%Arabica Digital Marketing Audit

Executive Summary

The report presents a marketing audit of %Arabica digital presence across the UAE. It analyses the brand's position on the local market in relation to competing brands, audience sentiment, company's web presence and social media activity. %Arabica digital presence demonstrates high brand consistency, presence of a loyal consumer base and wide organic audience. Current digital marketing strategy, however, fails to fully utilize the brand's potential to drive higher engagement, reach wider audiences and build active community. This report offers strategic recommendations on improving website architecture, introducing more community-centered and engagement-driving content, using influencer partnerships and website to attract new audiences.

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Introduction

The UAE specialty coffee market proves to be one of the fastest growing and advanced in the world (Magazine Coffee 2026). To gain advantage of it in the highly competitive environment, the company must build its digital presence to stand out and strengthen brand loyalty. %Arabica had secured its place amongst the most recognizable coffee chains in the country, combining the scale and reputation with third way specialty coffee. This report presents PEST and SWOT analysis of the company's current digital marketing, evaluates web presence, SEO visibility and social media activity and suggests a strategy for enhancing %Arabica online marketing.

Digital PEST Analysis

UAE macroenvironment is characterized by high digitalization and mobile adoption (Tomsher 2026) (Appendix A, Table A1). Technological advancements lead to a 99% penetration rate (DataReportal 2026). AI development changes the consumer journey, requiring adaptation to new search methods.

High spending power and Western influence creates demand for premium aesthetics and potential for shared media (Dubai Business Zone 2026). Country-wide adoption of social media and reliance on social proof make media the key tool for customer attraction and community building (SEO by Yoni 2026).

UAE digital environment is strictly regulated by law, protecting customer data, regulating media promotion and creators partnerships (UAE Legislation Portal 2023).

Competitor Analysis

As a global coffee chain, recognized for its aesthetic, %Arabica competes with Starbucks (Appendix A, Table A2). In social media, Starbucks is focused on collaborations with local influencers, menu updates and social trends (Starbucks UAE Instagram 2026). Their website is informative (Starbucks UAE 2026), with various pages appearing frequently in search. It prioritizes loyalty and driving sales. Starbucks is focused on mass market. As a specialty coffee chain, %Arabica competes with cafes owned by local roasteries, such as The Espresso Lab. They lead in D2C sales, focused more on selling beans and equipment, while for %Arabica it comes secondary. The Espresso Lab website and social media showcase expertise through explanations of product specifications and content from barista competitions (The Espresso Lab Instagram 2026). Since %Arabica is appreciated for minimalistic interiors and high quality coffee, it comes close to Cafe Nero positioning. The latter prioritizes comfort over trends, with social media adopting similar cinematic slow paced tone, however focused almost solely on products and locations, with low engagement (Caffè Nero UAE Instagram 2026).

%Arabica social media following and engagement outstands The Espresso Lab and Cafe Nero, coming second to Starbucks. SEO includes more non-branded keywords compared to competitors, website offers a more limited amount of information.

Social Media Analysis

%Arabica owns accounts on Instagram, TikTok, Facebook and other platforms.

Instagram remains their main platform in the region with 97.3K followers, following around 2 publications per week schedule (%Arabica UAE Instagram 2026). Their content consists of cinematic shots of coffee, brand announcements, coffee centered reels and occasional trends. Clean minimalistic aesthetic, high quality visuals with calm editing style.

Average views are 12K, likes hidden. Comments mostly come under 10, shares account for most engagement and hit around 40 with 15-20 saves. Most engagement is driven by a few posts while the majority performs significantly lower (Appendix B. Image 1). The brand relies on owned content, without collaborating with users or influencers.

Main content pillars are food and beverages, locations, announcements, followed by people, trends and culture. Footage of coffee and cafes are the main part of content, however, don't show high engagement. In product focused posts menu expansions and desserts give higher results than coffee and bakery, driving saves. People centered content results in more comments. Generic trends show low views, while localized culture related videos, like viral kuwait ice cream trend, get highest shares. Reels and graphics perform best, photo carousels are least successful. Humour and engaging questions trigger audience response.

Web Analytics Analysis

Arabica UAE website demonstrates same recognizable aesthetic that defines the brand (%Arabica UAE 2026). It uses modern fonts, negative space and clean professional images. %Arabica website offers brand introduction, list of locations in different cities, as well as menu overview.

The website is adapted to mobile and web, while the tablet version demonstrated flaws (Appendix B. Image 2).

Website drives over 3K organic viewers monthly, with 700 organic keywords used (Appendix B. Image 3).

One of the main weaknesses of the website is low word count on multiple pages. Limited text aligns with the brand image, however, creates less opportunities for the domain to come up at search. Adding more pages and text can increase visibility. Over 40 pages lack proper heading hierarchy, which makes it harder for engine crawlers to categorise and understand content. 42 pages also have broken links to be fixed and 2 pages have identical description, confusing algorithms (Appendix B. Image 4). These issues lead to low GEO rate of the page (Appendix B. Image 5).

Interactivity and visual stability is good but load time needs improvement for both mobile and web (Appendix B. Image 6).

The most popular page in the English version is home page, store locations following with a large gap (Appendix B. Image 7), indicating that users rarely enter from any page other than main. The Arabic version is less popular, home page also leading with the menu coming second (Appendix B. Image 8).

Top keywords by position are "ارابيكا", "arabica coffee", "coffee near me drive thru" and variations, "arabica last exit auh bound", "coffee roaster near me" (Appendix B. Image 9). Most key words have a good level of difficulty.

Sentiment Analysis

Global sentiment around the brand is polar. Some love their coffee and visit multiple locations. Brand fans love comparing and "collecting" locations in different countries and trying their local drinks. There is also a large group of people saying %Arabica coffee quality is low compared to high pricing and prefer local specialty coffee shops or home brewed coffee (Appendix C. Image 1). Local sentiment is much more positive, with google reviews rate of 4.1-4.6 (Appendix C. Image 3), although patterns are similar to global sentiment. Reviews reveal that the atmosphere of the cafe is an important point for customers (Appendix C. Image 4). They appreciate minimalistic light spaces, mentioning it as suitable for work. Complaints mostly come from dissatisfaction with food / service compared to pricepoint (Appendix C. Image 5). It is clear though that many people come to %Arabica repeatedly.

Digital SWOT

Strengths

%Arabica has a wide online audience and established media presence. Their Instagram account has 97.3K followers, outperforming local competitors. Overall sentiment around the brand is positive, with good reviews from paying customers and loyal consumer base.

Brand maintains consistent visual aesthetic across physical stores, web and social media presence. Clean minimalistic aesthetic is appreciated by the audience and becomes one of the primary differentiators.

Owns accounts on various major social media platforms and multilingual website adopted for mobile. SEO analysis showcased relevant keywords,including many non-branded terms, driving 3K monthly organic traffic.

Weaknesses

Despite high followers count, engagement gravitates towards the lower end. Most engagement is driven by a few high performing posts while regular publication rarely spark active feedback (%Arabica UAE Instagram 2026).

%Arabica Instagram page includes very few collaborative posts mostly with brands, with no influencer content or UGC/EGC. It creates a consistent polished look, but numbers showcase that occasional appearances of people on the page contribute to increased engagement, especially in comment numbers.

Website load time needs improvement, and overall structure remains relatively shallow, with lack of text and proper headings formatting, making pages less adapted to engine crawlers. The vast majority of users come from the home page. A whole website functions as an information page but doesn't motivate action (%Arabica UAE 2026).

Opportunities

%Arabica social media analysis showcases that posts that utilize humour, show people, and use engaging questions perform better than plain footage of product or place, creating an opportunity for potential growth. Following video trends doesn't give good results but addressing local movements and topics gets a good response.

Arabica is not only a coffee shop but also a roastery. Arabica's website and media, however, do not demonstrate this side of the business, missing an opportunity to attract customers who like brewing coffee at home.

Expand the website and adapt it to be easier analysed and pushed up in searches.

Threats

Negative online reviews mention high prices and unsatisfying staff behaviour. Currently overpowered, if these sentiments get viral on social media, it can damage brand reputation.

Unresolved issues with the website can lead to increasing visibility especially considering the increased role of automated analytics in SEO.

On social media Starbucks attracts many trend-oriented customers, while The Espresso Lab caters to specialty coffee lovers and locals. %Arabica needs to keep a high level of aesthetics backed up by quality to not lose the audience to competitors.

Recommendations

To increase website visibility the page requires backbone fixes: fixing repeating page descriptions, adding H1 headings for better analytics, adding more text to pages to include more keywords and information for SEO and GEO improvement. Compress large images to increase load time and adapt layout to tablets.

To appear in search for more non-branded keywords add a blog page to drive the audience to the website through related topics. As a major specialty coffee company %Arabica can write professional, expert content: difference between arabica and robusta, explanation of coffee roast levels, and so on. To attract a more trend-driven audience blogs can be about "instagramable" interiors, inspired by Asian philosophy. That will both establish the brand as a specialty coffee expert, and drive more people to the website from non-branded searches.

Instead of serving as an information page, the website can become a tool for community building through CTAs and clearly stated value of subscribing to Instagram or newsletter to gather customer data. Blog and newsletter can turn the website to a modern analogue of a coffee table magazine, collecting curated stories from %Arabica all over the world, as it's known for its stores around the globe.

Websites should feature products and lead to delivery partners. Meanwhile, the visual aesthetic must remain clean and light for consistency of brand image.

Integration of more people and humour in Instagram content can make it more relatable and boost engagement. Focusing on people, community and relatability instead of cinematic videos of coffee and bakery will spark more conversations and make the audience feel included, creating community around the brand. Incorporate more interactive hooks and engaging questions as they help build community.

Monitor and engage with users sharing negative experience to moderate conflicts and control potential reputation damage.

Collaborations with creators add credibility in the environment where consumers rely on social proof. Partnering with local creators and joining social trends (not repeating viral videos but rather integrating hot topics) in UAE will make content more engaging, attract local audiences and boost reaction. Start actively reposting and engaging with more UGC content to boost social credibility, establish trust and motivate users to share their experience.

Conclusion

%Arabica has made its name in the region with consistent brand image, recognized aesthetic and distinct positioning, earning loyal audience. The brand's digital presence, however, functions more as a company presentation, missing out on the potential for building active community and inviting conversations. By expanding web presence and optimizing it for AI search, introducing more engaging content and collaborating with UGC creators and influencers, the brand can turn its online presence into an instrument for creating community and building loyalty, securing and strengthening the company's position on the market.

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Appendix A. PEST and Competitor Analysis.

Table 1. PEST Analysis

Political	UAE law is strict around privacy and transparency. Personal Data Protection Law regulates the rules around collecting and analysing customer data, prohibiting user tracking and requiring official consent for any data collection and information protection measures from the businesses (UAE Government 2021). UAE's Federal Decree-Law No. 14 for Modern Technology-Based Trade regulates taxes, licensing and customer protection for e-commerce, both direct and through third-party, which applies to %Arabica partnerships with delivery companies (UAE Legislation Portal 2023). For any advertisements and paid partnerships online, disclaimer must be clearly present, identifying the nature of the partnership. By law, all creators earning income through social media must possess a Commercial License and an Advertiser Permit.

	Therefore, any influencer collaborations are possible only with licensed creators, and content must be labeled as ad/sponsored. Filming in public is also limited. UAE Cybercrimes Law prohibits filming public without consent, so any footage of customers or bypassers must be officially agreed upon. The use of professional equipment for filming in public places requires Commercial Filming Permit, which includes malls and many popular city places.
Economical	UAE economy is highly digitalized. Customers search, compare and buy mostly from their mobile devices. That increases the importance of website and ads adaptation to mobile devices (Tomsher 2026). UAE has one of the highest spending power in the region (The Global Economy 2026). It creates demand for brands with premium positioning. UAE showcases high return purchase level, which creates opportunities for building community and loyal customer base.
Social	Over 80% of the UAE population consists of expats. It creates a mixture of languages and cultures to address. The main language of use is English, but Arabic is a common expectation amongst locals. Adoption of the global chain to the local market requires addressing Arab traditions, but overall social culture follows Western trends, especially in visual aesthetics (Dubai Business Zone 2026). UAE has a high coffee culture, with the value of the coffee market exceeding 12 billion AED. 93% of the coffee consumption happens outside of the house, meaning that the population prefers going out for coffee and the ritual and place means not less than the drink itself. With a high population of expats, coffee shops need to cater to the tastes of multinational audiences. Recent years demonstrated growth of small cafes inside roasteries, showcasing value of transparency and preference for specialty coffee (ScarabME 2026). In the digital world, the UAE population showcases high reliance on social proof. With fast-paced economy, reviews, social media recommendations serve as markers of trust and reassurance (SEO by Yoni 2026). Social media is directly linked to conveying social status, visual aesthetic and reputable brands serve as social markers for that. High value influencer economy suggests high influence of media creators on public buying decisions (Ken Research 2026).
Technological	UAE demonstrates 99% online penetration rate. In October 2025 the country housed 12.5 million social media users, covering the entire population (DataReportal 2026). These numbers demonstrate an extremely high level of digitalisation in the society, showing that residents are very actively engaged in the digital world and social media.

	The recent boom of AI increased consumer expectations for personalisation, as well as changed the way consumer journey is built. Many customers rely on AI chatbots to find products and places and information about them, demanding brands to adjust their online presence to this search method.

DataReportal. (2026) *Digital 2026: The United Arab Emirates*. Available at: https://datareportal.com/reports/digital-2026-united-arab-emirates (Accessed: 24 October 2026).

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Table 2. Competitor Analysis

Brand	**%Arabica**	**Starbucks**	**The Espresso Lab**	**Cafe Nero**
Positioning	Specialty coffee from Japan, inspired by asian philosophy, with a wide global presence and aesthetic minimalist interiors.	Global giant, mass market coffee franchise and third space, famous for its wide range of drinks and customization options.	Artisanal specialty coffee, focused on luxury and craftsmanship, creating a small community of coffee lovers with high transparency and focus on	Premium coffee in the best Italian traditions in a comfortable atmosphere designed to slow down and socialize.

			quality.	
Website	Clean minimalistic website with main focus on locations and menu items. Short brand introduction and link to brand social media (%Arabica UAE 2026).	The website focuses on loyalty programs and offerings. More text-heavy, tells the story of brand in middle east, explains details of delivery and products for personal brewing (Starbucks UAE 2026).	Prioritizes wholesale and D2C, deep focus on coffee origin, taste notes and other specifications. Explains technology, shares stories and introduces people (The Espresso Lab 2026).	Website presents menu, stores and delivery options, explains coffee origin and shares blogs covering industry related content (Caffè Nero UAE 2026). Emphasis on physical locations and guests comfort.
Social Media	Main account is Instagram, with little presence on other platforms. Clean minimalistic aesthetic (%Arabica UAE Instagram 2026). Low to average engagement, content consists of footage of products and places.	Content is focused around the menu, brand announcements (Starbucks UAE Instagram 2026). It features more collaborations with influencers, especially locals, including Arabic while keeping English main. Uses social trends rather than content trends.	Focuses on professionalism and coffee expertise. Positioned primarily as roastery and barista expert. Showcase competitions, expert content and localized content (The Espresso Lab Instagram 2026).	Content showcases footage of coffee and spots, employees. Slow paced, meditative, focused on high quality visuals, occasional trends (Caffè Nero UAE Instagram 2026).
SEO Keywords	"ارابيكا", "arabica coffee", "coffee near me drive thru", "arabica last exit auh bound", "coffee roaster near me" (Appendix B. Image 9)	Top keywords are branded, mentioning cities or looking for the menu. Starbucks also appears for search of "brewed coffee" (Appendix B. Image 10)	Shows a mix of branded keywords, competing coffee shops/roasteries searches, specific products or information (Appendix B. Image 11)	Most keywords are brand specific, with occasional industry generic searches (Appendix B. Image 12)

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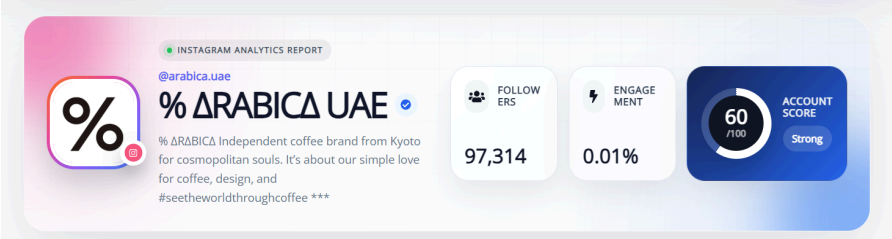
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Appendix B. %Arabica Website & Media Analysis.

Image 1. Instagram Overview.



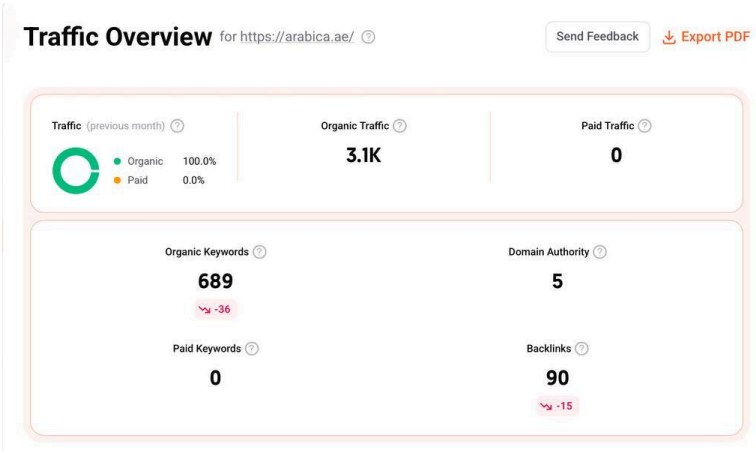
https://socialstats.info/

Image 2. Tablet View.



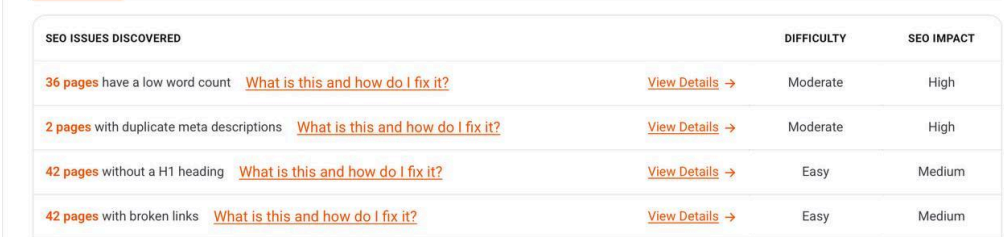
www.arabica.ae

Image 3. Traffic Overview.



https://ubersuggest.com/en

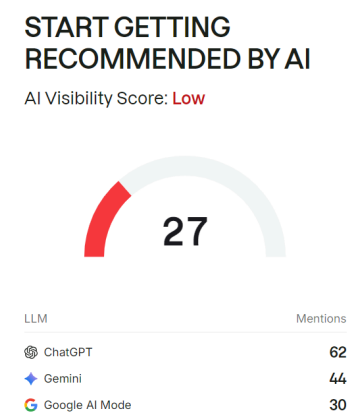
Image 4. SEO Issues.



SEO ISSUES DISCOVERED		DIFFICULTY	SEO IMPACT
36 pages have a low word count What is this and how do I fix it?	View Details →	Moderate	High
2 pages with duplicate meta descriptions What is this and how do I fix it?	View Details →	Moderate	High
42 pages without a H1 heading What is this and how do I fix it?	View Details →	Easy	Medium
42 pages with broken links What is this and how do I fix it?	View Details →	Easy	Medium

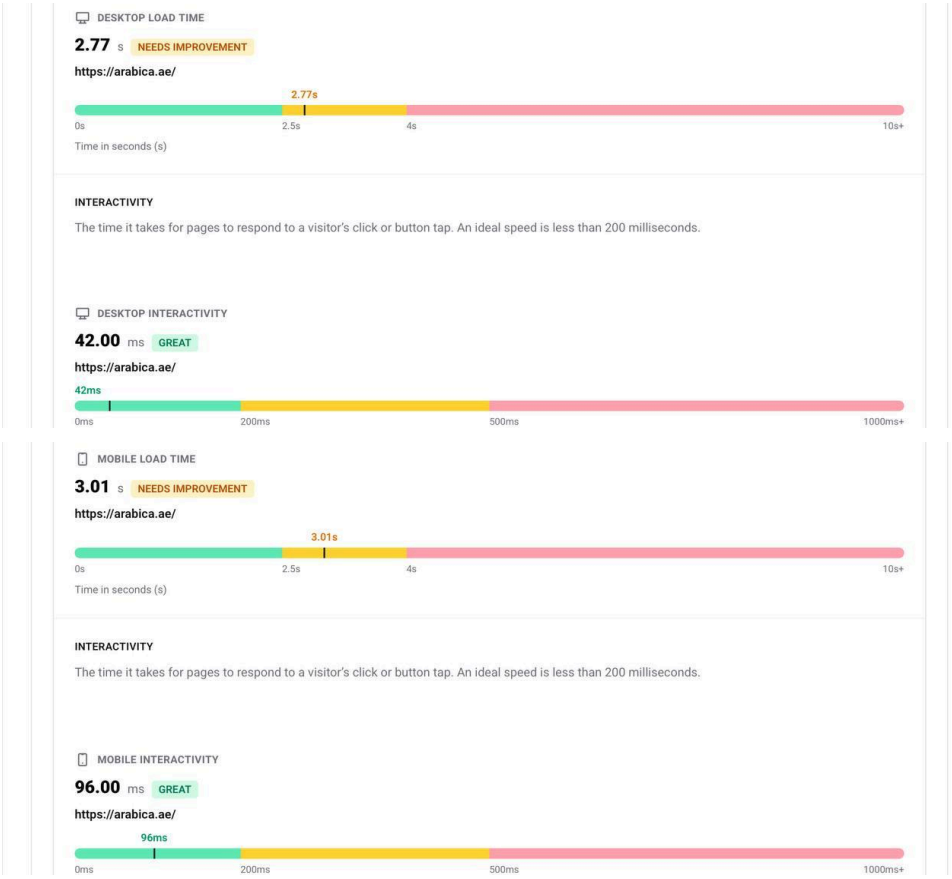
https://ubersuggest.com/en

Image 5. GEO Score.



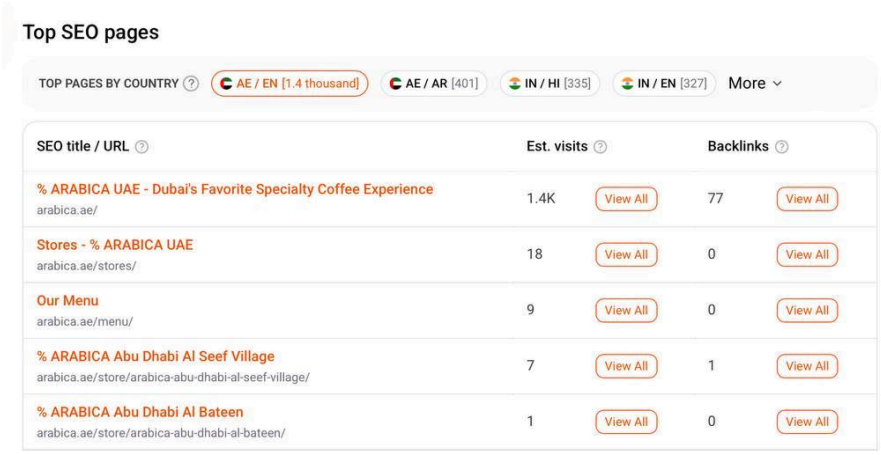
www.semrush.com

Image 6. Load Time.



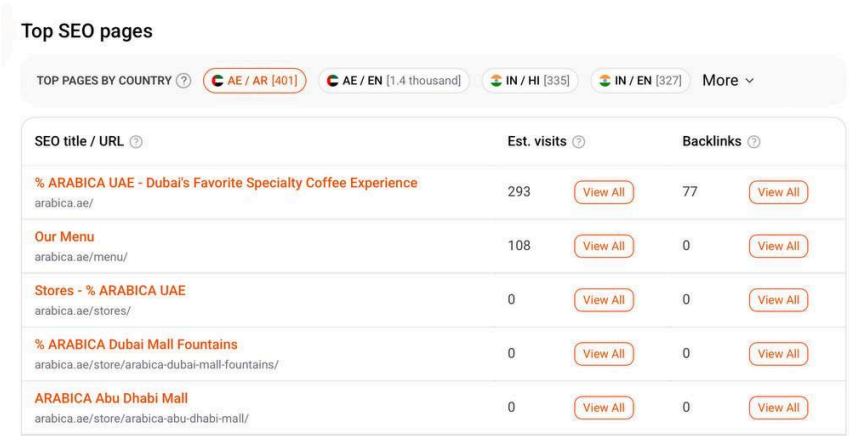
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Image 7. Page Visits. English.



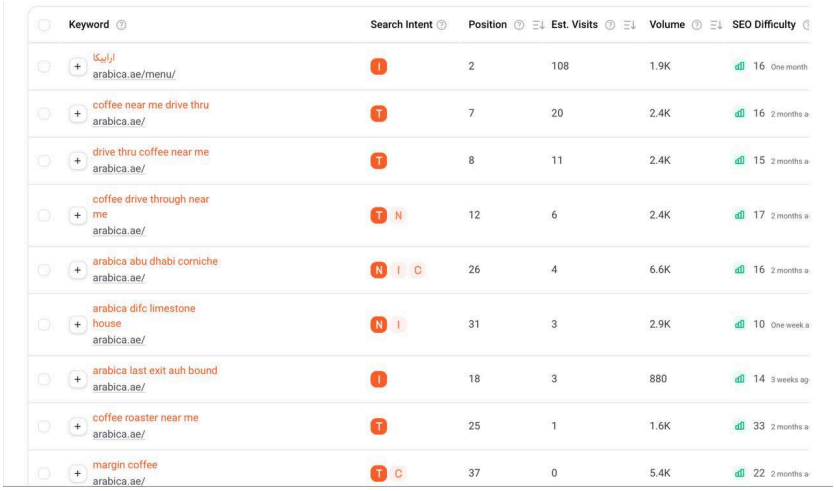
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Image 8. Page Visits. Arabic.



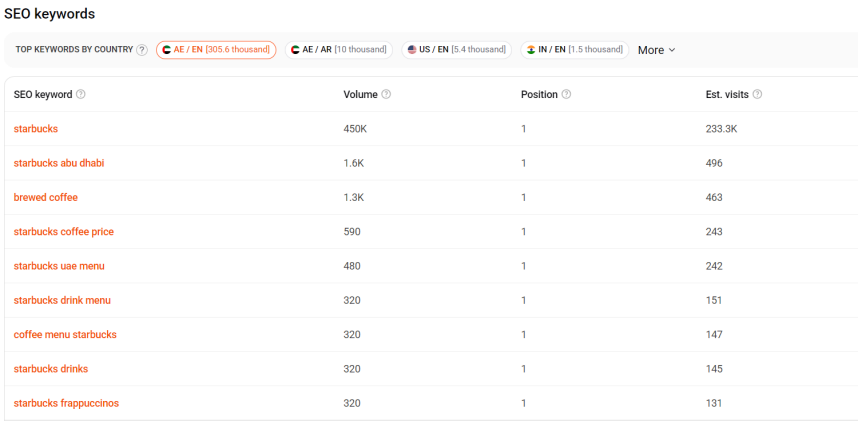
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Image 9. Keywords.



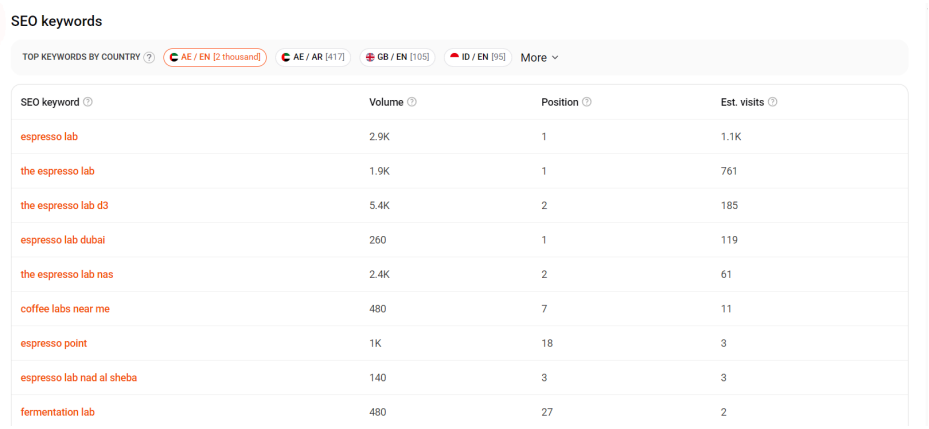
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Image 10. Starbucks Keywords.



https://ubersuggest.com/en

Image 11. The Espresso Lab Keywords.



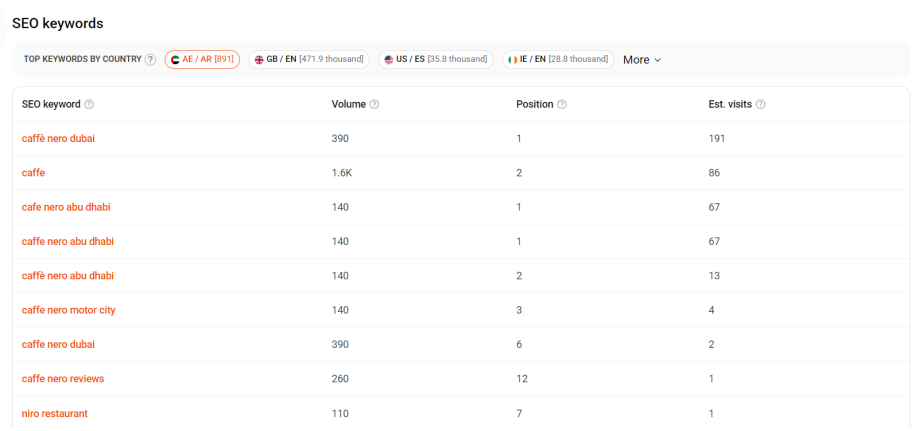
SEO keywords

TOP KEYWORDS BY COUNTRY | AE / EN [2 thousand] | AE / AR [417] | GB / EN [105] | ID / EN [95] | More

SEO keyword	Volume	Position	Est. visits
espresso lab	2.9K	1	1.1K
the espresso lab	1.9K	1	761
the espresso lab d3	5.4K	2	185
espresso lab dubai	260	1	119
the espresso lab nas	2.4K	2	61
coffee labs near me	480	7	11
espresso point	1K	18	3
espresso lab nad al sheba	140	3	3
fermentation lab	480	27	2

https://ubersuggest.com/en

Image 12. Caffe Nero Keywords.



SEO keywords

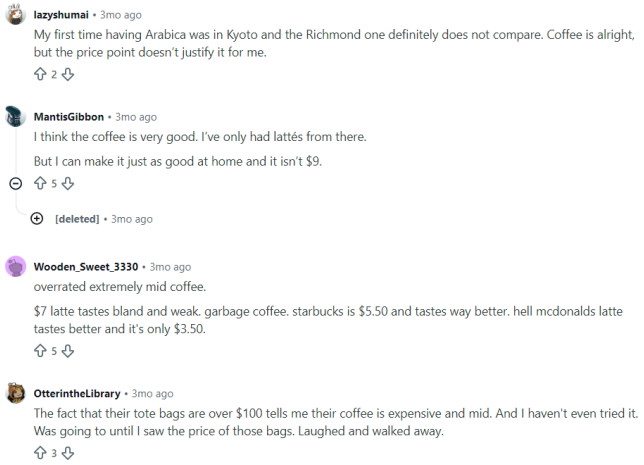
TOP KEYWORDS BY COUNTRY | AE / AR [891] | GB / EN [471.9 thousand] | US / ES [35.8 thousand] | IE / EN [28.8 thousand] | More

SEO keyword	Volume	Position	Est. visits
caffè nero dubai	390	1	191
caffe	1.6K	2	86
cafe nero abu dhabi	140	1	67
caffe nero abu dhabi	140	1	67
caffè nero abu dhabi	140	2	13
caffe nero motor city	140	3	4
caffe nero dubai	390	6	2
caffe nero reviews	260	12	1
niro restaurant	110	7	1

https://ubersuggest.com/en

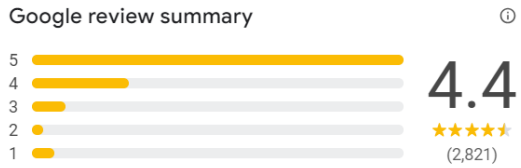
Appendix C. Audience Sentiment.

Image 1. Quality Doesn't Justify the Price.



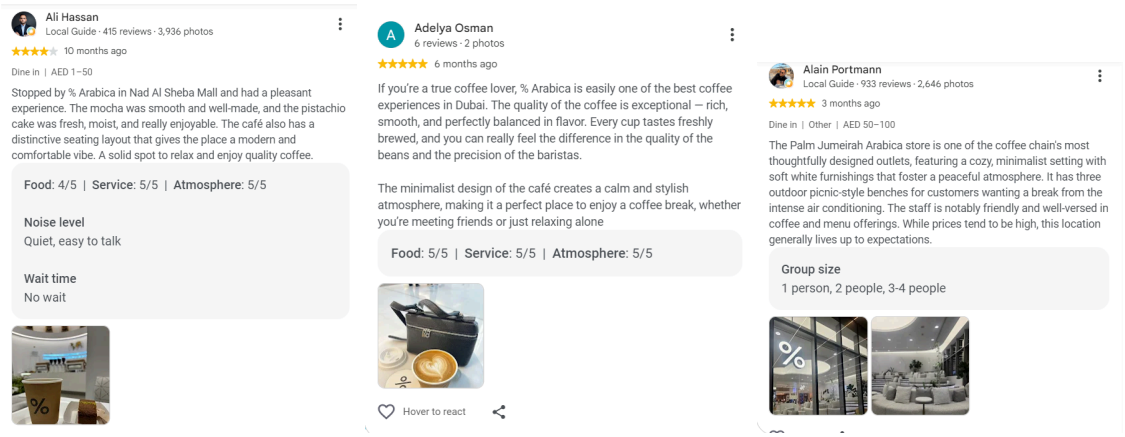
https://www.reddit.com/search/?q=%25Arabica&cId=c0bf42b9-e108-4ef0-b360-8daca74cddd4&iId=18a9d449-1d9c-4f77-b29e-0fb87b7e3363

Image 2. Google Reviews Rating.



https://www.google.com/search?q=%25arabica&sca_esv=e009d831f6e19915&sxsrf=AKL5yDiEATjQ-T3_heM20dxy1zKPpZQKtw:1793215326202&udm=local&lsack=XkviaoXnC6n87_UPpfKSwAE&sa=X&ved=2ahUKEwiFjpjUt92XAxUp_rsIHSW5BBgQjGp6BAgvEAE&biw=1536&bih=730&dpr=1.25#sv=CAESzQEKuQEStgEKd0FERGJXZVo0UW5tUTBiV21QamRmaGltQVRSQzJ4ZUV3a20yNDAzVng4Z3hjbjNtd3VmdTZsY19JMDlCeDl2WHhLNG9jZlpzeXZWTVpWZ3p3bG9JbU5QaGFnRFR6ZFYtbHVqb2JBYXhrbkExQ2RaQVZoQVpfckhFEhdla3ZpYXVqQko5dUNrZFVQa2ZtV2tBYxoiQUhOMEU3SGROeFgzcjRDVGV6QmVzbHJBM3p3Zmk2ZWlYQRIEODA1MRoBMyoAMAA4AUAAGAAg6-KTpAJKAhAB

Image 3. Visual Aesthetic.



https://www.google.com/search?sa=X&sca_esv=e009d831f6e19915&sxsrf=AKL5yDjkooQix8z0ZZQwKkTozIlvIvZt7w:1793215485647&udm=local&lsack=_UviapeEJ9qA9u8P6pqEuAM&fbs=ACAhTvwdifjn2dKXmjtOfBxVFl_kLBox-h-5AW0ZXh2MKXEKdAqaxPGI5mRTpUJgka6SHnkGWOUPRIYPEioWjbR4u5tahk0T3c4oopz7bGttl8q3LM1sbXdznqkJgCegOcEsROISK_WA9tlKZAaprWymNY1_1jVABVFFdjSujogL53KSVEZRGMLKClGSA_5Wg615WvuRt9IMtdw_7PWix1bdWwFPUKqHEA&q=%25arabica&ved=2ahUKEwjX9puguN2XAxVagP0HHWoNATcQs6gLegQIehAB&biw=1536&bih=730&dpr=1.25

Note on the Use of AI

For this work AI (Gemini) has been used for finding relevant sources of information for more narrow-focused topics, especially in legal and economical areas. It has also been used for formatting references to the academic standard. It was meant to increase efficiency and ensure format following. Analysis of the information, strategy proposal and writing were done without AI tools.