

1. Urban density & Catchment Area

Population & structure (Mallorca):

- Mallorca population: ~950,000
- Palma municipality: ~420,000 (~45% of the island)
- Strong secondary towns: Inca, Manacor, Alcúdia, Calvià, Lluçmajor, Santa Ponça, etc.

Laundromat density (Balearic → Mallorca inference):

- Balearic laundries (all types): ~128 businesses (self-service + other laundry services).
- Palma alone: ~40–45 laundries, i.e. roughly one-third of all Balearic laundries.

Given Palma's share of population and business activity, it is reasonable to infer that 60–70% of all laundromats in the Balearics are on Mallorca, and most of those are in or around Palma.

Direct implication: Your consolidation thesis is primarily a Palma-plus-corridors play, not a “whole island evenly” play.

2. Catchment logic — how far a self-service customer will travel

For self-service laundries, catchment is driven by time and friction, not distance on a map.

Typical urban catchment:

- Walking radius: 500–800 m (5–10 minutes)
- Driving radius (urban): 5–10 minutes → roughly 2–4 km
- Driving radius (suburban/tourist zones): up to 10–15 minutes if parking is easy

In dense areas of Palma, this means:

- A single well-located store can effectively serve 5,000–15,000 residents plus transient users (students, workers, tourists).
- Overlapping catchments are common—many laundries are effectively competing for the same 10–20k people.

In tourist corridors (Ca'n Pastilla, Playa de Palma, Alcúdia, Santa Ponça):

- Catchment is more hotel-driven: one store can serve dozens of small hotels and apartments, plus seasonal workers.
- Demand is highly seasonal, but intense in peak months.

3. Capacity vs. demand

If we assume:

- Population: ~950k
- Effective laundromat users: 20–30% (renters, students, low-income, tourists, small businesses)
- That gives 190k–285k potential users.

With ~100 self-service laundries (your estimate, consistent with Balearic data), that implies:

- 1,900–2,800 potential users per store on average
- In Palma, this is higher due to density and tourism; in rural areas, lower but with less competition.

This is not an over-built market—it's a fragmented one. The issue is not “too many laundries”, but “too many badly run laundries”.

4. Where consolidation makes the most sense

If you overlay population density + tourism + existing laundries, the most attractive catchments are:

- Palma urban core (high density, overlapping catchments, many independents)
- Palma periphery (Son Cladera, Son Gotleu, Camp Redó, etc.—strong local demand, weaker competition)
- Tourist corridors:
 - Ca'n Pastilla / Playa de Palma
 - Santa Ponça / Calvià
 - Alcúdia / Port d'Alcúdia
 - Pollença / Port de Pollença

These areas give you:

- High baseline demand
- Multiple under-optimised operators
- Short travel times
- Strong case for brand + loyalty + pricing discipline

5. How to think about catchment for acquisitions

For each potential target, you'd look at:

- Residential density within 500–800 m
- Tourist beds (hotels, aparthotels, Airbnbs) within 5–10 minutes
- Competing laundries within 1–2 km
- Parking / access (critical for car-based users)
- Visibility (street frontage, signage, lighting)

A store with:

- High density
- Weak competitors
- Good access
- Old machines
- No brand

...is a prime acquisition candidate: you can lift revenue and margin without needing a new location.

