Oxaide — Private desk

REF SAMPLE-tam • 2026-09-16

Subject: Sample tam

SAMPLE • FICTIONAL FIGURES • REAL FORMAT — not a live fact, judge the structure

Isolated computer per job • Uploads wiped 24h • Packs 90d • No source? Red flag. Wrong key claim? Full refund (hi@oxaide.com, 14d). Research, not advice.

Request

Sample brief — fictional figures, real format

Summary

SAMPLE • FICTIONAL FIGURES • REAL FORMAT

Specialty coffee wholesale in Singapore — market sizing

Wholesale beans to cafes, restaurants and offices • 16 Sep 2026 • SAMPLE — every number here is fictional

BOTTOM LINE UP FRONT

Reachable wholesale (SAM, reachable customers) is S$9,282,000 (sample) a year. A new entrant could win S$820,800 (sample) in year one (SOM, winnable near-term share). Full specialty-grade demand (TAM, all possible demand) is S$18,432,000 (sample).

Three sample roasters together hold S$5,539,100 (sample), about 60% (sample) of SAM. Prices cluster near S$33–S$38 (sample) per kg. The twelve-month direction is mildly positive for wholesale, even as cafe sales soften.

So what: there is room for one focused entrant at S$35–S$36 (sample) per kg, serving 50–70 (sample) outlets in year one.

Market layer	Outlets (sample)	Kg per outlet / yr (sample)	Price (sample)	Annual value (sample)
TAM — all specialty-grade demand	1,200 (sample)	480 (sample)	S$32 (sample)	S$18,432,000 (sample)
SAM — reachable cafes, restaurants, offices	650 (sample)	420 (sample)	S$34 (sample)	S$9,282,000 (sample)
SOM — winnable in twelve months	60 (sample)	380 (sample)	S$36 (sample)	S$820,800 (sample)

Detail and maths are in the attached workbook (sheet TAM).

Sample roasters

Names are placeholders. No real company is meant.

Sample roaster	Outlets (sample)	Price S$/kg (sample)	Revenue (sample)	Year change (sample)
Sample Roaster A	180 (sample)	S$35 (sample)	S$2,520,000 (sample)	+4% (sample)
Sample Roaster B	140 (sample)	S$33 (sample)	S$1,755,600 (sample)	-1% (sample)
Sample Roaster C	95 (sample)	S$38 (sample)	S$1,263,500 (sample)	+6% (sample)
Total — three sample roasters	—	—	S$5,539,100 (sample)	—

Roaster C charges the most per kg (sample) and grows fastest (sample). Roaster B is the value offer (sample) and holds flat (sample).

Twelve-month trend

Signal	Direction	Note
Reachable wholesale (SAM)	Up 2% (sample)	New offices and carts offset soft cafes
Full demand (TAM)	Up 3% (sample)	Steady drinking habits, more at-home use
Cafe and food-court sales	Softer	Trade press notes weakness; fast food holds up
Specialist coffee and tea shops	Mild growth	Trade press notes outlet growth by chains
Household food spending	Steady	Official data shows food services hold a firm share

Next steps

- Lock 10–15 (sample) anchor outlets before signing a roaster lease.
- Price the house blend at S$35 (sample) per kg; reserve S$38 (sample) per kg for single lots.
- Offer tasting, training and loan equipment, as local wholesale pages do.

Honest gaps

- Outlet counts and kg per outlet are fictional samples; confirm with your own outlet calls.
- Real company revenues sit in paid filings and are left out here.
- The full Euromonitor coffee report with brand shares is paid, so it is left out here.

Sources

- Singapore Business Review — specialist coffee and tea shop growth direction — https://sbr.com.sg/news/coffee-and-tea-shops-in-sg-set-1-cagr-through-2025
- Singapore Business Review — F&B sales softness in cafes, strength in fast food — https://sbr.com.sg/food-beverage/news/fb-sales-fall-19-cafes-food-courts-weaken
- data.gov.sg (SingStat) — household spending on food services — https://data.gov.sg/datasets/d_7a24e1f85969c45ad68a89f7acf4e7a8/view
- Cowpresso Coffee Roasters — wholesale bundle scope — https://cowpressocoffee.sg/pages/wholesale

Oxaide • UEN 201806463W • Research, not advice • REF SAMPLE-tam

SAMPLE — all figures fictional.