

20 Rue Daguerre 75014 Paris

Montparnasse 3 neighbourhood · 14e arrondissement, Paris · report of 16 October 2026 · data built 16 October 2026

1. Verdict

28

Unfavourable signals

Opportunity score out of 100 for a bakery at this address. #58 of 59 neighbourhoods in the 14e · #956 of 992 in Paris (bottom 4%).

For a bakery, the address scores 28: it would rank #956 of 992 neighbourhoods, in the bottom 4% of Paris. 38 neighbourhoods within 1,000 m score higher (section 2).

Strengths

- Higher spending power: median income €35,560/year (Paris median €31,830).

Points to look at closely

- Crowded: 13 independent bakeries within 400 m, only about 906 potential customers per shop.
- Fewer residents nearby: about 11,668 (Paris median 16,657).
- Chain pressure: 4 chain bakeries within 400 m.

Within 200 m of the address the score ranges 27–50; it rises toward the west (41 at 220 m). This location is sensitive to the exact spot: compare the frontages you are considering.

Measured at the address: competitors, residents, daytime workers and the nearest stop are counted around 20 Rue Daguerre 75014 Paris. Income, ages, property prices, survival, places that bring customers and street life are those of the Montparnasse 3 neighbourhood. On the map, the neighbourhood as a whole scores 40 (#800); the address scores 12 points lower because its surroundings differ from the neighbourhood's centre.

How to read this score

- The score compares the address with all 992 neighbourhoods of Paris for a bakery: 50 is the middle of Paris, 100 the best. Signal bands: 70 and over strong, 55–69 favourable, 45–54 mixed, 30–44 weak, under 30 unfavourable.
- It is a weighted average of 9 factors (section 3). Each factor is a rank from 0 to 100; "Points" is what it adds or removes compared with a middle value. Weights are judgement calls per type of shop.
- Shops are counted within 400 m of the address, residents and workers in the neighbourhoods within ~420 m, survival within 500 m. Street life, crime and company notices are context, not part of the score.
- Numbers are shown at the level they are published (neighbourhood, arrondissement, shop). Estimates and withheld values are marked, with the caveat next to the number.
- These are signals from official public data to support a decision, not a recommendation or a forecast. Sources, licences and limitations are in the appendix.

2. Your catchment and better spots nearby

About 0.3 km² is within a 5-minute walk and 1.3 km² within 10 minutes along streets: 37% less than a 800 m circle, because the river, rail lines, large sites or the ring road make people walk around.

The address is on a pedestrian street or square (OpenStreetMap): passers-by on foot, but check delivery hours and access for vans.

Better spots within 1,000 m

Shopfront	Distance	Direction	Score	Gains most on
542 6 Rue Emile Dubois	660 m	east	70	independent competitors (+16), chain pressure (+10)
128 Avenue du Maine	460 m	west	62	chain pressure (+10), independent competitors (+7)
14 Rue Broussais	700 m	south-east	59	independent competitors (+16), chain pressure (+10)

Data confidence: Each spot is the shopfront (an open shop in the register, or a shop mapped in OpenStreetMap) nearest to the centre of a higher-scoring 100 m square, at least 150 m apart, scored at that shopfront. "Gains most on" names the factors that add the most points there compared with the address. Check the frontages there: the data cannot see whether a shop is free to let.

3. Every factor, its weight and how this place does

Each factor compares the address with the 992 neighbourhoods in Paris: 100 = best in Paris, 50 = middle, 0 = worst, for a bakery. The score is the weighted average of the factors. "Points" is how much a factor lifts or lowers the score compared with a middle value.

Factor (why, under each row)	Weight	Here	Paris	Factor score /100	Points
Local residents (neighbourhoods within ~420 m) Fewer residents nearby: about 11,668 (Paris median 16,657). 2022 census.	23%	11,668	16,657	27	-5.2
Independent competitors (within 400 m) Crowded: 13 independent bakeries within 400 m, only about 906 potential customers per shop. Business register: openings and closures can take months to show.	18%	13	12	12	-7.0
Daytime workers (neighbourhoods within ~420 m) Quiet during the day: about 7,477 people work nearby (Paris median 9,884). Estimate: INSEE counts jobs per arrondissement only; they are spread across neighbourhoods by employer size.	14%	7,477	9,884	31	-2.6
Chain pressure (within 400 m) 4 chain bakeries within 400 m. Fixed scale, not a comparison: no chain 100, one 70, two 49, three 34 (a shop that may have closed counts half). Business register: openings and closures can take months to show.	14%	4	3	24	-3.5
Local shop survival (within 500 m) Only 9 of 11 bakeries opened nearby in 2018–2023 lasted 3 years (82%). Paris: 82%. Weighted toward the Paris rate as if 8 more had opened at that rate, so a few openings cannot swing it. Moves and changes of owner create new registrations, so some closures are not failures.	9%	82% (9 of 11)	82% (all Paris)	44	-0.5
Places that bring customers (within 400 m of the neighbourhood centre) Few places that bring customers: 4 nursery and primary schools and 3 supermarkets within 400 m.	9%	7 places	14 places	14	-3.2
Metro, RER & tram access Well connected: Denfert-Rochereau is 229 m away, ~7.4M entries a year. 4 stops within 600 m in all. Every stop within 600 m counts, closer and busier ones more; busy hubs are damped (log of entries) so one does not outweigh the rest.	5%	Denfert-Rochereau, 229 m, ~7.4M entries/yr	-	55	+0.2
Local spending power Higher spending power: median income €35,560/year (Paris median €31,830). Median per consumption unit, 2021 (Filosofi).	5%	€35,560	€31,830	72	+1.0
Property prices Property sale prices above the Paris median: €10,560/m² (Paris median €9,770). Sale prices of apartments and shops (75 sales), not rents.	5%	€10,560/m²	€9,770/m²	29	-1.0

"Paris" is the median neighbourhood, except for survival (every bakery opened in Paris, pooled) and transit (the factor blends every nearby stop's yearly entries and distance, so it has no single median).

What would change the verdict: weights are judgement calls per type of shop, not calibrated on outcomes yet. If any single weight were 25% higher or lower, the score would stay between 27 and 29 (now 28). The verdict does not depend much on how the factors are weighted. The "Points" column shows what each factor adds or removes compared with a middle value.

4. Competition: bakeries within 400 m and around



Map drawn from the app data: neighbourhood outlines, shops from the business register and stops from Île-de-France Mobilités. Shop names are not shown.

Within the catchment	Here
Independent bakeries within 400 m	13
Chain bakeries within 400 m	4
Potential customers per shop (residents + part of the daytime workers)	906 (Paris median 1,462)
Nearest of these bakeries, from the address	19 m
Listed in the register but not on OpenStreetMap (may have closed, counted as half)	0

Headroom signal: in a typical Paris neighbourhood, one bakery has about 1,462 potential customers. At that ratio, the demand around here would support about 11 bakeries; there are 17 today. This is a signal for comparison, not a forecast of sales.

Bakeries by distance from the address (the catchment is the first band)

Distance	Independent	Chain	May have closed
0–400 m	13	4	0
400–800 m	22	4	0

Chains within 800 m

Brand or reason it counts as a chain	Shops
Same owners run 3 or more bakeries in the area, through separate companies	7
Company runs 5 or more shops	1

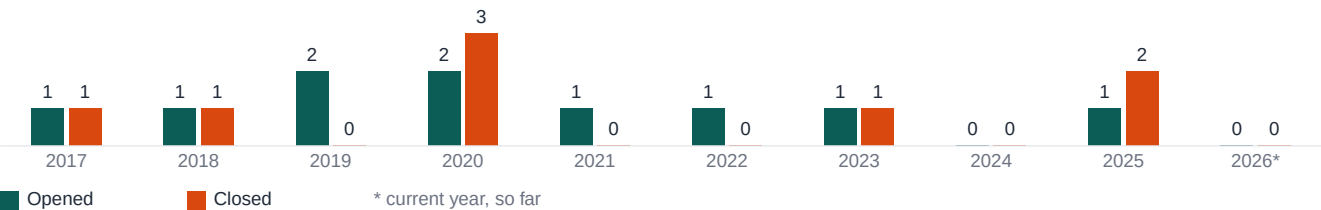
Brands are named only when the shop matched a brand from our list for this type of shop; the register name is never shown, because it is often not the sign on the street. Chains found by company size or shared owners are described, not named.

Data confidence: Counts come from the official business register; opening a shop and registering it can be months apart. Distances are straight lines, not walking routes.

5. Openings, closures and survival of bakeries

Openings and closures per year, within 400 m (the catchment)

Bakeries registered as opening or closing within 400 m of the neighbourhood centre (all kinds).



3-year survival, within 500 m

Survival and closure reasons use 500 m, wider than the 400 m catchment, to have enough openings to count.

3-year survival: 82% of the bakeries opened within 500 m in 2018–2023 were still open 3 years later (9 of 11). Paris: 82%. The score uses 82%: the local rate weighted toward the Paris rate as if 8 more had opened at that rate, which matters here because few opened.

Why they closed: bakeries closed since 16 Oct 2018, within 500 m

Most serious company notice	Closures here	Share here	Paris closures	Paris share
Liquidation	0	0%	84	9%
Receivership or safeguard	0	0%	7	1%
Business sold	6	55%	351	38%
Struck off the trade register	2	18%	116	12%
No notice	3	27%	377	40%
Total closures	11	100%	935	100%

Closures and survival count different shops: closures are all bakeries that closed since 16 Oct 2018, whatever year they opened; survival follows only those opened in 2018–2023.

Data confidence: Moves and changes of owner create new registrations, so some closures are not failures. Company notices are per company, not per shop; craft businesses and most sole traders publish none, so "no notice" is common and not a bad sign.

6. Who lives and works here

This neighbourhood	
Residents	1,854
Residents per km²	34,973
Daytime workers (estimate)	795
Median income per consumption unit	€35,560/year
Aged 3–17	13%
Aged 18–39	44%
Aged 65+	16%
Nearest metro, RER or tram stop, from the neighbourhood centre	Denfert-Rochereau (RER B · M4 6), 243 m, ~7.4M entries a year
Property sale price (median, not a rent)	€10,560/m², 75 sales

Residents by age

0–2	72 (4%)
3–5	59 (3%)
6–10	80 (4%)
11–17	103 (6%)
18–24	201 (11%)
25–39	611 (33%)

40–54		285 (15%)
55–64		149 (8%)
65–79		176 (9%)
80+		119 (6%)

Places that bring customers within 400 m

Kind of place	Count
Nursery and primary schools	4
Supermarkets	3

Around the address: INSEE 200 m squares within 400 m

	Around the address
Residents	11,343
Households	6,260
Mean standard of living (€ per person per year)	€39,738
Aged 0–17	15%
Aged 18–39	34%
Aged 65+	21%

13 squares whose centre is within 400 m of the address, in a straight line. 2021 tax data (INSEE, Filosofi grid): a little older than the census, and imputed by INSEE in squares with fewer than 11 households. The mean standard of living is not the neighbourhood's median income: the two do not compare directly.

Neighbourhood profile (census, not scored)

	This neighbourhood	Median Paris neighbourhood
Residents · Population change since 2017	-7%	-4%
People per household	1.73	1.81
Households with children	18%	23%
of which single parents	5%	7%
University graduates	82%	71%
Managers and professionals	47%	34%
Clerical and manual workers	10%	13%
Retired	15%	19%
Poverty rate	7%	13%
Income spread (1st and 9th deciles)	€16,200 – €73,590	€12,080 – €65,280
Social benefits in income	2%	2%
Homes · Households without a car	72%	69%
Second and occasional homes	11%	9%
Vacant homes	12%	9%
Work · Unemployment (15–64)	6%	10%
Walk to work	8%	11%
Cycle to work	12%	10%
Take public transport to work	64%	61%
Drive to work	8%	8%

Births in the 14e: 1,083 in 2025 (-35% compared with 2015, 1,655). Children born to mothers living in the arrondissement (INSEE, civil registry).

Employed residents of the 14e: 62% work in Paris; 19% walk or cycle to work (14% in 2017), 66% take public transport, 9% drive. 2023 census.

2022 census (INSEE) for households, homes, degrees, occupations and commuting; Filosofi 2021 for poverty and deciles; 2017 census for the change.

7. Street life, rules and safety

	This neighbourhood
Streets where the city plan protects ground-floor shops	407 m (shops and crafts 185 m, crafts 222 m, cultural shops 0 m)
Terrace permits in the neighbourhood	39 (5 summer only), ~413 m²; 16 pavement displays
Bakeries in the neighbourhood with a terrace permit	2 of 4
Street markets within 500 m	Marché Mouton Duvernet (Tue, Fri; food; 340 m)

Data confidence: The protected-street file is published by the city for information only: check the official city plan (PLU) for a given address. A permit does not prove the terrace is in use. The city last updated the market list in April 2024; covered markets are not included.

Recorded crime, whole 14e arrondissement, 2025, per 1,000 residents

	14e	Paris
Thefts from people	33	45
Violent thefts	1.6	3.5
Armed robberies	0.2	0.2
Assaults (outside the family)	3.8	5.3
Vandalism and damage	8.2	9
Home burglaries (per 1,000 homes)	4.3	5.1
Drug dealing	1.4	2.7

Data confidence: Arrondissement level only: every neighbourhood in it shows the same figures. Recorded by the police where it happened; central and business areas look higher because many victims are visitors and workers, not residents. 2025 arrondissement figures are estimated by SSMSI from 2024 shares of the Paris total; the Paris figures are measured. Île-de-France and France rates are in the appendix: Paris draws far more visitors and workers per resident, so it is the fair comparison.

8. Neighbourhoods like this one

The 5 neighbourhoods in Paris closest to this one on residents, daytime workers, income and age mix, and how bakeries score there. Use it to compare: the same kind of customers, with different competition, access or prices. "Competitors" counts bakeries within 400 m.

Neighbourhood	Arr.	Residents	Income	Score	Competitors
Montparnasse 3 (the address)	14e	1,854	€35,560	28	17
Croulebarbe 7	13e	2,989	€36,880	52	15
Grandes Carrières 13	18e	1,836	€32,980	55	30
Grandes Carrières 14	18e	1,966	€32,360	62	20
Petit Montrouge 14	14e	1,624	€36,110	59	16
Porte Saint-Martin 3	10e	1,680	€35,120	58	25

5 of them score 10 or more points higher: Croulebarbe 7, 13e (52, 15 competitors); Grandes Carrières 13, 18e (55, 30 competitors); Grandes Carrières 14, 18e (62, 20 competitors); Petit Montrouge 14, 14e (59, 16 competitors); Porte Saint-Martin 3, 10e (58, 25 competitors). Their factor tables would show what differs.

Every type of shop scored for the Montparnasse 3 neighbourhood (map scores)

Type of shop	Score	Signal
Bar or pub	61	Favourable signals
Café	53	Mixed signals
Bookshop	50	Mixed signals
Art, music or dance school	49	Mixed signals
Micro-crèche	46	Mixed signals

Type of shop	Score	Signal
Corner shop / épicerie	45	Mixed signals
Restaurant	45	Mixed signals
Pharmacy	45	Mixed signals
Butcher	44	Weak signals
Cheese shop or fine food	44	Weak signals
Laundromat	44	Weak signals
Gym or fitness studio	44	Weak signals
Hairdresser or barber	42	Weak signals
Fishmonger	41	Weak signals
Bakery (this report)	40	Weak signals
Phone repair	40	Weak signals
Wine shop (caviste)	39	Weak signals
Beauty or nail salon	39	Weak signals
Office supply	39	Weak signals
Dry cleaner (pressing)	35	Weak signals
Florist	35	Weak signals
Greengrocer	34	Weak signals
Optician	27	Unfavourable signals

9. What the data cannot see: checklist for a site visit

- The rent, service charges and lease terms (bail commercial: length, rent reviews, permitted use). Sale prices in this report are not rents.
- The storefront itself: width, visibility from the street, corner or mid-block, accessibility, extraction for cooking, terrace space.
- Footfall at the hours that matter for you: count passers-by on a weekday morning, at lunch, in the evening and on Saturday.
- Competitors in person: whether they are busy, their prices and opening hours, and any recently closed or soon-to-open shop.
- Planned works or changes: roadworks, new stations, building projects, pedestrian streets (ask the town hall of the arrondissement).
- Rules for the address: protected shop street, use permitted by the lease and the building rules, licences (alcohol, terrace).

Methodology, sources and limitations

How the score is built

- The covered area is Paris, split into 992 official INSEE neighbourhoods (IRIS, about 2,000 residents each).
- For a bakery, each neighbourhood is measured on 9 factors. Shops are counted within a 400 m walk of the address; residents and workers within the neighbourhoods around it. For an address, competitors, residents, workers and the nearest stop are measured around the address, the other factors are the neighbourhood's, and each factor is ranked against every neighbourhood, so the score reads on the same scale as the map.
- Each factor is turned into a rank from 0 to 100 against every other neighbourhood in Paris (for prices, lower is better). A value that is not published takes the median, so it neither helps nor hurts.
- Three factors have their own rule. Chain pressure uses a fixed scale (no chain 100, one 70, two 49, three 34), because most places have none and a rank would jump. Survival is weighted toward the Paris rate as if 8 more shops had opened at that rate. Transit counts every stop within 600 m, each by the log of its yearly entries and discounted by distance.
- The score is the weighted average of the ranks, with weights set per type of shop (shown in section 3). Weights are judgement calls, not calibrated on outcomes yet.
- A shop counts as a chain when its brand is on our list for the type, its company runs 5 or more establishments, or companies sharing a director run 3 or more shops of the type in the area. A shop open in the register but not found on OpenStreetMap counts as half.
- Context sections (street life, crime, company notices) are shown for information and are not part of the score.

Data sources

Data	Publisher	Period	Licence · fetched
Neighbourhood outlines (IRIS)	IGN / INSEE	Current IGN edition	Licence Ouverte 2.0 · 16 Oct 2026
Population and age by neighbourhood	INSEE (census)	2022 census	Licence Ouverte 2.0 · 16 Oct 2026
Median income by neighbourhood (Filosofi)	INSEE	2021	Licence Ouverte 2.0 · 16 Oct 2026
Homes, households, education and work by neighbourhood	INSEE (census)	2022 census	Licence Ouverte 2.0 · 16 Oct 2026
Population by neighbourhood in 2017, for the change since	INSEE (census)	2017 census	Licence Ouverte 2.0 · 16 Oct 2026
Births per arrondissement (civil registry)	INSEE (état civil, Melodi API)	Births 2008 to the latest year published	Licence Ouverte 2.0 · 16 Oct 2026
How residents get to work, per arrondissement	INSEE (census, Melodi API)	Census 2012, 2017 and 2023	Licence Ouverte 2.0 · 16 Oct 2026
Where residents live, 200 m squares (Filosofi grid)	INSEE	2021	Licence Ouverte 2.0 · 16 Oct 2026
Shops, openings and closures (SIRENE register)	INSEE, via the DINUM business search API	Live register	Licence Ouverte 2.0 · 16 Oct 2026
Shops, cafés and restaurants on the map: cuisines, kinds of shop, map check and shopfronts (OpenStreetMap)	OpenStreetMap contributors, via the Overpass API	Live map data	ODbL 1.0 · © OpenStreetMap contributors · 16 Oct 2026
Streets and paths for walking distances (OpenStreetMap)	OpenStreetMap contributors, via the Overpass API	Live map data	ODbL 1.0 · © OpenStreetMap contributors · 16 Oct 2026
Restaurant cuisines, second opinion (Overture Maps)	Overture Maps Foundation (places from Meta, Microsoft, Foursquare and others)	Monthly release	CDLA-Permissive 2.0 · Overture Maps Foundation · 16 Oct 2026
Property sale prices (DVF)	DGFIP, Demandes de valeurs foncières (geolocated by Etalab)	Sales 2023–2025	Licence Ouverte 2.0 · 16 Oct 2026
Stations, tram stops and ridership	Île-de-France Mobilités	Validations, last 4 published quarters	Licence Ouverte 2.0 · 16 Oct 2026
Daytime workers (jobs by place of work)	INSEE (census, Melodi API) + SIRENE employers	Census jobs (latest year) · live employer register	Licence Ouverte 2.0 · 16 Oct 2026
Schools, doctors, supermarkets and other facilities (BPE)	INSEE (Base permanente des équipements)	BPE 2025 (facilities on 1 January 2025)	Licence Ouverte 2.0 · 16 Oct 2026

Data	Publisher	Period	Licence · fetched
Recorded crime per arrondissement	SSMSI (Ministère de l'Intérieur)	Crimes recorded by police in the latest full year	Licence Ouverte 2.0 · 16 Oct 2026
Protected shop frontages (city plan)	Ville de Paris (Direction de l'Urbanisme)	PLU bioclimatique voted 20 Nov 2024	ODbL 1.0 · 16 Oct 2026
Terrace and display permits	Ville de Paris	Permits in force (live register)	ODbL 1.0 · 16 Oct 2026
Street markets	Ville de Paris	List of open-air markets (file last updated by the city in April 2024)	ODbL 1.0 · 16 Oct 2026
Why shops closed (company notices)	DILA (BODACC)	Notices published since the start of the survival window (live)	Licence Ouverte 2.0 · 16 Oct 2026

Credits: INSEE, IGN, DGFIP (DVF via Etalab), Île-de-France Mobilités, SSMSI, DILA (BODACC) under Licence Ouverte 2.0; Ville de Paris (ODbL 1.0); © OpenStreetMap contributors (ODbL 1.0); Overture Maps Foundation (CDLA-Permissive 2.0).

Recorded crime benchmarks, 2025, per 1,000 residents

	14e	Paris	Île-de-France	France
Thefts from people	33	45	16	9.1
Violent thefts	1.6	3.5	1.4	0.7
Armed robberies	0.2	0.2	0.1	0.1
Assaults (outside the family)	3.8	5.3	3.4	3.2
Vandalism and damage	8.2	9	8.1	7.9
Home burglaries (per 1,000 homes)	4.3	5.1	5.7	5.6
Drug dealing	1.4	2.7	1.5	0.8

France is the sum of all regions, mainland and overseas. Per-resident rates make Paris look far above the region and France because many victims are visitors and workers.

Known limitations

- Data is shown at its true resolution: neighbourhood for population and income, arrondissement for crime and job totals (spread by employer size), the shop for the register.
- The business register lags reality: openings, closures and changes of sign can take months to appear. Shops are matched to OpenStreetMap to flag possible closures.
- Sale prices from property transactions (DVF) are not commercial rents; no open source of rents exists.
- Kinds of restaurant, bar and school are not in the register: they come from OpenStreetMap, words in the shop name and Overture Maps, and are unknown for many shops.
- Survival counts a shop as lasting if it is still open after 3 years, or another shop of the type reopened at the same address soon after it closed.
- Distances are straight lines, not along streets. Survival, closures, openings per year and places that bring customers are counted from the neighbourhood centre; competitors, residents, workers and the nearest stop from the address.

About this report

This report supports a decision; it is not investment, legal or financial advice, and it does not predict sales. It uses official public data and a published method so that every number can be checked. Check rules, rents and lease terms with the landlord, the town hall and a professional before committing.