

Lyon, an attractive metropolis

▶ €2,500

High street prime rent
(pa/sq m excl. taxes & charges)

▶ €1,800

Shopping centre prime rent
(pa/sq m excl. taxes & charges)

▲ 5.00%

High street prime yield

▲ 5.75%

Shopping centre prime yield







▲ 6.25%

Retail park prime yield

Note: The arrows indicate annual variations

KEY POINTS

- Lyon is France’s number 2 economic hub
- This capital of gastronomy offers 5,280 restaurants, including 19 Michelin-starred
- 2nd-largest number of hotels, with nearly 253 hotels and tourist residences
- France’s number 2 conference city
- France’s number 1 international railway station (excluding Paris): Lyon Part-Dieu
- A city rich in cultural and internationally renowned events: Fête des Lumières, Nuits Sonores, Nuits de Fourvière, and Festival Lumière (cinema)
- Lyon is a shopping city with more than 16,500 shops and services
- The city has a contained retail vacancy rate and stable rents

 Population* 2020	 Number of households for tax purposes 2020	 Disposable income** 2020	 Commercial units 2022	 Retail density 2022	 Vacancy rate*** 2022
1.7 M	233,587	€24,570	4,351	96.6%	6.1%

*Urban units in millions, **median disposable income, ***all asset types combined
Sources: INSEE, Codata 2024 - commercial density & vacancy rates, CBRE Research 2024 - rents & yields

High street retail vitality

Lyon has several retail centres. Apart from the very dynamic area around the La Part-Dieu shopping centre, the Presqu'île submarket is Lyon's main commercial hub. It includes rue de la République, rue Président Edouard Herriot, and Hôtel-Dieu. The Presqu'île area is the historic heart of Lyon and attracts international chains.

The departure of ready-to-wear chains has contributed to the revitalisation of the submarket and the arrival of new players, especially in the food service sector. In addition, many independent shops have had to close because of high rents. The pedestrianisation project should help maintain the submarket's attractiveness and preserve the independent shops on side streets.

In the Lyon metropolis, there has been little movement in terms of chains in the market. As a result, rents are stable on prime thoroughfares. On the other hand, they are down on secondary thoroughfares, impacted by high vacancy and declining footfall.

Demand is driven mainly by national and international chains. Demand for home furnishings chains is strong, but the supply of superstores is unfortunately very limited. Demand in the personal goods sector is less active. The food service sector, already well established, continues to be dynamic despite the large number of food shops and fast-food chains along rue de la République.

Chains are mainly targeting the prime thoroughfares of the Presqu'île area: rue de la République and rue du Président Edouard Herriot. In particular, demand is notably high, and the waiting list is particularly long. Rue Victor Hugo is experiencing some difficulties: lower footfall, fewer national chains, high rents, and, consequently, a high vacancy rate. Also worth noting is the development of avenue Maréchal de Saxe, where several premium chains in the Presqu'île area have opened a shop, taking advantage of lower rents than on the historic prime thoroughfares and an affluent clientele.

Over the past year, Lyon has seen the arrival of many new chains, such as New Balance, Normal, Aesop, and L'Atelier d'Amaya (rue de la République), Sézanne (rue Edouard Herriot), Tiger Milk (rue Pizay), and Kave Home (Quai Jules Courmont).

Thanks to the low rotation rate, the tension between supply and demand is keeping already high rents stable at the top locations. Prime rent is €2,500 pa/sq. m excl. taxes & charges on rue de la République. However, these rents apply more to small spaces under 100 sq. m.

Figure 2 – Lyon high street rents

Street	Low range	High range
Rue de la République	€720	€2,500
Rue du Pdt Edouard Herriot	€350	€2,200
Rue Emile Zola	€950	€1,880
Rue Gasparin	€800	€1,600
Rue de Brest	€450	€800
Rue Victor Hugo	€250	€800
Av. du Maréchal de Saxe Av. des Frères Lumières	€250	€650

*Weighted rent in € pa/sq m excl. taxes & charges
Source: CBRE Research, 2024

Figure 3 – Focus on rue de la République



Source: Codata 2024

Retail dynamics of shopping centres and the outlying areas

The metropolis benefits from a substantial, well-structured retail offering in the outlying areas, in addition to the offering of hypermarket shopping centres.

Lyon is home to two shopping centres in its city centre: Confluence and La Part-Dieu. Confluence (53,400 sq. m and 9 million visitors in 2022) is in a shopping and leisure centre of 126 chains and restaurants, a 4-star hotel, and the largest UGC multiplex in the city. The offering was expanded in 2023, especially in food service and personal services. Nevertheless, retailer rotation is high, and many chains have left the centre.

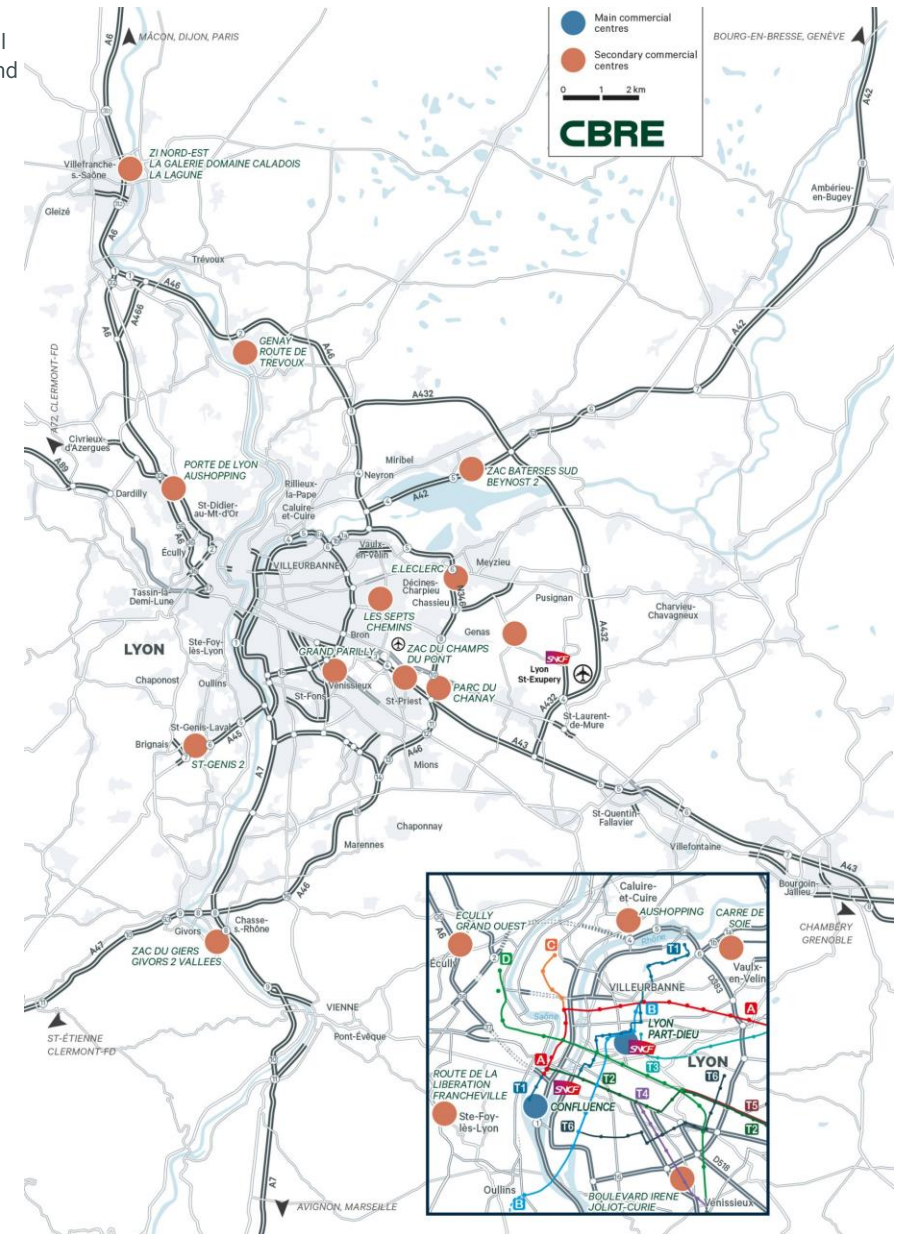
La Part-Dieu (159,000 sq m) is the largest in Europe, with a catchment area extending over the entire Rhône-Alpes region and an annual footfall of 30 million visitors (2023) thanks to its nearly 300 shops. The food service offering and the leisure offering (La Tête dans les nuages, Hapik, John Reed), continue to grow, strengthening the centre's footfall. In 2024, the centre will be home to new food, household goods, and personal goods chains. The closures of ready-to-wear chains have created opportunities for other chains and have thus renewed the commercial mix.

At the entrance to the metropolis, the Ecully Grand Ouest shopping centre (47,000 sq. m. and 6 million visitors on average per year), already home to 72 chains, will be extended by an additional 2,391 sq. m, to expand its food service offering. The centre attracts both national and international chains.

To the east of the metropolis, the Carré de Soie centre in Vaulx-en-Verin (4.5 million visitors in 2022) has been undergoing major renovations since mid-2023. The project includes a cinema, a playground, and new ready-to-wear and food service chains.

The Lafayette de Bron shopping arcades are undergoing a transformation. Renovation work and a 10,000 sq. m extension project, adding to the centre's existing 26,000 sq. m, are currently underway. This project includes 48 shops and 6 restaurants. The car park will also be redesigned to facilitate traffic flow.

Figure 4: Major retail centres in and around Lyon



Source: CBRE Research, 2024



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