



New coffee shops are opening every week...

How do you choose a **location** that attracts the right customers?



According to the Collectif Café, the number of coffee shops in France has **risen by 74% since 2010**, and their retail sales have grown by 140%.

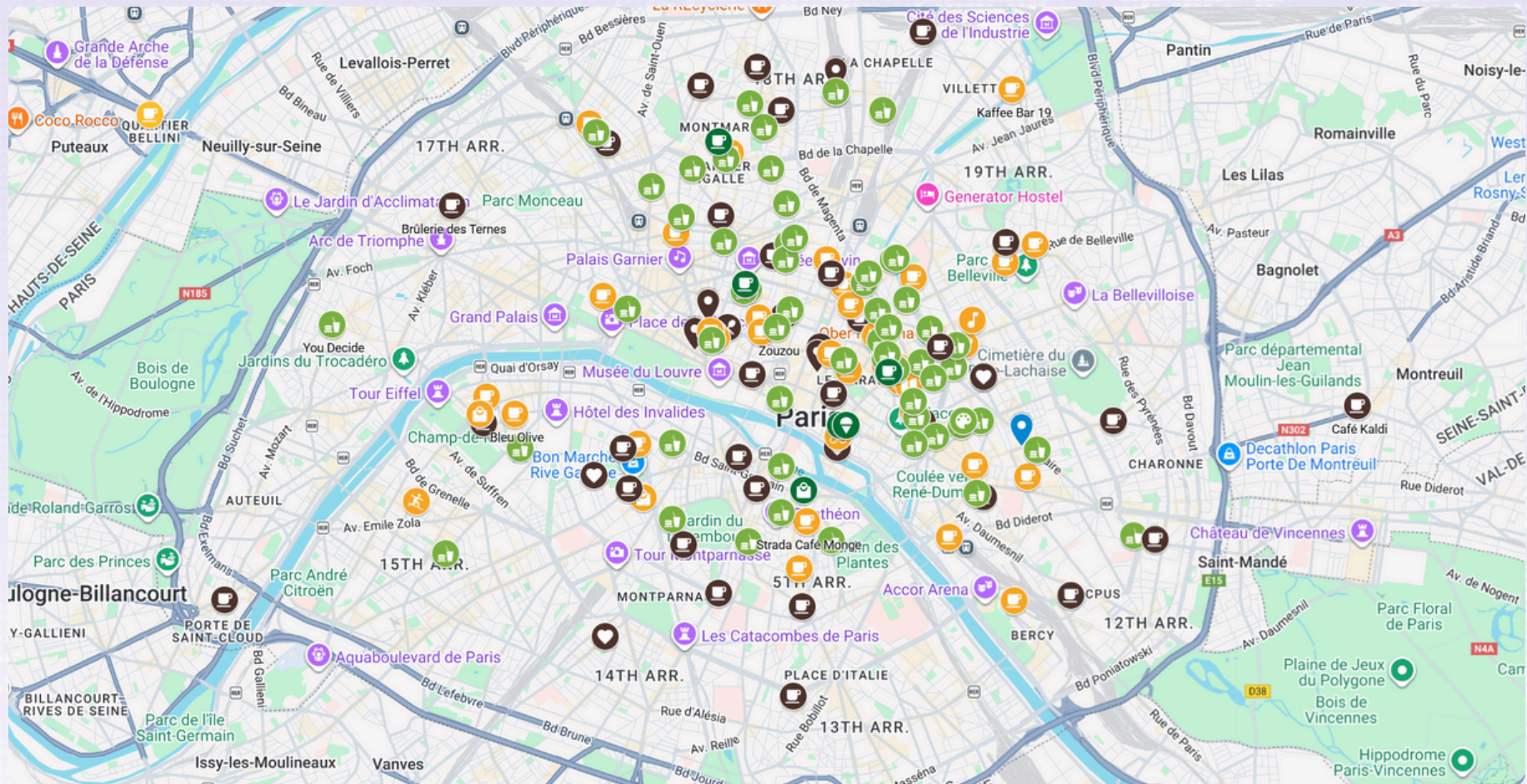
Demand for this type of establishment is booming.



*Let's take Paris as
an example...*



Uneven growth across the capital



Une carte non-exhaustive des Coffee Shop parisiens

When searching for coffee shops in Paris, you quickly notice that the Right Bank, more densely populated, has a higher concentration of venues, with hotspots like the **Marais**, **Châtelet**, or **Pigalle**.



TO DIG DEEPER...

We compared **three coffee shops** in **three different districts** to understand how their pedestrian flows differ.



Café d'Auteur
6ème arrondissement

Partisan Café Artisanal
3ème arrondissement

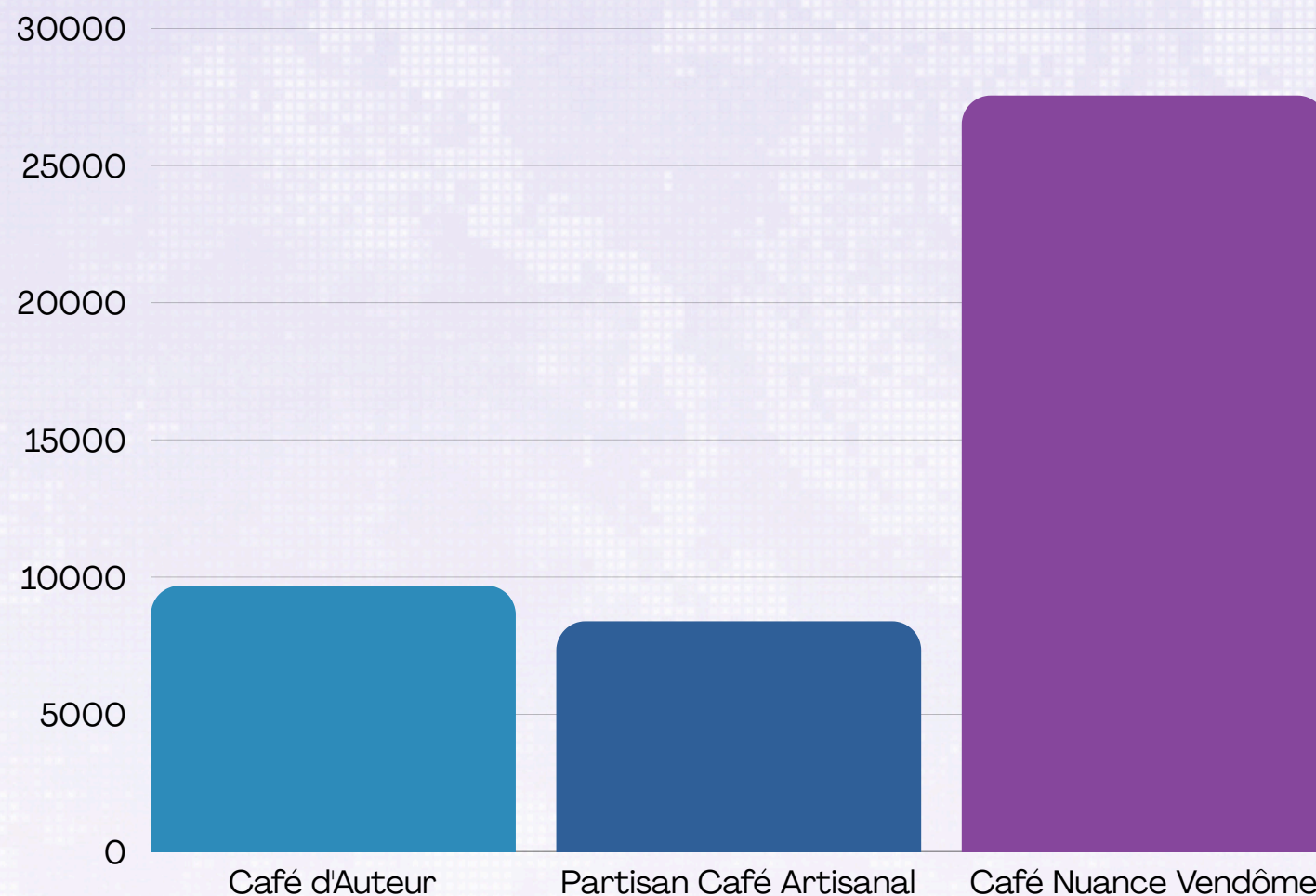


Café Nuances Vendôme
1er arrondissement



A clear difference in *foot traffic*

Average daily pedestrian flow in front of each location

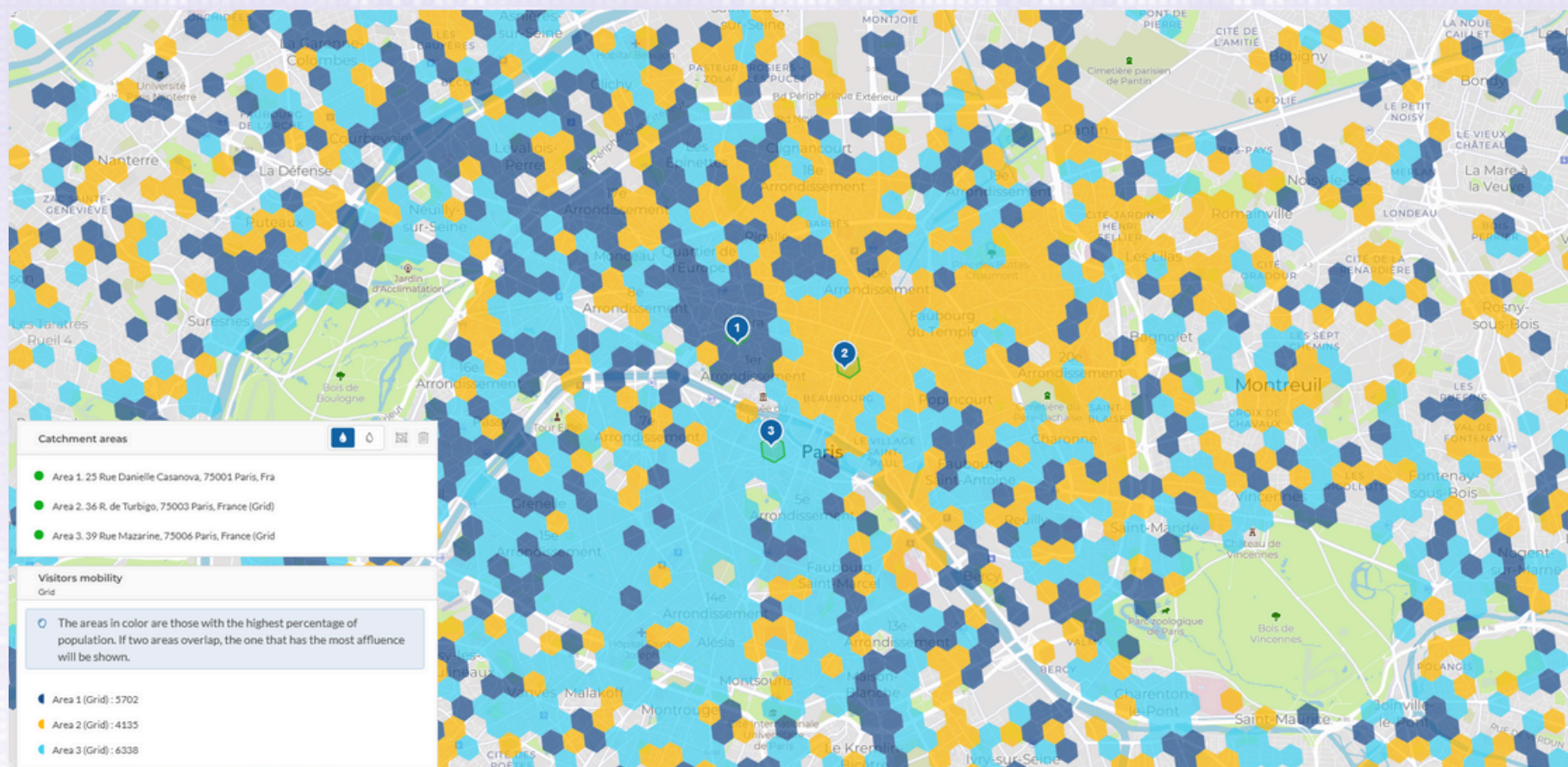


You can immediately see a contrast in the location of each coffee shop: Café Nuance Vendôme has **3.3 times more pedestrian traffic** than Partisan Café Artisanal.



Each location attracts different visitors

Map showing the preferred coffee shop of residents in each area of Paris



Café Nuance



Partisan Café



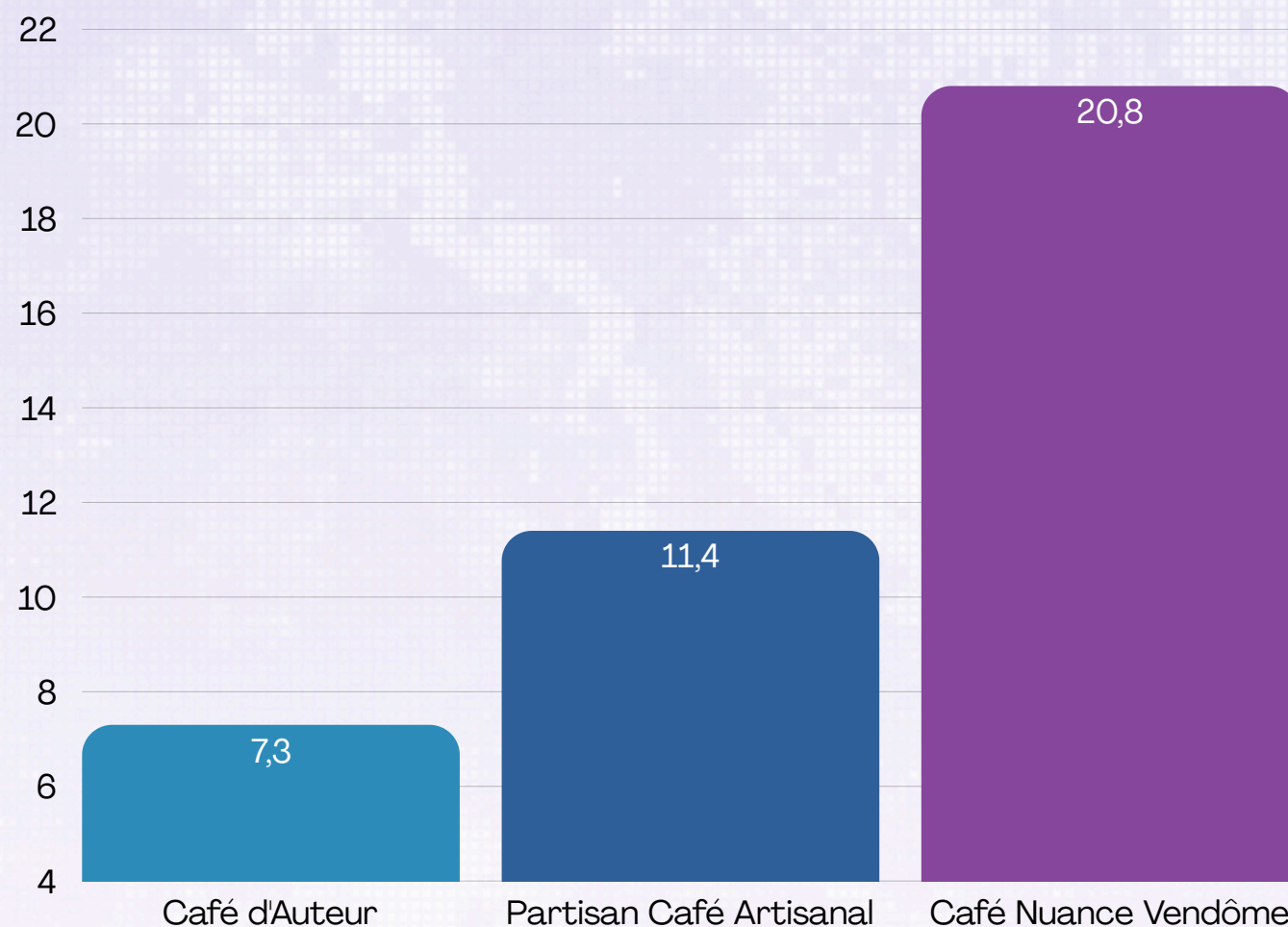
Café d'Auteur

Visitors to Café Nuance Vendôme mainly come from the **9th, 17th, and 18th arrondissements**, while those going to Partisan Café Artisanal mostly come from the **3rd arrondissement**. Visitors to Caffé d'Auteur come primarily from the **5th, 6th, and 14th arrondissements**.



Visitors also come with *different goals*

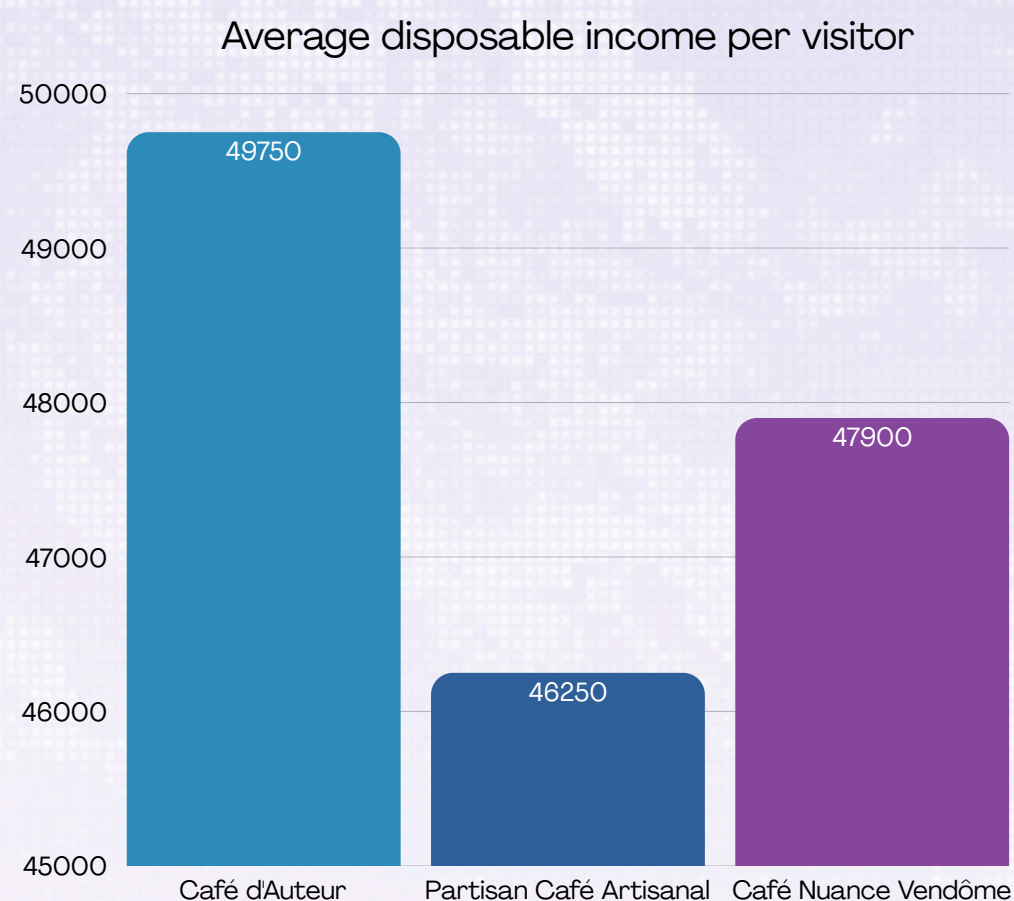
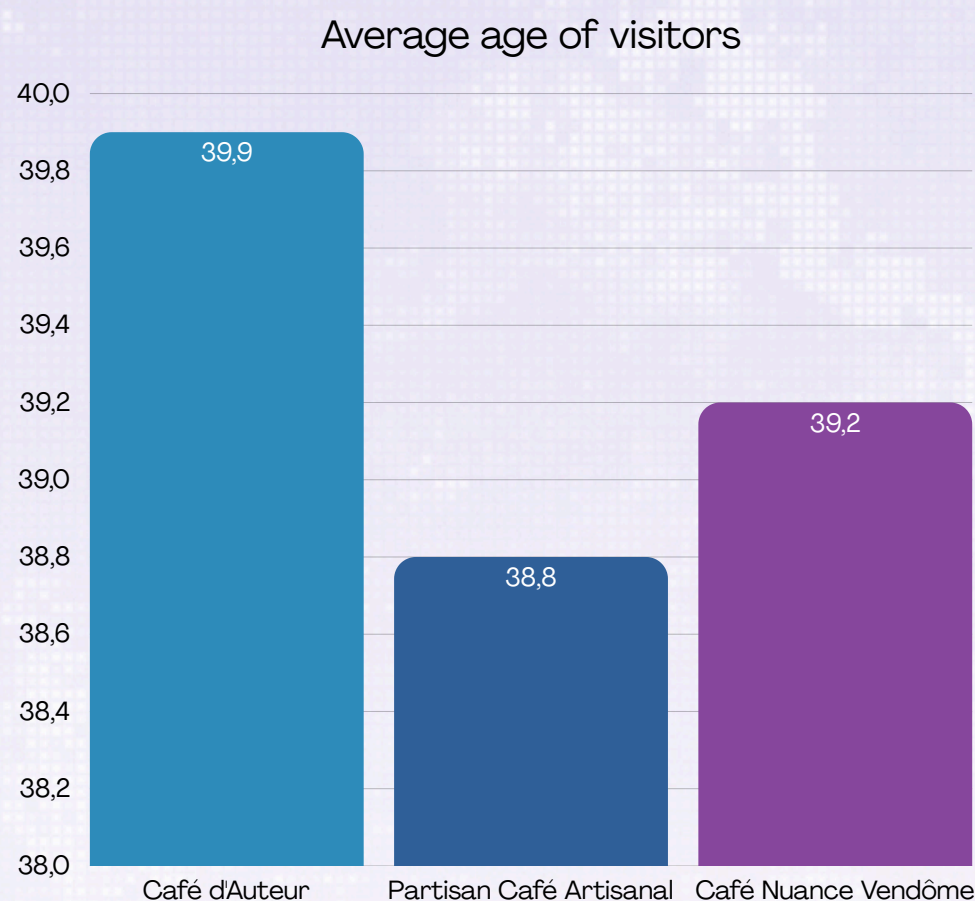
Percentage of visitors who come to the area to work



Because of its location near numerous offices, *Café Nuance Vendôme* attracts more visitors who come to work than the other coffee shops.



Yet they attract a *similar customer profile*

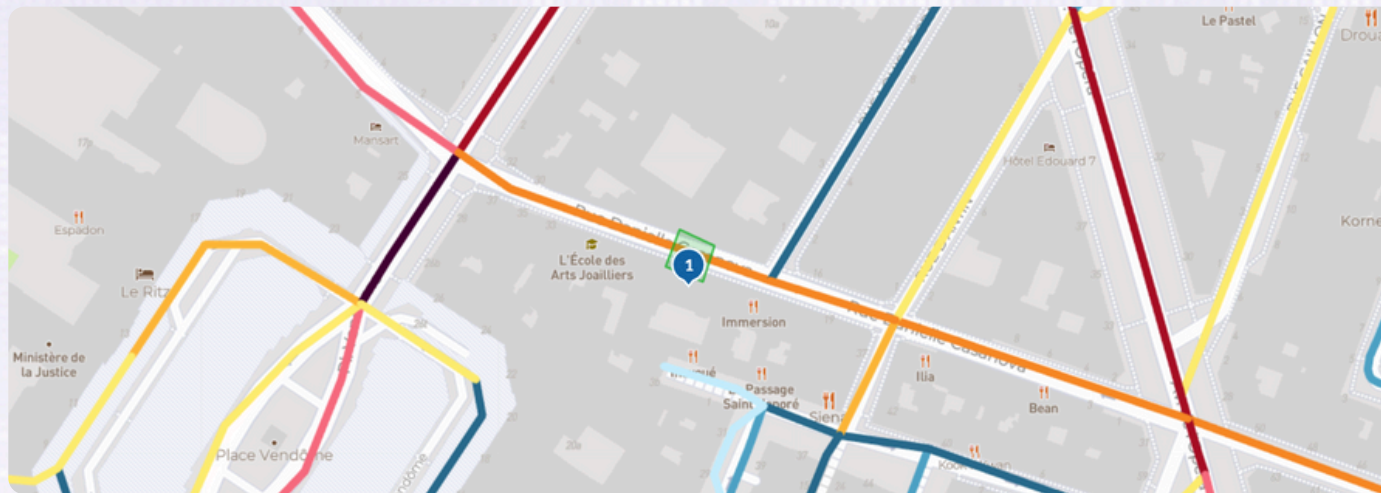


Visitors at each of these locations are, on average, around 39 years old with €48,000 in annual disposable income. Here, the Left Bank / Right Bank disparity is not very pronounced.



Why this matters for coffee shops

Choosing a location that attracts the **right demographic** and a **strong pedestrian flow** is essential for long-term success.



In the example of Café Nuance Vendôme, its proximity to **office buildings** ensures a constant flow of pedestrians throughout the day, a major asset for business.



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