IS THE COFFEE SHOP BOOM KILLING SPECIALTY COFFEE?

A Beantropy x Comyu Study
June 2026
Scope: Paris

BEAN TROPY

COMYU







SPECIALTY COFFEE IS EVERYWHERE



YET COFFEE IS JUST ONE CHARACTER IN THE STORY

IS THE COFFEE SHOP BOOM KILLING SPECIALTY COFFEE?

THE COFFEE SHOP BOOM IN NUMBERS

From Jan 2025 to Mar 2026



165

COFFEE SHOPS OPENED IN PARIS

À Paris, depuis 18 mois*,

1 COFFEE SHOP OUVRE TOUS LES 3 JOURS

* sur la periode jan 2025 à sep 2026

WHAT ROLE DOES COFFEE ACTUALLY PLAY IN A COFFEE SHOP?

The COMYU Coffee Shop Typology™

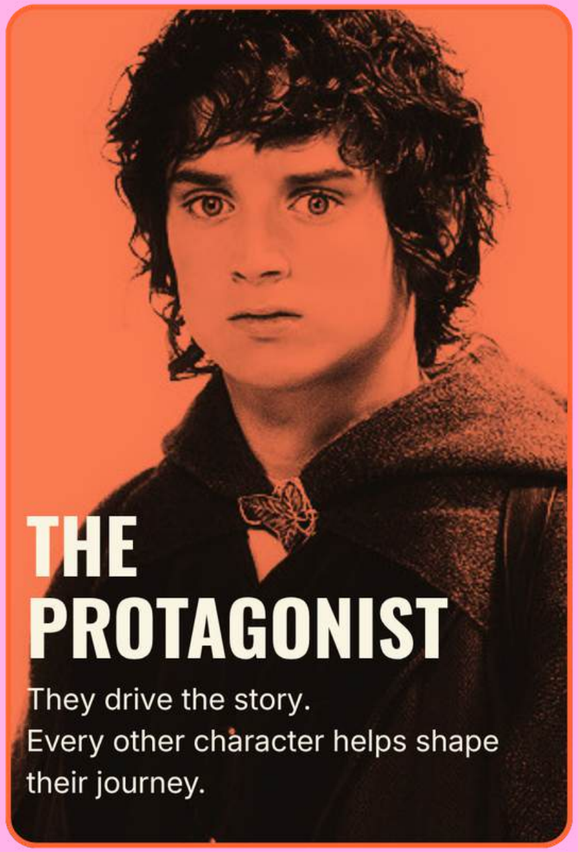
WE TRACKED ALL PARIS COFFEE SHOPS OPENINGS FOR 65 WEEKS

WE VISITED 150+ PLACES

WE CONDUCTED 40+ INTERVIEWS

WE ANALYZED 1,027 IG POSTS

THE MOVIE ANALOGY



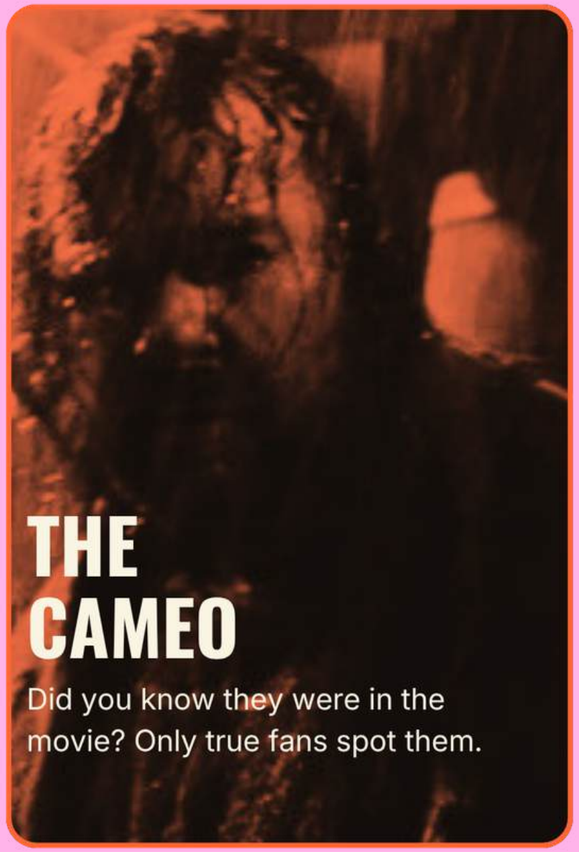
THE PROTAGONIST

They drive the story.
Every other character helps shape their journey.



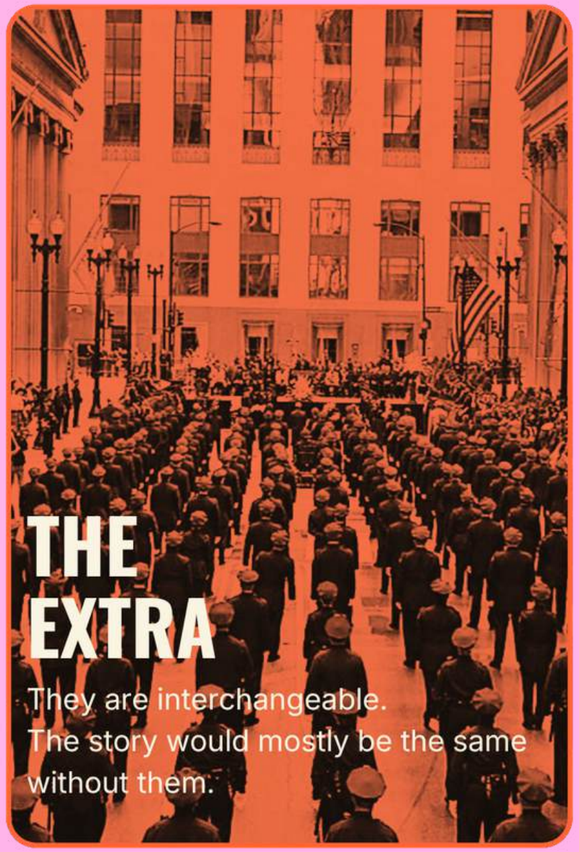
THE SUPPORTING CHARACTER

They play an important role.
They make the story better, but someone else is the hero.



THE CAMEO

Did you know they were in the movie? Only true fans spot them.

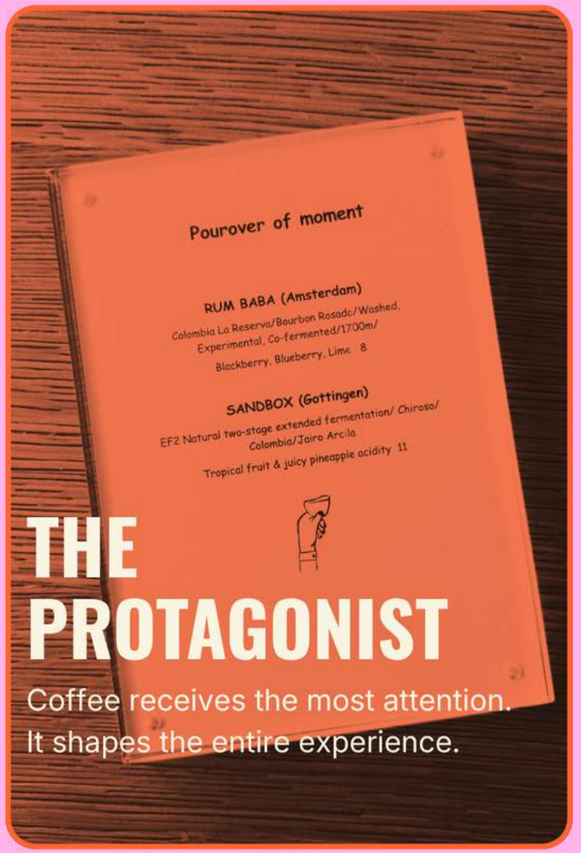


THE EXTRA

They are interchangeable.
The story would mostly be the same without them.

THE ROLE OF COFFEE IN COFFEE SHOPS

Think of coffee as...



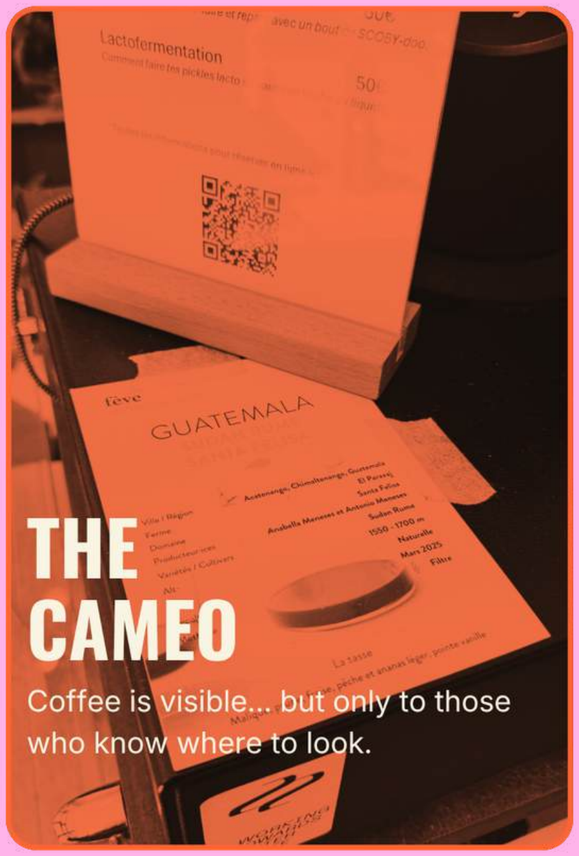
THE PROTAGONIST

Coffee receives the most attention.
It shapes the entire experience.



THE SUPPORTING CHARACTER

Coffee plays an important role.
It enhances the experience while sharing the spotlight.



THE CAMEO

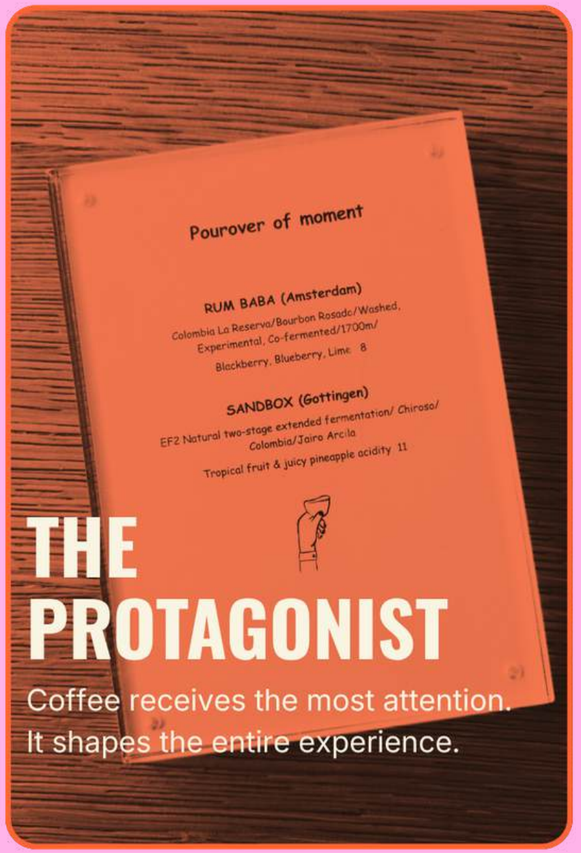
Coffee is visible... but only to those who know where to look.



THE EXTRA

Specialty coffee is there to tick a box.
What the coffee is doesn't really matter.

QUEL RÔLE POUR LE CAFÉ DANS LES NOUVEAUX COFFEE SHOPS PARISIENS



THE PROTAGONIST

Coffee receives the most attention.
It shapes the entire experience.

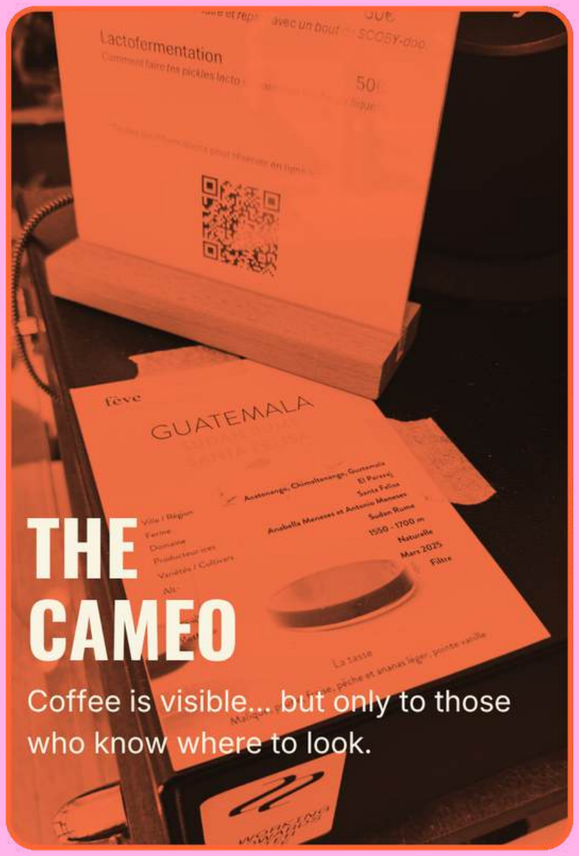
14%



THE SUPPORTING CHARACTER

Coffee plays an important role.
It enhances the experience while sharing the spotlight.

14%



THE CAMEO

Coffee is visible... but only to those who know where to look.

24%



THE EXTRA

Specialty coffee is there to tick a box.
What the coffee is doesn't really matter.

48%

LA NOUVELLE SCENE CAFÉ PARISENNE



LA NOUVELLE SCENE CAFÉ PARISENNE

96%

DES NOUVEAUX COFFEE SHOPS PROPOSENT DES BOISSONS TENDANCES À LEUR CARTE

dont 92% servent du Matcha Latte (151/165)

THE CONVO ISN’T ANYMORE ALL ABOUT COFFEE

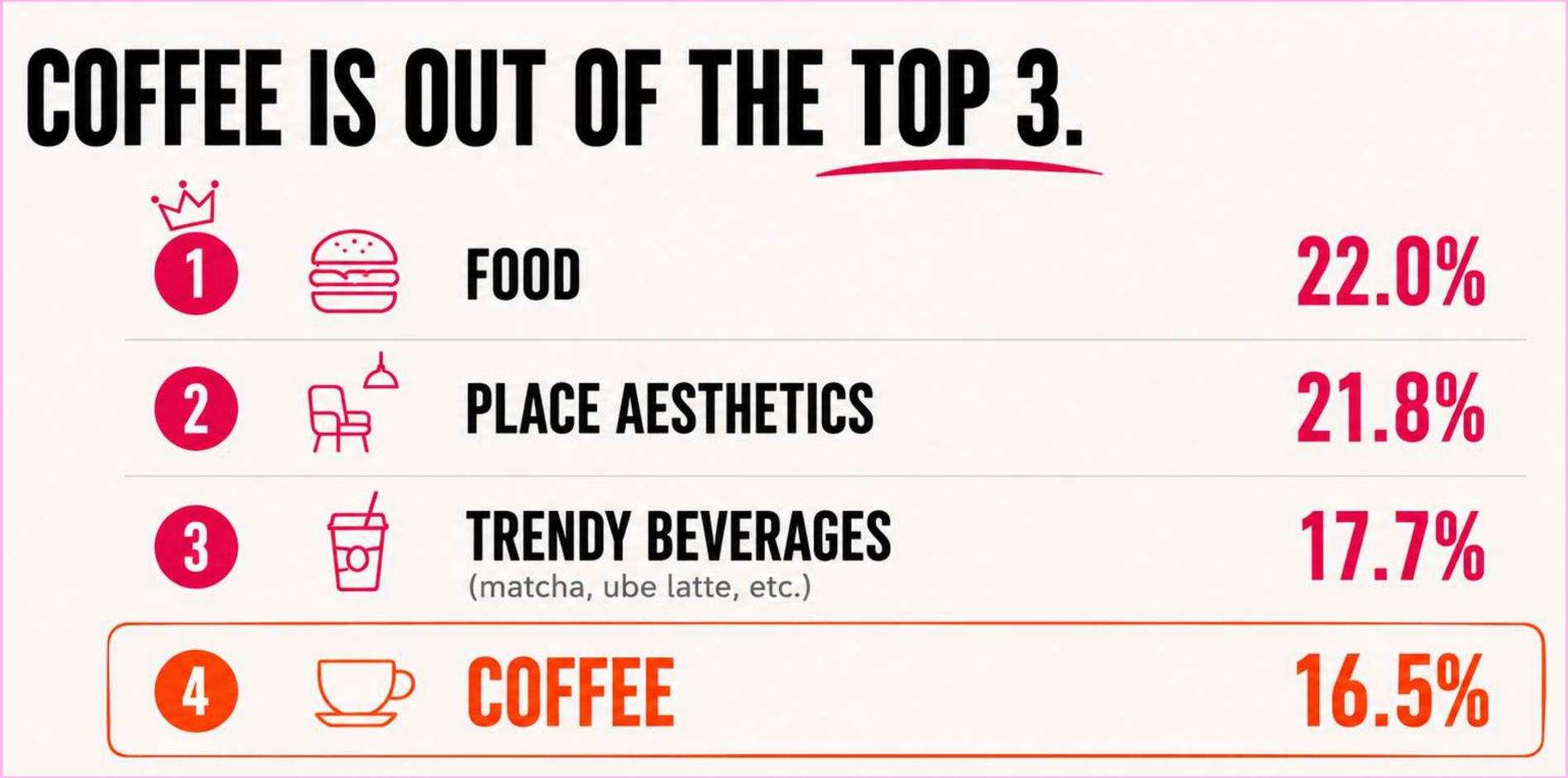
70%*

ONT PUBLIÉ AU MOINS UN POST SUR LEUR OFFRE BOISSONS TENDANCES PENDANT LA PÉRIODE D’OBSERVATION

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* soit 92 comptes IG sur 132 observés par COMYU entre mars et mai 2026

THE CONVO ISN'T ANYMORE ALL ABOUT COFFEE



THE SHIFT

The coffee shop boom has not (yet) killed specialty coffee. It’s changing its role.

- ***Specialty coffee’s role in the value proposition of coffee shops has shifted.***

The coffee-centric coffee shop has become the exception.

Coffee is no longer the dominant topic of communication on social networks.

BEAN TROPY

COMYU

MERCI