

BEANBREAKER INTELLIGENCE

How The World Talks About Coffee

A study of 2,164 coffee accounts across 86 countries - what they sell, where they are, and what they say about themselves when nobody is counting.

2,164

ACCOUNTS

86

COUNTRIES

50.1M

AGGREGATE FOLLOWERS

Aug 2026

COLLECTED

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2,164ACCOUNTS
DEDUPLICATED ON
USERNAME**2,110**BIOGRAPHIES READ
AS ONE CORPUS**1,587**ACCOUNTS PLACED
TO A COUNTRY**31**CATEGORIES AFTER
RECLASSIFICATION

Data collected August 2026 from a third-party Instagram discovery platform. This is a discovered sample, not a census. Method in full at Section 11.

SECTION ONE

01 The Premise

Coffee is not a category in this dataset. It is a credential.

There are 2,164 accounts in this study. They have almost nothing in common. One is a church. One sells safari lodges. One is a tattoo artist in Pittsburgh, one is a coffee farm in Colombia, one is a woman reviewing romance novels, and one is a mobile bar cart in Texas that also does paletas.

What links them is a single word they each chose to put in public.

Coffee is not a category in this dataset. It is a credential - something people volunteer about themselves before you ask.

Eighty-three percent of the accounts put the word coffee directly into their display name or their biography - the two lines a stranger reads first. Seventy percent put it in the biography alone. Thirty percent print the cup emoji beside their name, where a flag or a job title would normally go.

One caveat belongs here rather than buried in the method. These accounts were discovered through coffee-related search, so the presence of coffee language is partly a property of how they were found. What that selection cannot explain is the proportions - which coffee words people reach for, which they avoid, and what they place beside coffee once they have said it. Those ratios are the subject of this report.

This is not a directory of coffee businesses that happens to include some enthusiasts. It is a population that has decided coffee explains something about them, and then arranged the rest of their identity around it.

This report reads that decision at scale. The numbers underneath are real and they are included - audience, geography, category, platform behaviour. But the numbers are the evidence layer. The finding is in the language.

2,164

ACCOUNTS,
DEDUPLICATED ON
USERNAME

50,135,589

AGGREGATE
FOLLOWERS

86

COUNTRIES
IDENTIFIED

83%

NAME COFFEE IN
THEIR OWN WORDS

On the word aggregate

Aggregate followers is the sum of individual account follower counts. It is not a deduplicated measure of audience, since overlap between accounts is unknown and cannot be measured from profile data. Every follower figure in this report should be read as potential audience, not people.

SECTION TWO

02 Who Is Actually Here

817 coffee businesses. 813 creators. Four accounts apart.

Instagram lets an account pick a category from a list, and most of them did. The trouble is the list is a mess: Cafe, Caf and Cafeteria were counted as three different businesses. Digital Creator, Creador Digital and Creator Digitale were counted as three different professions. Four hundred and thirty-three accounts picked nothing at all, and a handful managed to file themselves under a pair of GPS coordinates.

Two hundred and two raw labels were read down to thirty-one categories. Where a label was too vague to trust, the biography was read instead. Fifteen accounts - seven-tenths of one percent - could not be resolved.

The result splits the room almost exactly in half.

ACCOUNTS

Coffee Trade



AGGREGATE FOLLOWERS



Creator & Media



Four accounts apart by headcount.

Three times apart by audience.

GROUP	ACCOUNTS	SHARE	AGGREGATE FOLLOWERS	MEDIAN
Coffee Trade	817	37.8%	10,307,258	1,988
Creator & Media	813	37.6%	32,119,351	6,731
Other Business	265	12.2%	2,648,512	1,656
Food & Drink	204	9.4%	3,578,999	2,623
Affinity & Other	65	3.0%	1,481,469	3,961

817 coffee businesses. 813 creators. Four accounts apart.

These are two different populations sharing one file, and they behave in opposite directions. The businesses are numerous and quiet: a median of 1,988 followers, which is roughly the size of a neighbourhood. The creators are equally numerous and three times louder, carrying 32.1 million aggregate followers against the trade's 10.3 million.

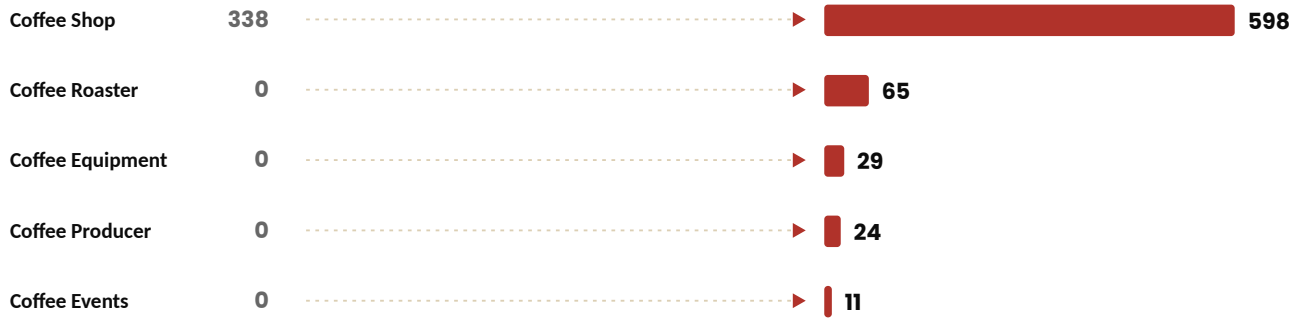
Put plainly - the people who sell coffee have the shops, and the people who merely like coffee have the audience.

What the raw labels were hiding

Reclassification moved Coffee Shop from 338 accounts to 598 - a seventy-seven percent correction. Four categories that did not exist at all in the raw data now account for 129 businesses between them.

RAW PLATFORM LABEL

AFTER READING BIOGRAPHIES



Coffee Shop corrected upward by 77 percent. Four categories did not exist in the raw data at all.

CATEGORY	RAW LABEL	AFTER READING BIOS
Coffee Shop	338	598
Coffee Roaster	0	65
Coffee Producer	0	24
Coffee Equipment / Supply	0	29
Coffee Events	0	11
Coffee Business (unspecified)	0	90

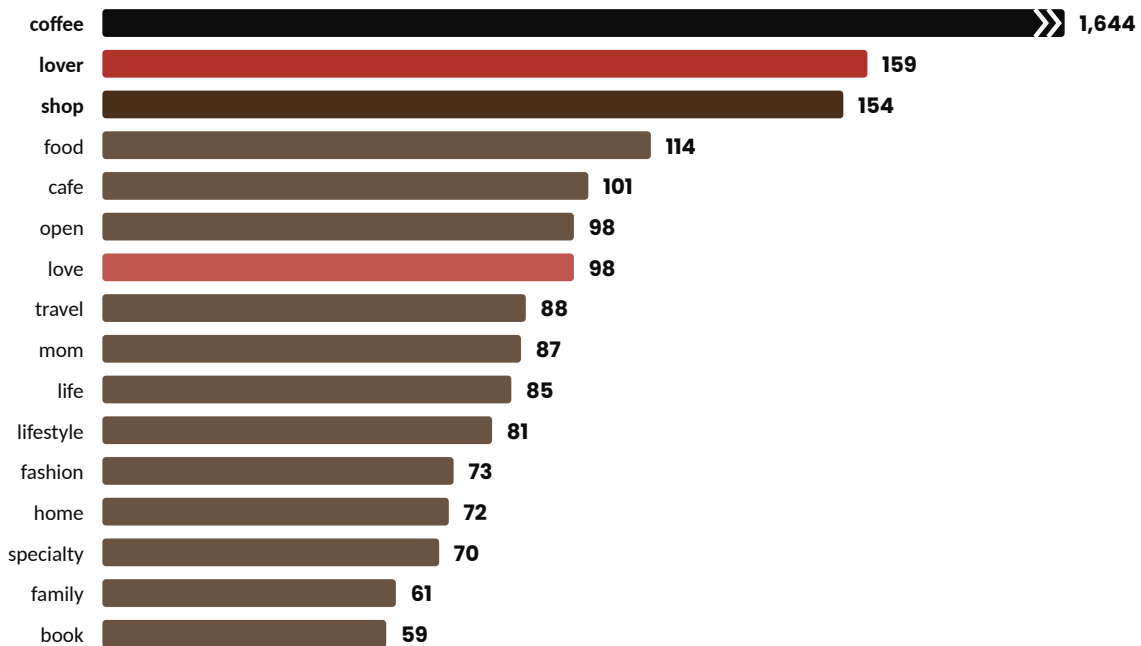
SECTION THREE

03 The Language of Belonging

The word directly behind coffee is not shop, or beans, or roast.

Two thousand one hundred and ten biographies were read as a single corpus. The word coffee appears 1,644 times. The word directly behind it is not shop, or beans, or roast.

APPEARANCES ACROSS 2,110 BIOGRAPHIES



Axis broken for "coffee". "Lover" outranks "shop" in a dataset that is 38 percent trading businesses.

"Lover" outranks "shop". The affection is more common than the commerce.

This holds even though the dataset is nearly forty percent trading businesses. Shops that could describe what they sell instead describe how they feel about it.

Coffee never travels alone

Look at what sits beside coffee in these bios. Food, travel, mom, life, lifestyle, fashion, home, family, book, wife, dog. Coffee is almost never the whole sentence. It arrives attached to a life, as one item in a list of things a person wants you to know.

The phrase "wife mom" appears fifteen times. The phrase "best coffee" appears fifteen times. In a dataset built entirely from coffee accounts, being somebody's wife and mother is exactly as common a claim as having the best coffee in town.

The two-word phrases people actually use

PHRASE	COUNT	PHRASE	COUNT
coffee shop	96	coffee house	21
coffee lover	84	coffee enthusiast	20
specialty coffee	60	coffee roasters	18
coffee addict	46	travel coffee	17
iced coffee	25	good coffee	16
coffee bar	22	wife mom	15
content creator	22	dog friendly	14

SECTION FOUR

04 The Silence

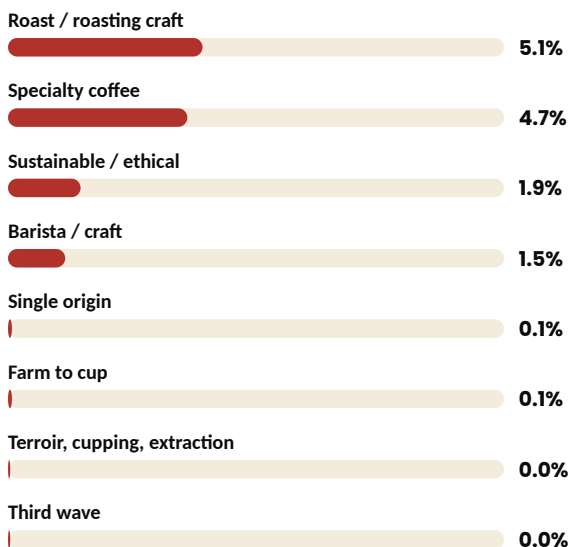
Third wave: zero mentions, in any language.

The most interesting finding in the corpus is a set of words that are not there.

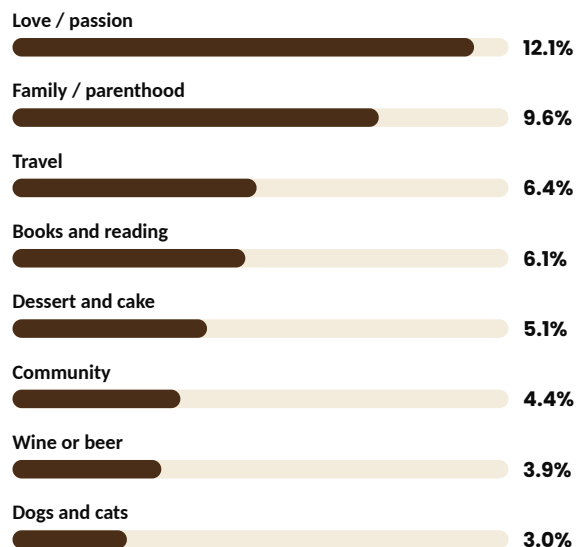
Specialty coffee has spent two decades building a vocabulary. Origin, terroir, process, extraction, third wave. It is the language of every trade magazine, every barista competition, every roaster's website. In 2,110 biographies written by coffee people, it barely registers.

Because the corpus is multilingual, each term was tested as a semantic family rather than an English string - specialty was matched alongside especialidad, specialite, specialita, spezialitat, spsialti and their relatives; sustainable alongside sostenible, sustentavel, nachhaltig, berkelanjutan and the rest. Widening the net moves the numbers a little. It does not move the conclusion at all.

WHAT THE TRADE TAUGHT THEM TO SAY



WHAT THEY SAY INSTEAD



Share of the 2,110 biographies. Concepts tested as semantic families across nine languages.

Third wave: zero mentions in any language. Terroir, washed, natural, cupping and extraction: one, between them.

Specialty is the only trade concept that clears one in twenty, and it is carried almost entirely by the trade itself - 73 of the 100 accounts using it sell coffee for a living. Which means 8.9% of the 817 coffee businesses in this study use the industry's defining word. The other 91% describe themselves some other way.

Being a parent is twice as sayable as being in specialty coffee. Owning a dog is as sayable as sourcing ethically. Books outrank sustainability three to one. And love, in every language it was tested in, is the single most common thing anyone

says - more common than any technical term in the trade's entire vocabulary combined.

A second silence

Only 8.5% call themselves a coffee lover, addict or enthusiast outright, and the phrase “but first coffee” - the single most reproduced coffee slogan of the last decade, printed on ten million mugs - appears in exactly zero biographies. The cliches have been abandoned to merchandise. What is left is quieter and more personal.

SECTION FIVE

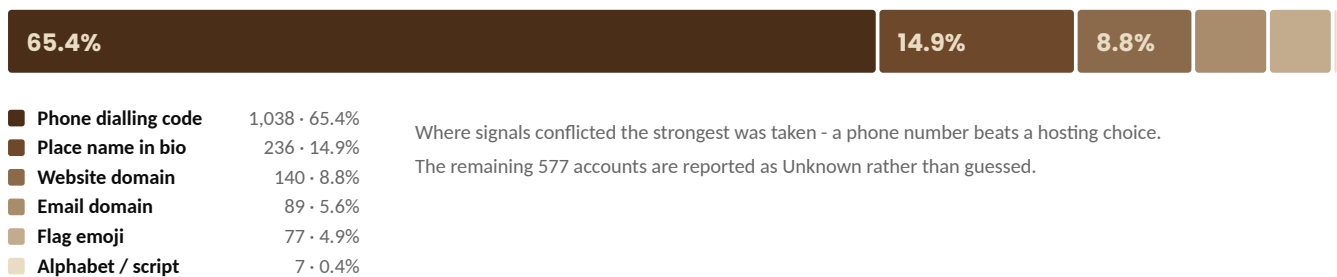
05 Where They Are

The trade map and the attention map are not the same map.

The dataset arrived with no location field. Country was reconstructed from four independent signals: international dialling codes, website and email domains, flag emoji, and place names or scripts inside the biography itself. Where signals conflicted, the strongest was taken - a phone number beats a hosting choice.

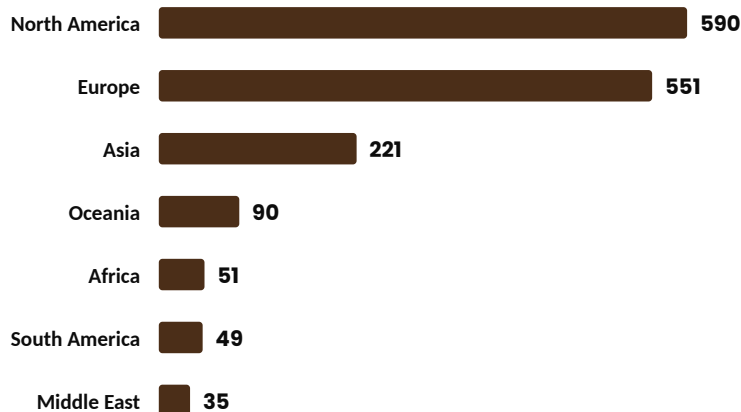
1,587 accounts resolved to a country. That is 73.3% of the file, across 86 countries.

HOW 1,587 ACCOUNTS WERE PLACED

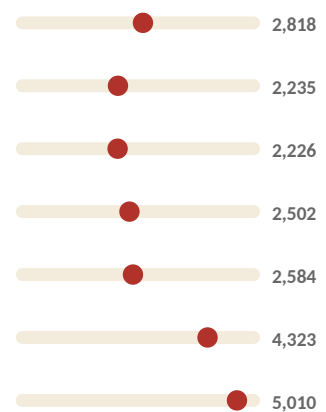


By region

ACCOUNTS



MEDIAN FOLLOWERS



Volume of accounts and volume of voice are not the same map: the smallest regions carry the loudest typical account.

REGION	ACCOUNTS	SHARE	AGGREGATE FOLLOWERS	MEDIAN
North America	590	37.2%	10,109,723	2,818
Europe	551	34.7%	8,163,745	2,235
Asia	221	13.9%	2,540,694	2,226
Oceania	90	5.7%	1,442,971	2,502
Africa	51	3.2%	1,451,911	2,584
South America	49	3.1%	2,333,749	4,323
Middle East	35	2.2%	1,070,115	5,010

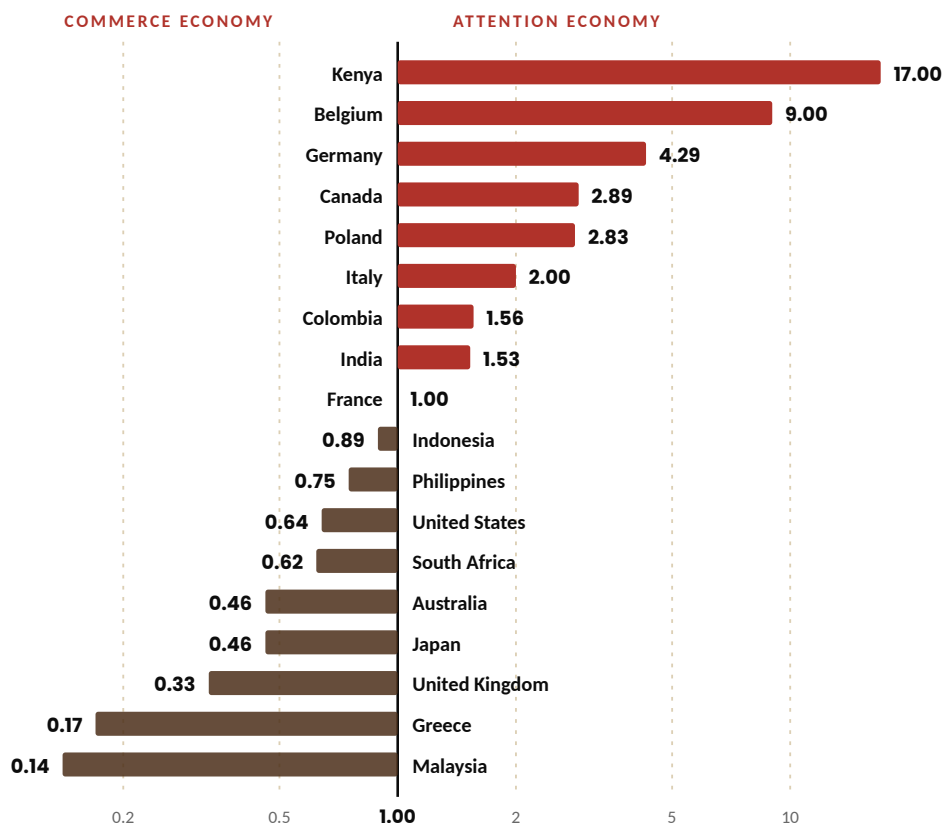
Among the eighteen countries with at least fifteen identified accounts, Kenya has the highest median follower count – 17,921, or six times the United States.

This is the sharpest geographic finding in the file. The United States supplies the most accounts by a distance and the largest aggregate audience, but its typical account is ordinary: a median of 2,868. Kenya's typical account is a broadcaster. Below the fifteen-account threshold the effect is even more extreme - the United Arab Emirates shows a median of 24,367 from nine accounts and Denmark 31,295 from six - but those are small samples and are reported here as indicative only.

Account volume and volume of voice are not the same market. A brand buying audience by country would shop in an entirely different order than a brand counting shopfronts.

The Coffee Attention Matrix

The trade map and the attention map are not the same map. Dividing creator accounts by trade accounts in each country produces a single ratio that separates places where coffee is sold from places where coffee is narrated. Below one, a country is a shopfront economy. Above one, it is a broadcast economy.



Creator accounts divided by coffee-trade accounts. Log scale. Eighteen countries with fifteen or more identified accounts.

Kenya has 17 coffee creators and not a single coffee business in this dataset. Greece has 23 coffee businesses and four creators. Neither country has both.

The two largest markets are commerce markets. The United Kingdom sells coffee at three times the rate it talks about it; Greece and Malaysia at six and seven times. Germany, Belgium, Canada and Poland run the opposite way, generating commentary far in excess of their listed trade.

Colombia is the interesting middle. It grows coffee, and it is one of only two producing countries in the table, yet it tilts toward attention at 1.56 with the fourth-highest median in the study. Origin and audience are not automatically the same asset.

Reading the ratio

The ratio is a directional instrument, not a census. It reflects who is discoverable through coffee-related search on one platform, which will understate trade presence in countries where small businesses do not maintain Instagram.

The twenty largest countries

COUNTRY	ACCOUNTS	AGGREGATE FOLLOWERS	MEDIAN
United States	509	9,167,775	2,868
United Kingdom	274	2,272,055	2,030
Australia	85	1,427,601	2,476
India	65	797,466	1,582
Canada	54	587,572	2,628
Germany	46	2,076,750	2,874
Indonesia	40	498,078	1,997
Greece	35	386,949	1,404
Colombia	31	2,150,969	4,488
Poland	28	545,132	5,787
Japan	26	229,669	3,807
Belgium	25	664,801	4,242
Malaysia	21	90,823	2,226
France	20	187,405	1,850
Kenya	19	1,351,004	17,921
South Africa	19	49,846	1,600
Philippines	18	166,380	1,247
Italy	15	314,049	3,741
Mexico	14	306,536	10,259
Spain	13	306,909	1,481

COUNTRY	TRADE	CREATORS	RATIO	PROFILE
Kenya	0	17	17.00	Attention
Belgium	2	18	9.00	Attention
Germany	7	30	4.29	Attention
Canada	9	26	2.89	Attention
Poland	6	17	2.83	Attention
Italy	4	8	2.00	Attention
Colombia	9	14	1.56	Attention
India	19	29	1.53	Attention
France	7	7	1.00	Balanced
Indonesia	18	16	0.89	Balanced
Philippines	8	6	0.75	Commerce
United States	223	142	0.64	Commerce
South Africa	8	5	0.62	Commerce
Australia	41	19	0.46	Commerce
Japan	13	6	0.46	Commerce
United Kingdom	147	48	0.33	Commerce
Greece	23	4	0.17	Commerce
Malaysia	14	2	0.14	Commerce

The Coffee Attention Matrix in full. Ratio is creator accounts divided by coffee-trade accounts, calculated only for countries with at least fifteen identified accounts.

SECTION SIX

06 The Cyber Profile

Read together, a series of small technical decisions is a personality test.

Every account here made a series of small technical decisions in public - what to call themselves, which inbox to publish, where to send the one link they are allowed. Read together, those decisions are a personality test.

The handle

Thirty-eight percent of usernames contain a coffee word. Twenty-eight percent contain the word coffee itself, spelled out, in the name they type into every comment they will ever leave.

HANDLE CONTAINS	ACCOUNTS	SHARE	HANDLE CONTAINS	ACCOUNTS	SHARE
Any coffee word	826	38.2%	A full stop	278	12.8%
"coffee" spelled out	613	28.3%	"roast"	40	1.8%
"cafe" or "caffe"	133	6.1%	"brew"	33	1.5%
An underscore	512	23.7%	"bean"	22	1.0%
"official"	15	0.7%	"java"	4	0.2%

Java is dead. Four accounts out of 2,164 still use the word - it has gone the way of the word "cyberspace", kept alive mainly by people who were online in 1998.

Handles run from five characters to thirty, with a median of fourteen. The shortest are cryptic to the point of hostility: lexbu, clrcff, vikyr, teakik. The longest are entire business plans typed without spaces - lolodomstuktukmobilecoffeeshop, toraja_homestayandcoffee_bunna, common.grounds.coffee.cortland, indiancoffeehouse_ballygunge01.

One account is called cars.and.coffee.hamburg_lurup. Thirty characters. Two of them are full stops and one is an underscore, because by the end there was nothing left to work with.

The inbox

Every single account in this file published an email address. Sixty-two percent of them published a free one.

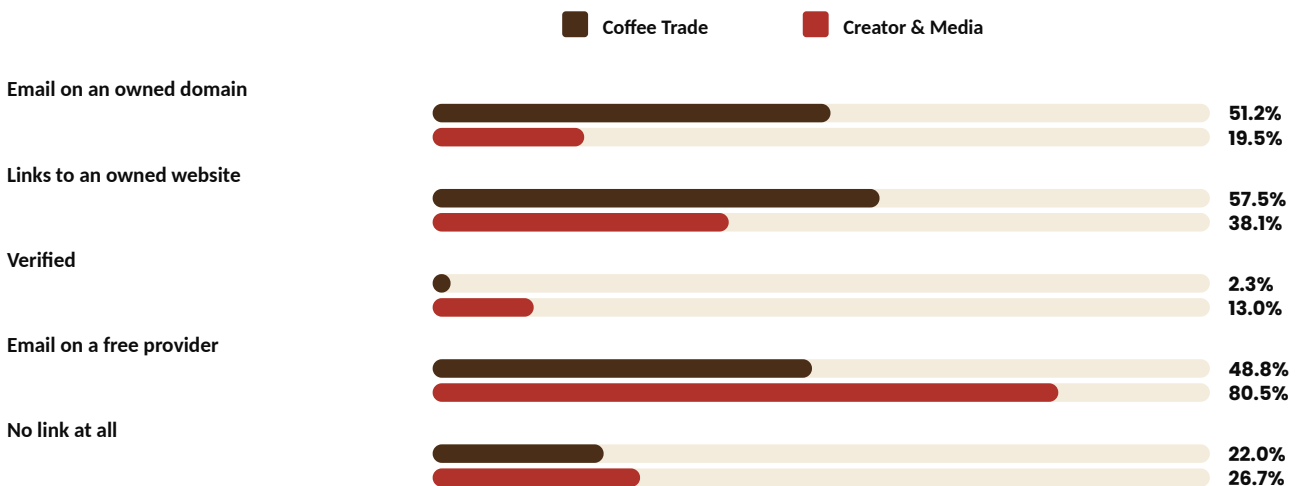
EMAIL PROVIDER	ACCOUNTS	INBOX NAMING	ACCOUNTS	SHARE
gmail.com	1,094	Contains a coffee word	364	16.9%
yahoo.com	55	Ends in numbers	291	13.5%
outlook.com	54	info@	254	11.8%
hotmail.com	53	hello@	93	4.3%
icloud.com	16	contact@	36	1.7%
gmx.de	9	Contains a year	31	1.4%
me.com	5	sales@	11	0.5%
aol.com	4	admin@	10	0.5%

Gmail alone accounts for just over half the entire dataset. Fifty-three accounts are still on Hotmail. Four are on AOL, which is a sentence worth sitting with.

The choice between info@ and hello@ is a positioning decision disguised as an administrative one, and info@ is winning nearly three to one. Meanwhile 291 accounts end their address in a number, which is the digital equivalent of admitting somebody else got there first. Best local part in the file, unimprovable: danielle.coffeeblackwhiskeyneat. Thirty-one characters, an entire personality, and a drinks order.

Owned infrastructure, split by population

The dataset-wide figure hides the finding. Split by population, the direction reverses.



Each population is strong precisely where the other is weak.

Creators own the audience. The trade owns the infrastructure. Neither owns both.

The coffee trade is the only group in the study where owned domains outnumber free providers. Creators run four-fifths of their correspondence through Gmail, Hotmail and the rest - and 27 of the 53 Hotmail accounts in this dataset belong

to creators, alongside two of the four on AOL.

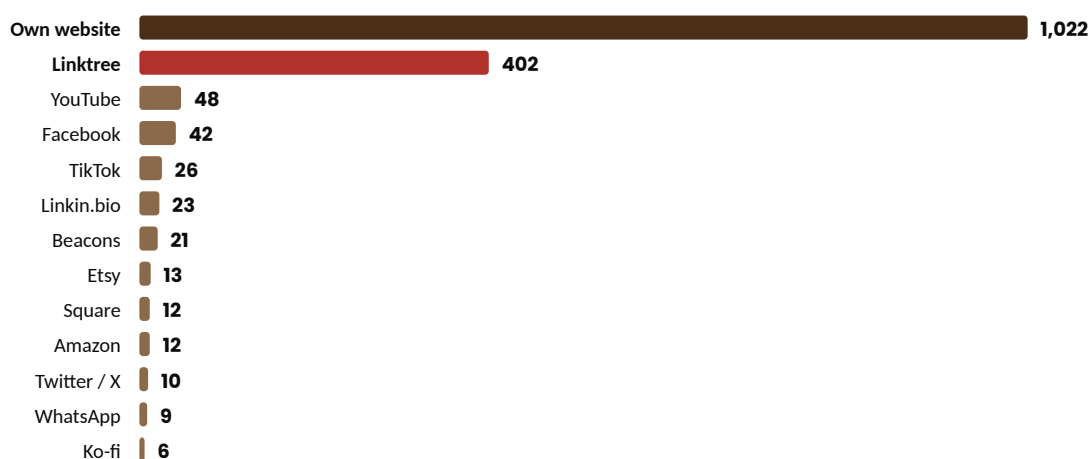
This is a measure of owned infrastructure, not of professionalism. A creator with 200,000 followers may use Gmail deliberately, because the audience is the asset and the inbox is not. But it does mean the two populations are building on different ground: one rents attention it does not own, the other owns property that almost nobody visits.

Within the trade the picture is uneven. 45 of 65 roasters use an owned domain. Coffee shops are close to an even split - 304 of 596 still run customer correspondence through a free provider.

The link

Instagram has allowed up to five profile links since April 2023, a change introduced specifically to blunt Linktree and Beacons. Three years later, 402 accounts in this study still route their audience through an aggregator - a paid intermediary solving a problem the platform stopped having.

WHERE THE ONE LINK GOES · 1,656 ACCOUNTS PUBLISHED ONE



Instagram has permitted five profile links since April 2023. Four hundred and two accounts still pay an intermediary.

LINK DESTINATION	COFFEE TRADE	CREATOR & MEDIA
Own website	57.5%	38.1%
Aggregator (Linktree, Beacons)	15.5%	26.4%
Another social platform	4.9%	8.7%
No link at all	22.0%	26.7%

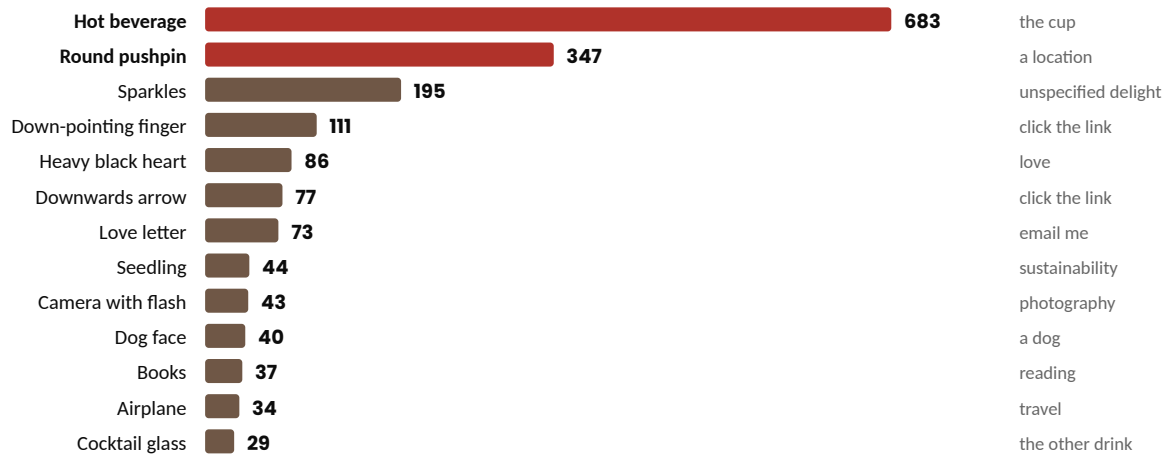
The trade sends people to property it owns. Creators send people to a rented forwarding address, or nowhere at all. More than a quarter of creators publish no link whatsoever, which strands a substantial share of 32 million followers inside the app with nothing to click.

The exception is worth naming: 95.4% of coffee roasters publish a link, the highest of any category in the study. Roasters ship physical product to strangers, so a website is not decoration. Six accounts link to Buy Me a Coffee, which in this dataset is either a funding model or a very long joke.

The emoji

1,307 biographies carry at least one emoji - 62% of everyone who wrote a bio. Between them they use 690 distinct symbols, 5,603 times.

690 DISTINCT SYMBOLS USED 5,603 TIMES ACROSS 1,307 BIOGRAPHIES



The cup and the pushpin together account for a third of every emoji in the study.

The cup appears 683 times. The pushpin - “here is where I am” - appears 347. Between them they are a third of all emoji used.

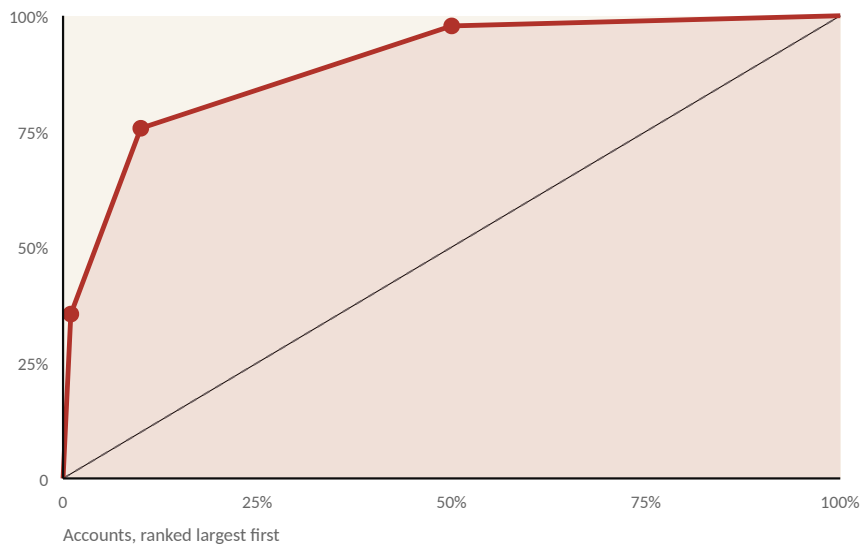
Two hundred and forty-nine uses of a downward arrow or pointing finger exist for one purpose: to draw your eye to the single link, seven pixels below. It is the most-repeated instruction in the entire corpus, and nobody had to be taught it.

SECTION SEVEN

07 Audience, and Who Actually Has It

Fifty million followers sounds like a crowd. It is closer to a queue with a few very tall people in it.

Cumulative share of the 50.1M followers


35.5%

 Top 21 accounts
1% of the file

75.7%

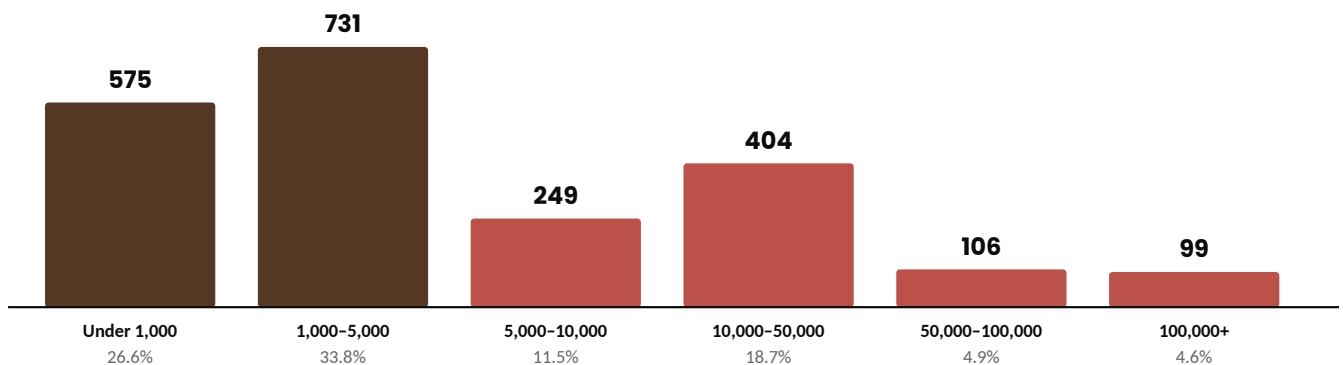
 Top 216 accounts
10% of the file

2.2%

 Bottom 1,082
half the file

Twenty-one accounts hold more than a third of the audience. Eleven hundred accounts hold two percent of it.

ACCOUNTS BY FOLLOWER BAND

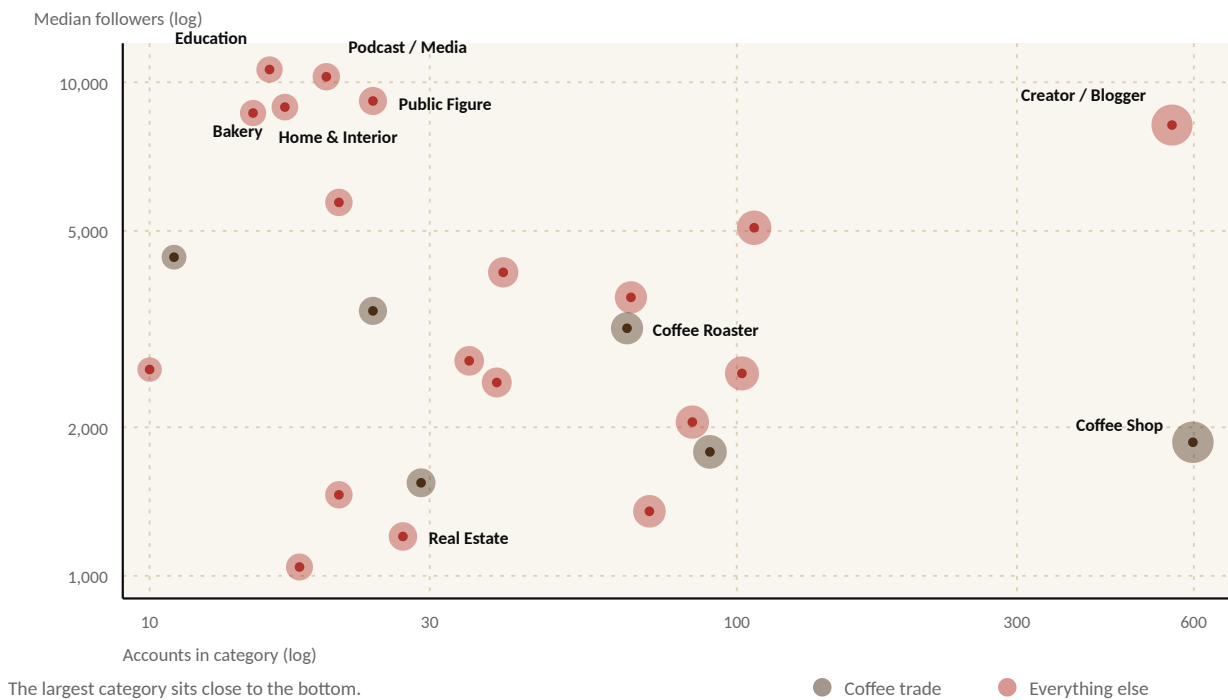


Median 2,891 followers. Mean 23,168. Eight times apart, which is the shape of a market held by very few.

The median account has 2,891 followers. The mean has 23,168. Whenever those two numbers are eight times apart, the average is describing a handful of people and hiding everybody else. Eighty-nine accounts have zero followers and still published an email address, which is its own kind of optimism.

Small categories, loud accounts

Sorting by median rather than by count reverses the leaderboard entirely.



CATEGORY	ACCOUNTS	MEDIAN FOLLOWERS	CATEGORY	ACCOUNTS	MEDIAN FOLLOWERS
Education	16	10,615	Artist / Maker	107	5,075
Podcast / Media	20	10,260	Coffee Events	11	4,424
Public Figure	24	9,167	Coffee Producer	24	3,444
Bakery	17	8,905	Coffee Roaster	65	3,176
Home & Interior	15	8,669	Coffee Shop	598	1,865
Creator / Blogger	551	8,193	Real Estate	27	1,202

Sixteen education accounts out-perform the typical coffee shop by five and a half times. Seventeen bakeries out-perform it by nearly five. The Coffee Shop category is the largest in the file and close to the least amplified in it - 598 businesses whose median audience would not fill a village hall.

Verification follows commentary, not commerce

One hundred and forty-eight accounts carry a blue tick - 6.8% of the study. Seventy-two percent of all verification in a coffee dataset belongs to accounts that do not sell coffee. Of 598 physical coffee shops, ten are verified. Of 551 creators, sixty-six are.

GROUP	VERIFIED	SHARE OF GROUP
Creator & Media	106	13.0%
Coffee Trade	19	2.3%
Other Business	13	4.9%
Food & Drink	7	3.4%
Affinity & Other	3	4.6%

MEDIAN FOLLOWERS · UNVERIFIED AGAINST VERIFIED



10 of 598 coffee shops. 66 of 551 creators.

○ Unverified

● Verified

A coffee business needs roughly 67,000 followers to be verified. A creator gets there at 55,000, from a starting point already two and a half times higher.

Verification is not a certification of industry legitimacy - it was never designed as one. It tracks public profile and impersonation risk, which is why it follows commentary. But the practical effect on a coffee business is the same either way: the badge that signals authenticity to a customer is roughly thirty-five times harder for the shop to obtain than for the person reviewing it.

SECTION EIGHT

08 The Full Map

| All thirty-one categories, ordered by size.

CATEGORY	ACCOUNTS	AGGREGATE FOLLOWERS	MEDIAN
Coffee Shop	598	4,994,506	1,865
Creator / Blogger	551	20,544,431	8,193
Artist / Maker	107	3,608,624	5,075
Restaurant	102	1,434,240	2,572
Coffee Business (unspecified)	90	3,431,420	1,784
Retail / Shop	84	840,186	2,050
Health & Beauty	71	458,262	1,352
Photographer	66	2,573,018	3,668
Coffee Roaster	65	1,181,769	3,176
Community	40	1,195,462	4,119
Dessert Shop	39	654,181	2,465
Writer / Author	35	947,549	2,728
Coffee Equipment / Supply	29	358,284	1,544
Real Estate	27	60,116	1,202
Coffee Producer	24	248,588	3,444
Public Figure	24	1,677,495	9,167
Bar / Pub	21	512,108	1,459
Food & Drink (other)	21	842,230	5,710
Podcast / Media	20	427,432	10,260
Coach / Consultant	18	295,744	1,042
Bakery	17	132,324	8,905
Education	16	438,235	10,615
Home & Interior	15	339,149	8,669
Other / Unclear	15	222,065	4,123
Agency / Services	13	112,837	1,234
Coffee Events	11	92,691	4,424
Entrepreneur	11	65,668	1,848
Enthusiast	10	63,942	2,618

CATEGORY	ACCOUNTS	AGGREGATE FOLLOWERS	MEDIAN
Musician / Performer	10	2,340,802	2,045
Hospitality / Travel	10	38,315	2,514
Grocery / Food Retail	4	3,916	1,164

SECTION NINE

09 What This Means

Five conclusions the data will support.

1. Coffee has two economies, and they are not the same size

A commerce economy of 817 accounts and an attention economy of 813. Almost identical in number, three times apart in audience. Coffee is produced and sold by one population and disproportionately narrated by another, and the narrating population is not required to have anything to do with the trade.

2. Coffee is a lifestyle language before it is a technical language

Across every language tested, love, family, travel and books each appear in more biographies than any piece of specialty vocabulary. Third wave appears in none. The industry has spent twenty years building a lexicon that its own practitioners use in fewer than one account in ten.

3. Influence and infrastructure move in opposite directions

Creators hold the followers, the verification and the amplification. The trade holds the domains, the websites and the direct customer path. Each population is strong precisely where the other is weak, which is the clearest commercial opening in this study.

4. Coffee markets and coffee audiences are geographically misaligned

The United Kingdom, Greece and Malaysia have shops without proportionate storytellers. Kenya, Belgium, Germany and Poland have storytellers without proportionate trade. Anyone planning a market entry on shopfront density alone is reading half the map.

5. The industry's language is not the public's language

This is the finding with the most consequences. It bears on packaging copy, advertising, creator partnerships, editorial strategy and community building. The words the trade has agreed on among itself are not the words its customers use about themselves.

SECTION TEN

10 Seven Things This Study Taught Us

The whole report, in seven numbers.

817 v 813

Coffee businesses and coffee creators, four accounts apart

0

Biographies, in any language, that say “third wave”

35x

Harder for a coffee shop to get verified than a creator

17,921

Kenya's median followers - six times the United States

35.5%

Of all followers held by twenty-one accounts

80.5%

Of creators run correspondence through a free email provider

683

Uses of the coffee cup emoji - the most repeated word in the study is not a word

SECTION ELEVEN

11 Method

How the sample was drawn, classified, placed and read.

Sample acquisition

- Accounts were discovered through coffee-related search on a third-party Instagram discovery platform and exported in 44 batches. Data collected August 2026.
- This is a discovered sample, not a census and not a random sample. Accounts entered it because they were surfaced by coffee-related search, which means the presence of coffee language in the corpus is partly a property of the discovery method.
- What selection does not determine is proportion. Which coffee words appear, which do not, what accompanies them, and how those ratios differ between populations and countries are all measured within the sample and are not artefacts of how it was drawn.
- Findings should be read as describing coffee-associated Instagram accounts that are discoverable and publish an email address - not the coffee industry as a whole, and not Instagram as a whole.

Assembly

- 44 source files merged. Every record retained - no filtering on blank fields or zero followers.
- Deduplicated on username, the only genuinely unique key. Email was deliberately not used, since one operator legitimately runs several accounts.
- Source file recorded against every row for traceability.
- Final count: 2,164 unique accounts.

Classification

- 433 accounts carried no usable category. Each biography, display name, link and handle was read by an ordered rule set and assigned a category. 431 of 433 resolved - 99.5%.
- Business signal outranks affinity signal throughout. An estate agent who calls herself a coffee connoisseur files under Real Estate, not Enthusiast.
- 202 raw labels were then mapped into 31 categories. Labels too vague to trust - Product/Service, Brand, Local Business and their translations - were re-read from the biography rather than taken at face value.
- Zero labels left unmapped. 15 accounts (0.7%) sit in Other / Unclear.
- A 20-row random audit of reclassified accounts found 2 arguable calls. Estimated accuracy on that subset: 90-95%.

Geography

- Country derived from four independent signals in priority order: international dialling code, website domain, email domain, flag emoji, then place name or script found in the biography.
- North American numbers were resolved to country by area code, so Canadian and Caribbean accounts are not counted as United States.
- Link shorteners and social platforms were excluded from domain inference, since a Linktree address says nothing about location.
- 1,587 of 2,164 resolved - 73.3% - across 86 countries. The remaining 577 are reported as Unknown rather than guessed.

Language

- 2,110 non-empty biographies analysed. Text normalised for accents and case before matching; original text preserved in the dataset.
- Phrase counts are per biography, not per occurrence - an account saying coffee four times counts once.
- The corpus is multilingual. Trade and identity concepts were tested as semantic families spanning English, Spanish, Portuguese, French, Italian, German, Polish, Indonesian and Russian equivalents rather than as English strings.
- Single-language counts appear only where stated as such. Where a table is headed "all languages", the family match was used.

Definitions

- **Aggregate followers** is the sum of individual account follower counts. Audience overlap between accounts cannot be measured from profile data, so this is a measure of potential audience, not of unique people. The report avoids the word reach for this reason.
- **Owned digital infrastructure** means an email address on a domain the account controls, or a profile link pointing to a website rather than an aggregator. It is a measure of asset ownership, not of professionalism or quality.
- **The Coffee Attention Matrix** ratio is creator accounts divided by coffee-trade accounts within a country, calculated only for countries with at least fifteen identified accounts.

Known limits

- Follower counts, verification status and profile fields are a single snapshot taken August 2026. No engagement, posting frequency or audience quality data is present.
- Sampling is Instagram-only and skews to accounts that publish an email address, which under-represents both very large accounts and businesses with no social presence.
- Category is a judgement about a self-description, not a verified business registration.
- Geographic coverage is 73.3%. Country-level figures describe identified accounts only, and the 577 unresolved accounts are not evenly distributed - creators are less geographically tethered than the trade, with 38% unresolved against 17%.

Citation

BeanBreaker Intelligence, *How The World Talks About Coffee*, August 2026. A second collection is scheduled for August 2027, at which point every figure in this report becomes a comparison.

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BeanBreaker Intelligence is the research arm of BeanBreaker - a digital publication and creative studio that reads business, culture and behaviour through coffee. We build original datasets, interrogate them properly, and publish what they actually say rather than what the industry expects to hear.

A second collection is scheduled for **August 2027**. At that point every figure in this report stops being a snapshot and becomes a trend line.

ENQUIRIES

info@beanbreaker.com

TELEPHONE & WHATSAPP

+1 (302) 465 7107

ONLINE

beanbreaker.com

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BeanBreaker Intelligence,
How The World Talks About Coffee,
August 2026.

DATASET

2,164 accounts · 86 countries
Collected August 2026