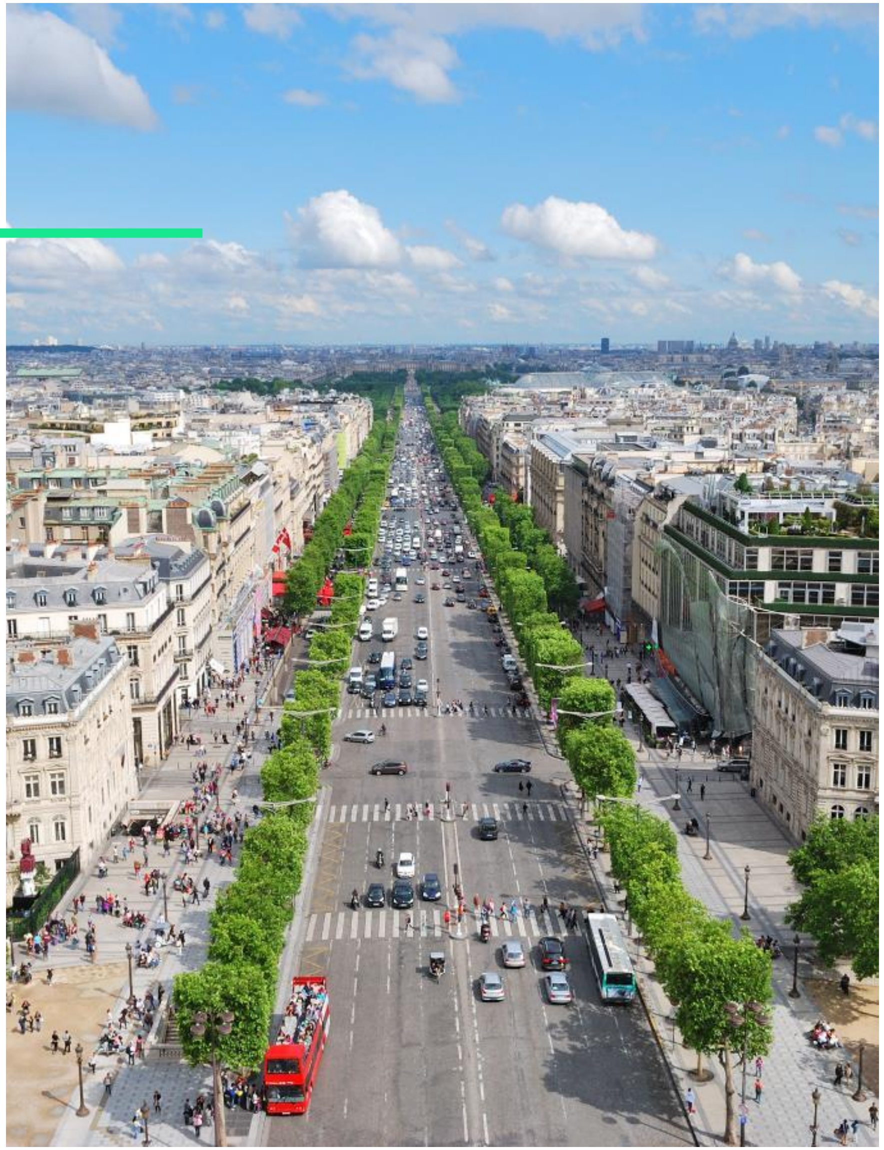
Retail France – Q2 2026

A highly selective market

FIGURES

CBRE RESEARCH
JULY 2026

Introduction



In a highly contrasting economic environment, household consumption is still being held back by unfavourable budgetary trade-offs.

Visibility remains limited, with retailers continuing to manage their investments and development projects prudently.

For investors and occupiers alike, selectivity is more important than ever. Demand is concentrated in a limited number of locations offering retail performance, visibility, and rental security, which reinforces the polarisation between prime and secondary assets.

This report provides an overview of the retail market in the first half of 2026, characterised by sustained activity in prime locations where the scarcity of suitable properties continues to drive demand.

Happy reading!

Key figures

01 Prime rent Paris

€16,000

Excl. taxes & charges/sqm/pa

▶

02 Investment France

€1.8 bn

H1 2026

▶

03 Share of retail Investment

26%

H1 2026

▲

04 Footfall Shopping Centres

+0.2%

May 2026 vs May 2025

▲

05 France GDP

-0.1%

Q1 2026

▼

06 Household consumption

-0.1%

Q1 2026

▲

07 Inflation (IPC)

+1.8%

Y-o-y, to June 2026

▼

08 Household confidence

84 pts

June 2026, (+2 pts over 1 month)

▲

The arrows indicate the annual change / Sources: CBRE Research, Immostat, INSEE, FACT

1 — Retail situation

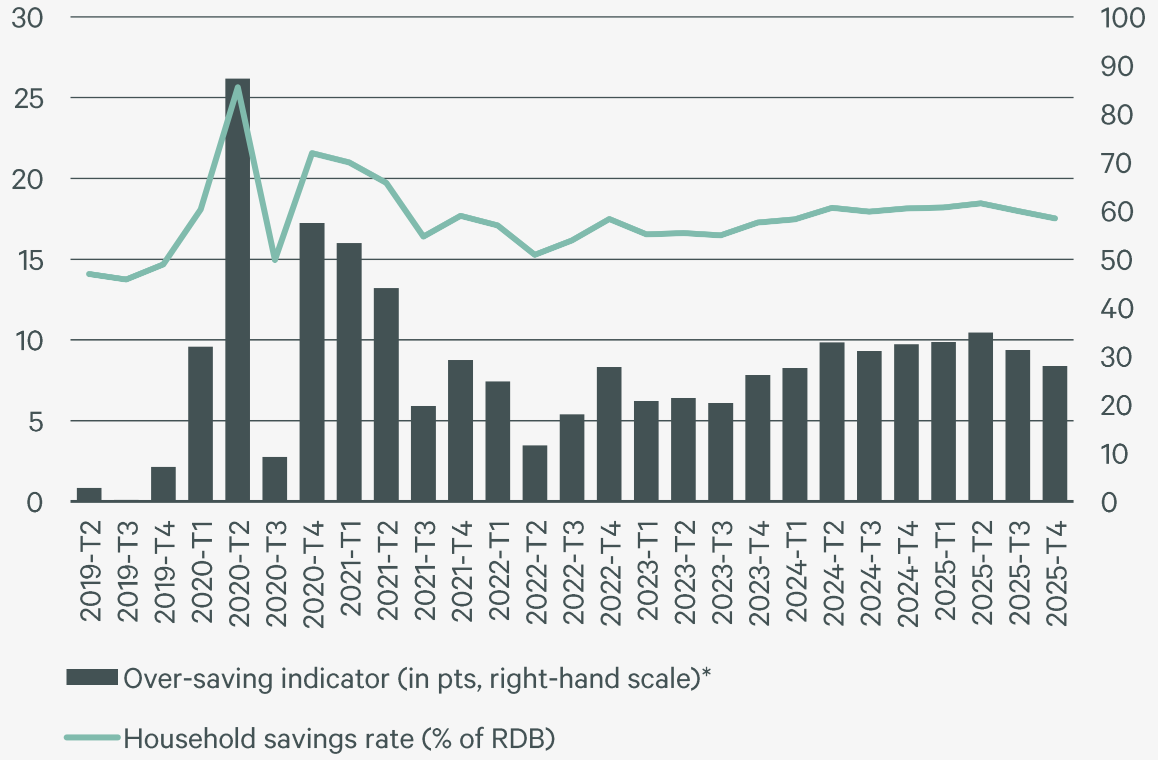
Households are cautious in a deteriorating economic context

In an economic slowdown context, labour markets and household behaviour reflect a shift towards defensive postures. The unemployment rate rose to 8.1% in Q1 2026 and is expected to continue rising in an environment of limited job creation. At the same time, households are maintaining strong savings levels, demonstrating long-term caution (14.5% in Q1 2026).

In this situation, household consumption remains constrained. This underlines the now structural trade-offs. Since the pandemic, rising uncertainty and a succession of shocks have altered behaviours, reinforcing the prioritisation of essential spending. This trend continued in 2026 with a decline in consumption in Q1 (-0.6%), which is expected to improve slightly over the rest of the year (+0.2%). According to the Banque de France, this dynamic is taking place in a context of weak growth (-0.1% in Q1 of 2026) and declining purchasing power, which is weighing on domestic demand.

Overall, the combination of a less dynamic labour market, high savings, and entrenched consumer trade-offs indicates a weak environment for consumption and a negative outlook for retail activity.

Figure 1: Household savings



*The indicator of over-saving results from the difference (in points) between the savings rate and its average between Q1 2015 and Q4 2019.
Source : CBRE Research, Q2 2026

2 — Leasing market

Parisian market is still under pressure, driven by highly targeted demand.

The prime Parisian market remains highly competitive, driven by robust retail activity along major thoroughfares such as the Champs-Élysées, Rue Saint-Honoré, Rue Saint-Germain and Rue du Marais. In these locations, demand is strong but selective, focusing on a limited number of products that meet specific criteria.

This tension is mainly due to the scarcity of suitable spaces, particularly medium to large formats (300–500 sq m), which are difficult to obtain in optimal configurations. Consequently, even in the most desirable locations, not all properties find tenants if they do not meet current standards in terms of visibility, size and layout.

In this context, the vacancy rate remains very low in the best locations, such as the Champs-Élysées, where it hovers around 3–4%. The market continues to be driven by opportunistic and targeted transactions, often involving scarce assets.

Finally, prime continues to play a structuring role in the Paris market. These developments partly determine the pace at which the secondary sector is repositioned, thus confirming the leading role of prime in retail dynamics.

Transaction References - Q2 2026 - Paris

Lidl

10 place de la République, Paris 11th

1,500 sqm

Nespresso

7 rue Auber, Paris 9th

300 sqm

Noir Coffee shop

19 Pl. de la Madeleine, Paris 8e

50 sqm

Source: CBRE Research, Q2 2026

Transaction References - Q2 2026 - Regions

New Balance

Rue Alsace Loraine, Toulouse

540 sqm

K-Way

47 Cours de l'Intendance, Bordeaux

279 sqm

On Air

Lyon Shopping Centre - 67 Rue du Parc, Bron

1,500 sqm

2 avenue du Général Leclerc, Tourcoing

1,200 sqm

Source: CBRE Research, Q2 2026

3 — Investment market

Prime yields

01 High-street Luxury
4.00% ▶

02 High-street Paris
4.50% ▶

03 Shopping Centres France
5,60 % ▲

04 Retail Parks Paris Region
5.60% ▼

05 Supermarket Urban
5.00% ▶

06 High-street Lyon, Cannes, Nice
5.50% ▲

07 Retail Box
6.75% ▶

08 Regional Retail Parks
6.00% ▼

Arrows indicate quarterly change / Source: CBRE Research, Q2 2026

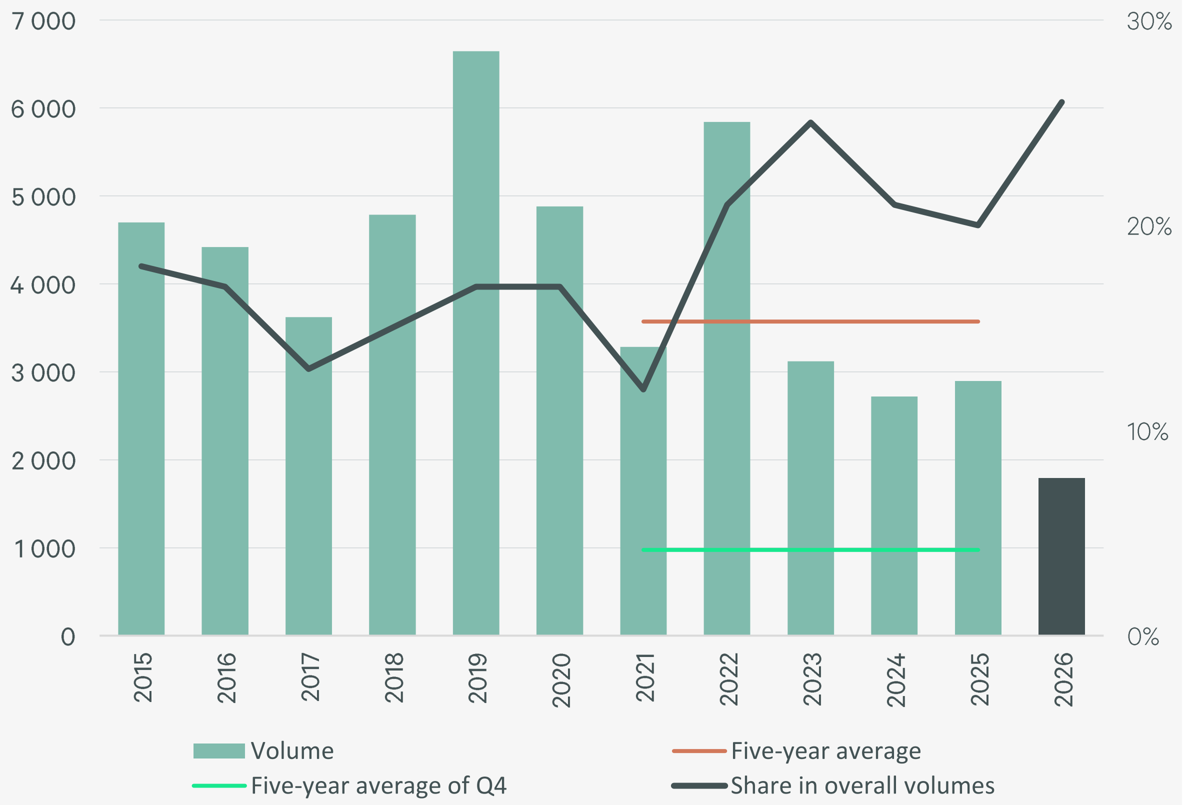
Market is experiencing a selective recovery, driven by two major transactions

In H1 2026, investment in retail real estate reached €1.8 billion, which is a stable level compared to that observed in H1 2025. Unlike the previous year, which was characterised by exceptional disposals such as the Kering portfolio and the stake in the Forum des Halles, activity in 2026 was based on a more diverse range of transactions, although a few significant deals continued to influence the market.

H1 was marked by the disposal of 91 and 29-33 Champs-Élysées, which together accounted for almost 45% of investments.
Transactions of more than €200 million still account for a significant proportion of investments, at 58%. Meanwhile, intermediary transactions and regional assets are gradually regaining their place in the market.

The geography of investments also illustrates a search for security: Paris accounts for 65% of national volumes, far ahead of the regions (24%) and the Greater Paris area (9%). Portfolios accounted for just 2% of volumes. This geographical concentration appears to be slightly less pronounced than in H1 2025, when the capital accounted for almost 72% of investments because of major transactions.

Figure 2 : Volume of retail investment in France



In € Bn
Sources: CBRE Research, Immostat, Q2 2026

Key transactions – Q2 2026

29-33 avenue des Champs-Elysées

High-street
Paris 8th
Black Swan Real Estate Capital

Retail park Pont-de-Pierre

Retail Park
Garges-lès-Gonesse
Redevco

336-340 Saint-Honoré Street

High-street
Paris 1st
Baring

Source: CBRE Research, Q2 2026

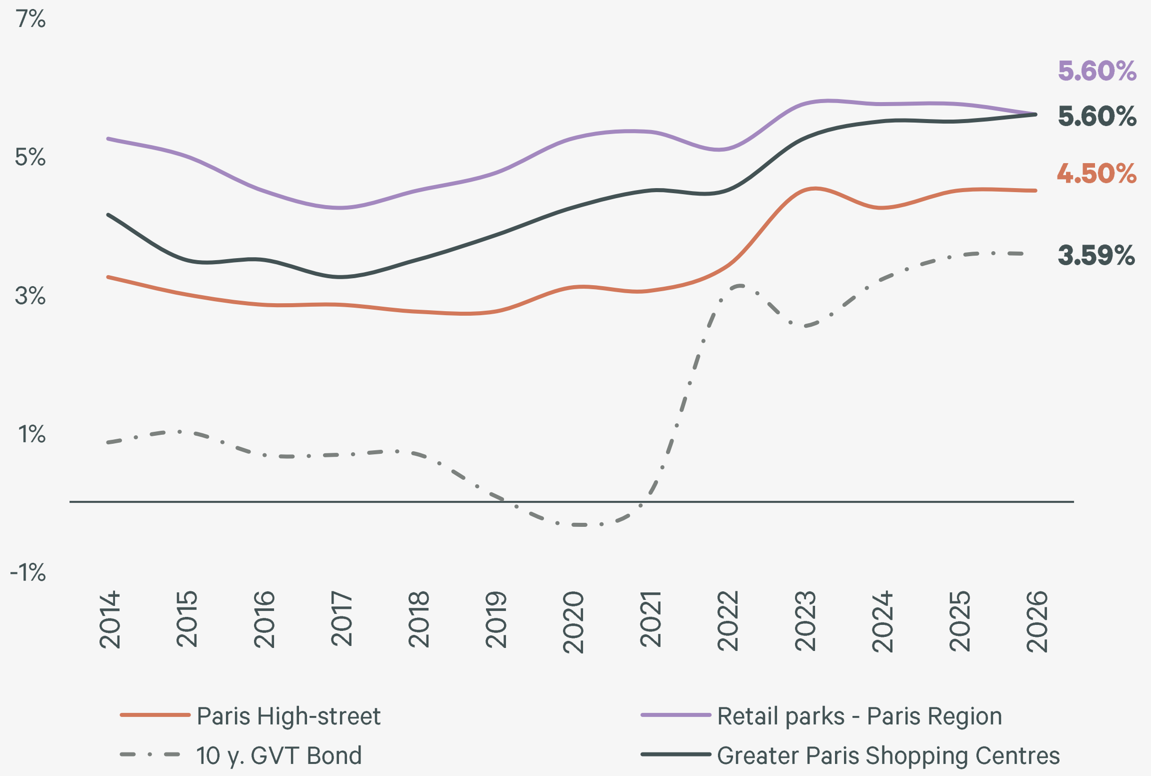
The high concentration of transactions in terms of their size and location illustrates investors' increased selectivity, with a clear preference for the most liquid assets and established locations.
In a financing environment that is still challenging, the retail segment has confirmed its resilience by representing 26% of CRE investments.

Several transactions, particularly in retail parks such as Pont-de-Pierre, Shop Park Toulouse Fenouillet, L'Oseraie and Villabé A6, drove the quarter. These transactions demonstrate investors' interest in assets that can generate stable income.

In H1, the retail market recorded a general stabilisation of prime yields for all types of property, following a period of decompression. Prime high street yields remain polarised at 4.50% in Paris. Meanwhile, large cities such as Cannes, Nice and Lyon have yields of 5.5%, while Marseille and Strasbourg are at 6%. These differences in yield reflect variations in liquidity and risk profile.

Meanwhile, prime shopping centres are positioned between 5.60% and 6.25%, depending on whether they are in the Greater Paris region or elsewhere. Retail parks have yields ranging from 5.60% in the Greater Paris region to 6.00% in other regions. They have recently experienced slight compression, indicating a notable interest in this type of asset. Overall, the hierarchy of yields remains unchanged, highlighting investors' increased selectivity across formats and locations.

Figure 3: Evolution of prime* yields



*Well located assets, let at market conditions. This grid is established partly by experts (Capital Markets, Valuation, Research), knowing that there are not systematically references for each typology.
Source: CBRE Research, Q2 2026

Contacts

Research

Livia Sormain
livia.sormain@cbre.fr

Sabine Echalier
sabine.echalier@cbre.fr

Pierre-Edouard Boudot
pe.boudot@cbre.fr

Tasos Vezyridis
tasos.vezyridis@cbre.com

Leasing France

Romain Galerneau
romain.galerneau@cbre.fr

Leasing Paris

Antoine de Bousquet
antoine.debousquet@cbre.fr

Leasing Region

Sophie Boniou
sophie.boniou@cbre.fr

Investment France

Romain Galerneau
romain.galerneau@cbre.fr

Marianne Frank
marianne.frank@cbre.fr

Expertise France

Béatrice Rousseau
beatrice.rousseau@cbre.fr

Pierre-Antoine Gauvain
pierreantoine.gauvain@cbre.fr

To learn more about CBRE Research or for additional reports, please visit the Insight & Research: https://www.cbre.com/insights page. The reports published by CBRE France are also available on: https://www.cbre.fr/en-gb/insights CBRE Business Partners – Economic Interest Grouping - Head office: 76 rue de Prony 75017 Paris – SIREN: 412 352 817 – RCS Paris

CBRE