average household size	1.8 persons

Daytime population

About **32,800 people work in Neubau** (2021), of whom 29,207 commute in from elsewhere — the district has more jobs than residents.

Scaled to the 5-minute walking area: roughly **4,400 residents** and **4,600 workers** (estimate from district averages). Small, educated, often single-person households are a typical specialty coffee audience.

3 · COMPETITION

Nearest 10 cafés — checked remotely

	NAME	TYPE	WALK	STATUS
1	Gustav Emil Paula Paula	Espresso bar with own pastry	1.1 min	OPERATING
2	Caffè Latte	Restaurant-café, breakfast & brunch	1.9 min	OPERATING
3	Spazio Coffee&Waffle	Brunch & waffle café	2.0 min	OPERATING
4	Bocan's Café	Traditional café	2.6 min	LISTED
5	P'AM Roastery	Specialty roastery-café	2.7 min	OPERATING
6	*tart'a tata	French pâtisserie-café	2.9 min	OPERATING
7	Stehcafe & Teekontor	Stand-up coffee & tea	3.0 min	OPERATING
8	Café Europa	Café-bar, open late	3.0 min	OPERATING
9	Blue Box	Café-bar-restaurant, open late	3.1 min	OPERATING
10	Starbucks	International chain	3.1 min	LISTED

Checked on websites and listings, 28 Sep 2026 ("Listed" = directory only). Numbers match the map.

Specialty coffee within 5 minutes: Gustav Emil Paula Paula (1.1 min), P'AM Roastery (2.7 min), The Coffee Neubaugasse (3.4 min), Coffee Junkie (3.7 min), J. Hornig Kaffeebar (3.9 min), kaffemik (4.0 min), Jonas Reindl (4.6 min). Specialty coffee is already well covered.

4 · THE STREET & ACCESS



Neubaugasse at no. 23, looking north (March 2020). Photo: Gugerell, Wikimedia Commons, CC0.

STOP	LINES	WALK
Siebensterngasse	Bus 13A · night bus N71	~1 min
Siebensterngasse	Tram 49 · night bus N49	~1.5 min
Kirchengasse	Tram 49 · bus 13A	~4 min
Neubaugasse (station entrance)	U3	~4.5 min
Neubaugasse	Bus 14A	~4.5 min
Neubaugasse / Burggasse	Bus 48A	~5 min

A narrow retail street lined with independent shops, cafés and fashion. Its southern end meets Mariahilfer Straße, one of Vienna’s busiest shopping streets. Typical for shopping streets, footfall is expected to peak at midday, after work and on Saturdays — to be confirmed on site.

5 · RISKS

RISK	WHAT IT MEANS	LEVEL	HOW TO HANDLE IT
Saturated coffee market	27 cafés within 5 min, 7 specialty	HIGH	Different concept, not a copy of what exists
Strong specialty brands	Local roaster and an international specialty chain nearby	HIGH	Do not compete on coffee quality alone
Weaker early morning	Retail street: the 7–9 am commuter trade is likely lower than at midday	MEDIUM	Plan around midday, afternoon and Saturday; confirm with a morning count
Rent	Popular retail street in an inner district	TO CHECK	Compare rent with a realistic cups-per-day forecast

6 · RECOMMENDATION

1. **Do not open a standard specialty coffee bar** at this address.
2. Consider it only with a concept the street lacks — for example coffee combined with retail, or a distinct food offer.
3. Compare with sites a few minutes away from the café cluster before committing.
4. Visit on a weekday morning, a weekday afternoon and a Saturday to see the real flows.

NEXT STEP

This Snapshot answers “is this area right?” A **Single Site analysis** answers “which unit is right?” — with a demand model, measured footfall, comparison with 2 alternative sites and a 45-minute review call.

hello@locoft.com · locoft.com

About this sample. Prepared by Locoft to show the format of a Site Snapshot; not a commissioned analysis. No rent, sales or measured footfall data. Walking areas: along streets and paths at 4.8 km/h. Walking-area residents and workers: estimates from district averages.

Sources. Businesses, transit, streets © OpenStreetMap contributors (ODbL), 28 Sep 2026. Competitor status: business websites and listings, 28 Sep 2026. Demographics and commuters: City of Vienna (MA 23), “Der Neubau in Zahlen 2024”. Photo: Gugerell / Wikimedia Commons (CC0).