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1. Intense Competition: Coffee shops in the area, as well as international and regional brands like Macdonald and Costa Coffee, compete with Starbucks.
 2. Economic Downturns: Starbucks' earnings may be impacted if consumers spend less on speciality coffee due to a worldwide or local economic slowdown.
 3. Supply Chain Disruptions: A number of factors, including disease, trade restrictions, and climate change, may have an effect on the coffee supply chain, raising prices and influencing availability.
 4. Changing Customer Preferences: As a result of shifting consumer preferences, such as the growing need for coffee makers that can be used at home, Starbucks locations may see a decline in foot traffic.
 5. Regulatory and Political Challenges: Expanding regulations pertaining to food safety, labour, and environmental standards, particularly in global markets, can affect operating costs and make growth more difficult.
- Marketing Scoop. (2023). Starbucks under siege: An in-depth look at the coffee king's fiercest rivals. Available at:
<https://www.marketingscoop.com>
 - The Stock Dork. (2023). Starbucks competitors analysis: Who stacks up against this coffee giant? Available at:
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