

LYON

**GLOBAL CITIES**  
RETAIL GUIDE

2026 EDITION

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# LYON OVERVIEW

**With a population of 2.3 million, the Lyon urban area ranks second in France after Paris and is the capital of the Auvergne/Rhône-Alpes region, the wealthiest in France after Ile-de-France. Lyon has a strong local economy, with an unemployment rate lower than the national average and a generally high purchasing power. At the crossroads of many regional culinary traditions, Lyon is also considered as the French culinary capital, contributing to its international reputation as a city where life is enjoyable.**

Lyon's prominent retail zone is located on the Peninsula ("Presqu'Île") with Rue de la République being the key destination for international mass-market retailers and Rue du Président Edouard Herriot and Rue Emile Zola hosting mid-range to luxury retailers at the heart of Lyon "Carré d'or". One of the most emblematic and historic monuments of the city, the Grand Hôtel Dieu has been transformed into a shopping, design and gastronomic destination since its reopening in 2019. This renovated scheme confirms the attractiveness of the Peninsula where various retail areas cross (République, Victor Hugo, Jean Jaurès, Grolée-Carnot). Apart from the Peninsula, the major retail hub is shopping center Westfield La Part-Dieu, one of the biggest urban and most profitable shopping centres in France, recently renovated and extended.

The retail landscape on the outskirts accommodates several highly accessible major retail hubs, with a few dominant peripheral zones and shopping centres including Porte des Alpes in Saint-Priest, Ecully Grand Ouest, Carrefour Vénissieux and Carré de Soie in Vaulx en Velin/Villeurbanne.



# LYON

## Key Retail Streets & Areas

### RUE DE LA REPUBLIQUE

Formerly known as “Rue Impériale”, rue de la République is Lyon’s premier retail thoroughfare. Linking Place Bellecour to Lyon City Hall, rue de la République is home to numerous internationally recognized mass-market retailers in a wide range of retail sectors. The section between Place Bellecour and Place des Cordeliers is a pedestrian zone accommodating numerous anchor stores (Printemps department store, Zara, H&M, FNAC, Mango, Monoprix, etc.) and is also the section commanding the highest rental values. The section between Place des Cordeliers and Place de la Comédie (Lyon City Hall) is half-pedestrianised and far less busy, with services (bank and offices) and food retailers accounting for a significant share of activity. Close to place de la République, the Grolée-Carnot district presents a new face since the arrival of a flagship Uniqlo in 2018 which has boosted the entire area in conjunction with Decathlon City.

### RUE VICTOR HUGO

Pedestrian street linking Place Carnot to Place Bellecour, rue Victor Hugo is one of Lyon’s other hubs for mass-market retail and has been recently renovated. Similarly, to rue de la République, rue Victor Hugo provides consumers and young adults in particular with a varied offering including fast-food, mobile phones, cosmetic products and fashion retailers.

### RUE DU PRESIDENT EDOUARD HERRIOT

Parallel to Rue de la République, Rue du Président Edouard Herriot hosts 170 retail premises between Place Bellecour to Place des Terreaux. Mainly targeting upper class consumers, the section linking Place Bellecour to Place des Jacobins is home to premium and luxury retailers in the fashion, jewellery and luggage sectors including Hermès, Mauboussin, Rolex or Louis Vuitton. The section between rue Ferrandière and Place des Terreaux is less up-market.

### RUE EMILE ZOLA/RUE GASPARIIN/RUE DES ARCHERS

Located between Place Bellecour and Place des Jacobins, Rue Emile Zola, Rue Gasparin and Rue des Archers are part of Lyon “Carré d’Or” along with Rue du Président Edouard Herriot. Mainly targeting middle to upper-class consumers, these streets are home to several up-market trendy French fashion retailers including Gérard Darel, Maje, A.P.C. or Zapa.

### RUE DE BREST

Linking Place des Jacobins to Place Saint-Nizier, and parallel to Rue du Président Edouard Herriot, Rue de Brest is home to several mass-market retailers. Fashion retailers are dominant with clothing brands being particularly well represented (Superdry, Comptoir des Cotonniers, Faguo, Saint James). A few upper-range retailers also set up shops on Rue de Brest (Polo Ralph Lauren, Tommy Hilfiger).



## Market Overview

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM STORE INC. KEY MONEY ZA (€/SQM/YEAR)	TYPICAL STORE SIZE
Rue de la République	Mass market, local residents	Adidas, Aesop, Amorino, Basic Fit, Bijou Brigitte, Bocage, BZB, Calzedonia, Camper, Celio, Courir, Darjeeling, Darty, Devred, Etam, FNAC, Foot Locker, Grand Optical, Hema, H&M, Histoire d'Or, Horace, Intimissimi, IT, JD, Jimmy Fairly, Jules, Kiko, L'Atelier d'Amaya, Levi's, Lush, Mango, Maxi Bazar, Minelli, Monoprix, Nature et Découvertes, New Balance, Nike, Nocibé, Normal, Pandora, Pathé, Pimkie, Printemps, Rituals, Sephora, Tezenis, Undiz, Vorwerk, Zara/Zara Home	Avril, Haribo, Passage du Désir	2,200-2,500	Medium
Rue du Président Edouard Herriot	Middle-range to luxury retailers, local residents	Aigle, Antonelle, Armand Thierry, Balibaris, Bexley, Bagelstein, Bobbi Brown, Boggi Milano, Bonne Gueule, Bompard, Breitling/Tag Heuer, Cabaïa, Capel, Caroll, Caudalie, Christofle, Claudie Pierlot, Cyrillus, Diptyque, De fursac, Elena Miro, Falconeri, Father & Son, Figaret, Finsbury, Fred, Gabor, Geox, Hermès, IWC, Izac, Izipizi, Jacadi, Jaeger Lecoultre, Jimmy Fairly, Jo Malone, Jonak, K-Way, Kujten, Kusmi Tea, l'Artisan Parfumeur, L'Occitane, La Papéthèque, Lacoste, Lancaster, Lancel, Linvosges, Livy, Longchamp, Louis Vuitton, MAC, Madura, Marionnaud, Massimo Dutti, Mat de Misaine, Mauboussin, Max Mara, Messika, Monop, Montblanc, Maison Nicolas, Pablo, Peggy Sage, Petit Bateau, Pomellato, Rituals, Rolex, Sandro, Seiko, Sephora, Sézanne, Swarovski, Swatch, The Kooples, The North Face, Vanessa Bruno, Vert Baudet, Zadig et Voltaire, Zara	Agatha, APM Monaco, Copains, Faguo, Harcour, Omega	1,700-2,000	Small

## Market Overview

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Rue Victor Hugo	Mass market, local residents	Adopt', Armand Thiery, Bleu Forêt, Bocage, Calzedonia, Cash Converters, Christine Laure, Claire's, Dim outlet, Du Pareil au Même, Histoire d'Or, Jacqueline Riu, Jules, La Boutique du Coiffeur, La Route des Aromes, Maisons du Monde, McDonalds, Marionnaud, Maxilivres, Monop', Maison Nicolas, Parashop, Punt Roma, Rieker, RougeGorge, Saga, Tamaris, Valège, Victorine, Voisin, Yves Rocher	N/A	500-800	Medium
Rue Emile Zola/ Gasparin/ Archers	Middle-range to luxury retailers, local residents	APC, American Vintage, Antoine & Lili, Arthus Bertrand, Ba&sh, Bang & Olufsen, Bobbies, Claudie Pierlot, Coton Doux, Descamps, Gérard Darel, Des Petits Hauts, Fusalp, Gas Bijoux, Hartford, Heschung, High, Indies, Iro, Jott, JM Weston, Jonak, L'Atelier d'Amaya, La Bagagerie, Le Tanneur, Liu Jo, Maje, Majestic Filatures, Marc Le Bihan, Mellow Yellow, Manfield, Marina Rinaldi, Moleskine, Momoni, Oh My Cream ! Oska, Panerai, Petite Mendigote, Pronovias, Repetto, Sandro, Sessun, Soeur, Sugar, Tara Jarmon, Victoire, Villeroy & Boch, Wolford, Ysé, Yves Delorme, Zapa,	Adrien La Suite, Blackout, Grungemama Store, Zäg	1,200-1,500	Small
Rue de Brest	Middle-range retailers, local residents	Armor Lux, Carré Blanc, Casino, Celadon, Comptoir des Cotonniers, Comptoir des Monnaies, Damart, Faguo, Guy Degrenne, Eleven Paris, Famille Mary, G-Star, IKKS, Indigo, La Maison du Savon de Marseille, La Route des Aromes, Le Creuset, Le Petit Souk, Maison Henry, Millet, Okaidi, Pain de Sucre, Paul Marius, Polo Ralph Lauren, Pralus, Princesse Tam Tam, Saint James, Sarah Pacini, Segabo, Stella Forest, Suncoo, Superdry, Tommy Hilfiger, Un Jour Ailleurs	Edgard Opticiens, L'Osteria, Le Jacquard Français, Lissac, Yaya	1,000-1,300	Small

# LYON

## Shopping Centres

### WESTFIELD LA PART-DIEU/COURS OXYGENE

Located close to the Lyon high-speed train station and in the heart of La Part-Dieu area, the most important business district in France after La Défense, Westfield La Part-Dieu shopping centre is not only continental Europe's largest urban shopping centre, but also France's largest. Built in 1975 and comprising 300 units across 160,000 sqm, La Part-Dieu hosts more than 30 million visitors annually. Anchored by several major international retailers in a wide range of activity sectors, Westfield La Part-Dieu is a strategic site for newcomers entering the French market (Apple, Lego, Primark, Uniqlo). Westfield La Part-Dieu benefited from several extensions since 2010 which have strengthened the leisure and restaurant offer with an 18-screen UGC cinema, restaurants and kiosks area offering the latest world food trends.

### GALERIES LAFAYETTE BRON

Established in the 1960s, the Galeries Lafayette Department Store reopened in 2024 following extensive refurbishment. The site is home to a fully renovated Department Store covering 9,200 sqm and is set to be transformed into a full-scale shopping centre over 30,000 sqm, with opening scheduled for 2026. It will become a premium shopping centre, featuring dozens of shops and restaurants

### CONFLUENCE

The Confluence shopping centre is located between the Saone and the Rhone rivers, in a central location. Open since 2012, Confluence is a 54,000 sqm shopping centre divided in 3 levels. It hosts nearly 9 million visitors annually and about 110 retailers in a wide range of activity sectors, among which are many internationally recognized mass-market fashion retailers (Lacoste, Mango, Levi's, Zara, Etam, etc.). The centre's activity is bolstered by its central location and the redevelopment of the area, which is becoming a new redesigned extension of Lyon's dynamic city centre.

### GRAND HOTEL DIEU

This retail scheme is the result of the redevelopment of the former Hotel Dieu hospital, one of the largest buildings on the Presqu'île de Lyon.

Since 2019, the Grand Hôtel-Dieu houses a huge bar under the large dome, 17,400 sqm of retail space, 13,600 sqm of offices and 800 sqm of private accommodation. It is also home to the 5-star InterContinental luxury hotel, and the Cité internationale de la gastronomie, with 3,900 sqm of exhibition space and workshops dedicated to food. About 35 shops in the building are dedicated primarily to fashion (Citadium) wellbeing (Aroma Zone), design/home furnishing (Kave Home) and gastronomy.

## Shopping Centre Overview

SHOPPING CENTRE	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS
Westfield La Part-Dieu/Cours Oxygène shopping centre	Mass market, premium, local residents	Abercrombie & Fitch, Adidas, Adopt', Alain Afflelou, André, Armand Thiery, Apple Store, Atelier de Famille, Avril, Bala Boosté, Balibaris, Bershka, Berliner, Besson, Bleu Cerise, Bleu Libellule, Hugo Boss, C&A, BZB, Cache Cache, Calzedonia, Caroll, Celio, Claire's, Claudie Pierlot, Carrefour, Cleor, Courir, Darjeeling, Darty, Décathlon, Decitre, Desigual, Devred, Dior, Du Bruit dans la Cuisine, Dyson, Edji, Eram, Etam, Father & Son, Flying Tiger, Fnac, Fitness Park, Foot Locker, Foot Korner, Fursac, Galeries Lafayette, Geox, H&M, H&M Home, Hapic, Hema, Histoire d'Or, Hollister, Intersport, Intimissimi, Izac, Jack & John, JD, Jimmy Fairly, Jott, Jules, Kiko, Kusmi Tea, L'Atelier d'Amaya, L'Occitane, La Boutique du Coiffeur, La Casa de las Carcasas, La Chaise Longue, La Grande Récré, La Route des Aromes, La Tête dans les Nuages, Lacoste, Le Comptoir de Mathilde, Le Tanneur, Lego, Levi's, Lovisa, Louis Pion, Lush, Maty, Mauboussin, MAC, Maisons du Monde, Maje, Mango, Marc Orian, Marrionnaud, Monoprix, Morgan, Muy Mucho, Muji, Nature et Découvertes, Nespresso, New Yorker, Nike, Nocibé, Normal, Nyx Pandora, Parfois, Petit Bateau, Poltronesofa, Primaprix, Primark, Promod, Pull & Bear, Puma, Pylones, Rituals, Sandro, Sephora, Sixth Junes, Sketchers, Snipes, Stradivarius, Sud Express, Swarovski, Tamaris, Tezenis, UGC, Undiz, Uniqlo, Vans, Victoria's Secrets, Yves Rocher, Zara	Aroma Zone, Bagel Corner, Be Camaïeu, Bel Chou's, Bonobo, Helvetica, Joo Beauty, La Belle Liégoise, La Fabrique Cookies, Le Paradis du Fruit, Milome, Miniso, Pilou, Pop Mart, Rouge Gorge,
Confluence	Mass market, local residents	Apple Store, Berliner, Blue Box, Calzedonia, Carrefour, Cleor, Climb Up, Courir, Dalery, Decitre, Dockers, Etam, Foot Locker, Fuxia, Grand Optical, Intersport, Histoire d'Or, Izac, Jott, JouéClub, Kiko, La Boutique du Coiffeur, La Chaise Longue, La Tête dans les Nuages, Lacoste, Levi's, New Yorker, Normal, Only, Pull & Bear, Salsa Jeans, Sephora, Swarovski, UGC, Undiz, Vib's, Zara	Circuit Court, Eclipso, G-Star, Lovisa, Mango, Planète Fitness, Rituals, Stradivarius
Grand Hôtel Dieu	Mix used, Mass-market to upper-range, local residents, tourists	AM.PM., Aroma Zone, Citadium, Cinq Mondes, Clarins, COS, Kave Home, Victorinox, Cité internationale de la Gastronomie, Ecocentric, Emilie Etori, Plantes pour Tous, Silvera, Obbo Design, Musée de l'Illusion, Les Créations Lyonnaises, Testimonio	Faiparla, WOP, Basket 4 Ballers

\*Last data available sources Sites Commerciaux, Codata

# LYON

## Food & Beverage

**Lyon is often referred to as the gastronomic capital of France. With 1,000 restaurants pleasing all taste buds, Lyon benefits from its location at the heart of a region boasting many culinary traditions and fine products (poultry from the Bresse area, Carp from the Dombes, Côtes du Rhône and Beaujolais wines or Drôme fresh fruits).**

Lyon is internationally renowned for its “bouchons”, establishments serving traditional cuisine including “quenelles” or “cervelles de canut”. Lyon and the Rhône-Alpes region are also famous for being home to many prestigious star-winning “chefs” (Paul Bocuse, the Troigros brothers in Roanne or Georges Blanc in Vonnas).

Along with traditional cuisine, a handful of chefs have succeeded in modernizing local tradition such as Nicolas le Bec, Christian Têtedoie or Anne-Sophie Pic.

The Main hotspot is located in the city center, Rue Mercière is one of the most sought-after streets for trendy restaurants. The old food market situated in the heart of Lyon was renovated in 2014. Les Halles de Lyon - Paul Bocuse host food merchants reflecting French taste for gastronomy including a bakery, pastry shop, cheese maker, delicatessen, butchery, fish shop, caterer, wine shops, etc.

The most prestigious restaurants of the Lyon metropolitan area are located in the very heart of the city, either in the old town (Les Loges, Les Terrasses de Lyon, Têtedoie), the Peninsula (Les Trois Dômes, Mère Brazier, Le Sud) and in the Saxe/Tête d'Or/Part-Dieu area (Le Gourmet de Sèze). Other prestigious chefs including Paul Bocuse or Jean-Christophe Ansanay-Alex are located in Lyon's inner suburbs.

Some Parisian concepts have identified opportunities for expansion in Lyon across all types of cuisine (like Big Mamma, Tigermilk, Nouvelle Garde, Junk, PNY).



# LYON

## Food & Beverage Market Overview

### KEY AREAS

### CONSUMER PROFILE

### FOOD & BEVERAGE OPERATORS

Old Town - 5th  
Arrondissement

Tourists

Les Fines Gueules, Daniel & Denise

Presqu'île

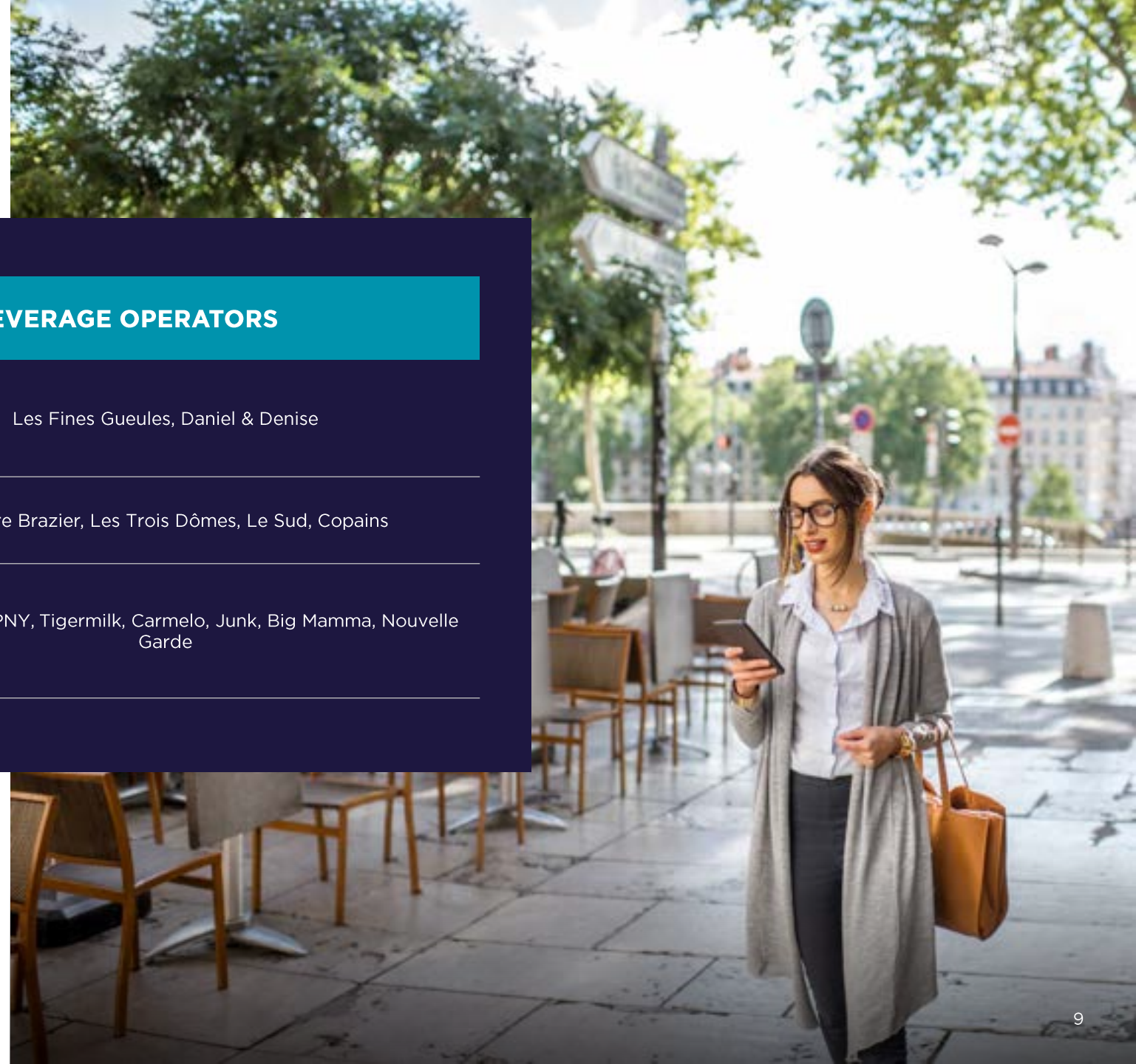
Local residents, tourists

La Mère Brazier, Les Trois Dômes, Le Sud, Copains

City Center / Rue  
Mercière

Young Professionals

Les Infidèles, PNY, Tigermilk, Carmelo, Junk, Big Mamma, Nouvelle  
Garde





## CHRISTIAN DUBOIS

Head of Retail Services France  
Cushman & Wakefield France SAS  
185-189 avenue Charles de Gaulle  
92200 Neuilly-sur-Seine – FRANCE  
Tel: +33 01 53 76 92 96  
Mob: +33 06 71 01 43 01  
[Christian.dubois@cushwake.com](mailto:Christian.dubois@cushwake.com)

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