Coffee Robots Repay Investment in 5.5 to 9 Months, First Multi-Site European Operator Data Shows

Shenzhen, Guangdong Sep 24, 2026 (Issuewire.com) - Eight months of operating records from Spain, Türkiye and Bulgaria show payback averaging 7.5 months — with no on-site staff and no fixed rent

Eight months of operating data from three European robotic coffee deployments show payback periods ranging from 5.5 to 9 months and averaging 7.5 months, according to operating records released today by Moocoo, the Shenzhen-based manufacturer of AI-powered autonomous beverage robots.

The three units — a shopping centre in Madrid, a shopping mall in İzmit, Türkiye, and a supermarket in Sofia, Bulgaria — all trade unattended, with no staff on site, and all operate on revenue-share agreements with their landlords rather than fixed rent.

Deployment: Madrid, Spain — shopping centre

Payback: 5.5 months

Avg. daily cups: 185

Reported monthly revenue: €19,425

Deployment: İzmit, Türkiye — shopping mall

Payback: ~8 months

Avg. daily cups: 200+

Reported monthly revenue: $12,500

Deployment: Sofia, Bulgaria — supermarket

Payback: ~9 months

Avg. daily cups: 180+

Reported monthly revenue: $11,000

Revenue figures are as reported by operators in the currency used for their local accounting. Payback is calculated against total initial investment.

Madrid: the full cost and revenue record

The most detailed dataset comes from Madrid, where former logistics manager Carlos Méndez deployed a single unit in a central shopping centre after a 10-week process from contract to first sale.

Total investment was €43,450, comprising the robot (€38,500), shipping and customs (€2,200), installation and commissioning (€1,500), initial inventory (€800) and minor electrical works (€450). No plumbing or drainage works were required, as the unit runs on internal water and waste tanks.

Monthly operating costs run €3,124. The largest single line item is the 18% location commission; the remainder covers consumables, one hour a day of part-time restocking labour, electricity, insurance and a maintenance reserve. Average ticket is €3.50, with gross margin per cup of 84–93%.

Average daily volume grew from 87 cups in month one to 185 by month eight. The unit reached payback in approximately 5.5 months and had accumulated €76,940 in net profit by month eight. **LINK 1 — Madrid case**

The common factor across all three deployments

All three operators independently negotiated revenue-share agreements instead of fixed rent — the same structural decision, reached in three different markets and three different venue types. In Madrid the commission is 18% of gross revenue, meaning the operator pays nothing in occupancy during periods when the machine produces nothing.

"The consistent finding across three countries is that the constraint isn't the technology — it's site selection and the lease structure," said David Chen, VP of International Sales at Moocoo. "Every one of these operators negotiated a revenue share rather than fixed rent. That single decision is what kept their downside small during the ramp-up, and it is now the variable we spend the most time on with new customers."

Both the İzmit and Sofia units are installed at venue entrances, where no plumbing or drainage was available. The sealed cabinet design made those placements viable where a traditional café fit-out would not have been. **LINK 2 — İzmit case** · **LINK 3 — Sofia case**

Why operators are evaluating automated formats

The economics of staffed cafés in Southern Europe have shifted since 2021. Hospitality labour costs in Spain have risen more than 30%, and a typical Madrid café turning over €15,000–€25,000 a month retains 15–22% operating margin after labour, rent, consumables and utilities. Madrid alone has 2,631 coffee shops, with 1,486 in the city proper — roughly one café for every 1,350 residents.

Against that backdrop, the operating model tested in these three deployments trades labour and fixed rent for a single capital outlay and a revenue share.

Methodology

The figures cover three unattended deployments operated by independent third parties, none of whom are employed by Moocoo. Data was supplied by the operators from their own sales and cost records and has not been independently audited. Revenue is stated before tax. Payback is calculated against total initial investment, including hardware, shipping, customs, installation and initial inventory. Monthly operating costs include location commission, consumables, restocking labour, utilities, insurance and maintenance reserve.

The sample covers three deployments in three markets and should not be read as an industry-wide average. A fuller breakdown of cost structure and ROI modelling across five volume scenarios is published at **LINK 4 — cost and ROI breakdown**.

About Moocoo

Moocoo is a Shenzhen-based manufacturer of AI-powered autonomous beverage robots, including coffee, bubble tea, ice cream and bartender systems. Its robots are deployed in more than 60 countries. The company holds CE, FCC and ISO 9001 certifications and more than 70 patents covering robotic arm precision, AI recipe management and cloud fleet operations. **LINK 5 — AI coffee robot**

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Source : Shenzhen Moocoo Technology Co., Ltd

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