

The Data Behind Luckin Coffee's Q3 Growth



What Happened



luckin coffee

新鲜烘焙 · 新鲜现磨

-- Total revenue increased 540% YoY

-- Average monthly transacting customers grew 389% YoY

-- Stock price rose nearly 15% after earnings were reported

21.57 USD +2.59 (13.65%) ↑

Nov 13, 12:48 PM EST · Disclaimer

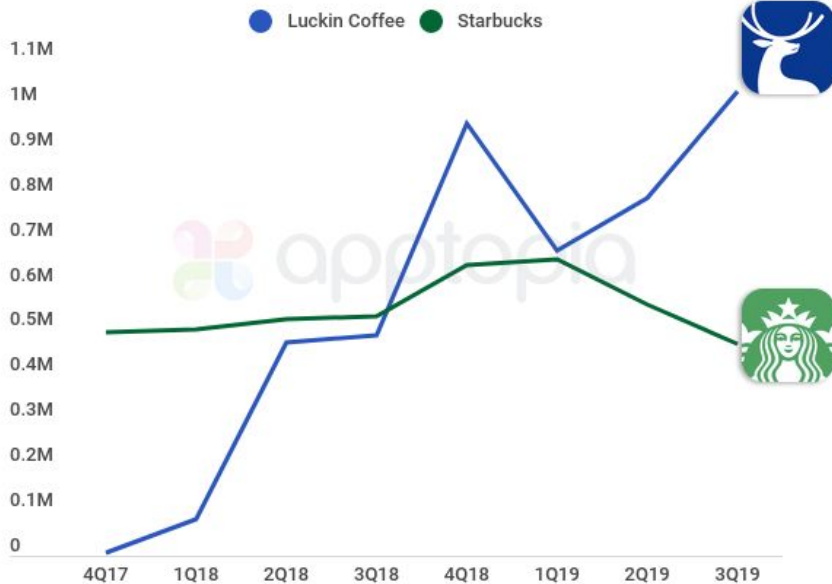
1 day 5 days 1 month 6 months YTD 1 year 5 years Max



*Luckin Coffee operates in China, where Google Play does not operate. All Apptopia estimations for Luckin Coffee are iOS only.

Apptopia's data was a strong leading indicator of Luckin's growth

Luckin Coffee and Starbucks - average quarterly DAUs in China



-- Luckin Coffee is clearly in growth mode, constantly opening up new locations.

-- Daily active users are up **110.5%** YoY and **29.6%** QOQ. Daily and monthly active users for the Luckin app hit all time highs in Q3 2019.

-- Its main competitor, Starbucks, has hit stagnation/decline as it pertains to average quarterly DAU.

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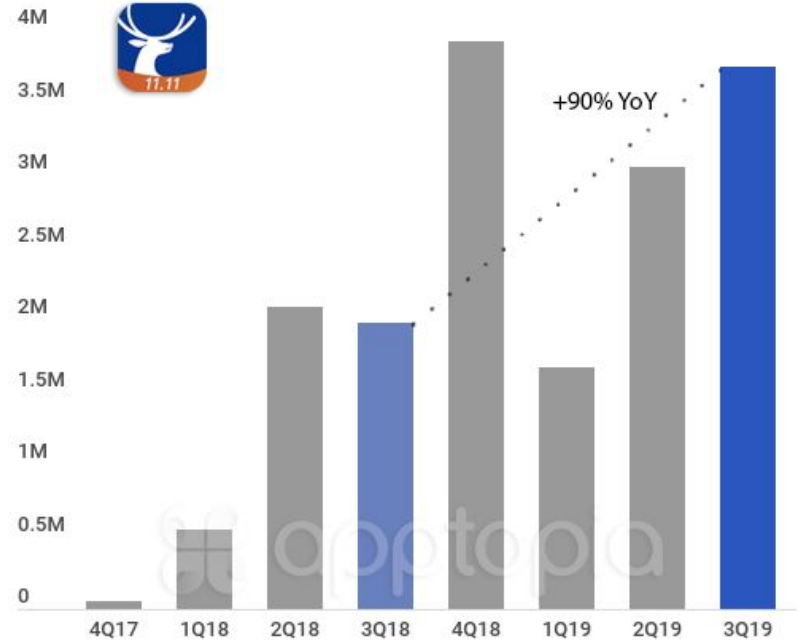
-- New installs hit their second highest quarter in company history. New installs grew **90% YoY** and **22.6% QoQ**.

-- In Q3 2019, Luckin Coffee never ranked lower than #4 in China's iOS Food & Drink category.

-- Luckin Coffee launched Luckin Tea, new brand and mobile app, in Q3 2019. The app launched on 9/21/19 and was downloaded more than 26,000 times before the quarter closed.



Luckin Coffee - New Installs



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