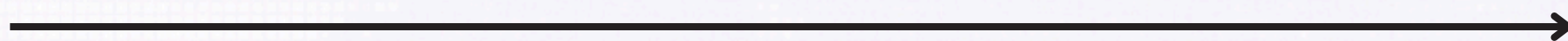# Arc'teryx is expanding internationally

How does their expansion strategy differ by country?

Here's what the data says :

→

Global Growth, *Local* Strategies

ARC'TERYX

€2+billion
in sales in 2024

30+
store openings in 2024

In recent years, Arc'teryx has posted record growth and has added new stores globally as the company leans further into its direct-to-consumer retail strategy.

This momentum has driven a marked push into international physical retail, but how do they monitor their expansion strategy?

We compared brand store locations in the UK vs France to study the differences.
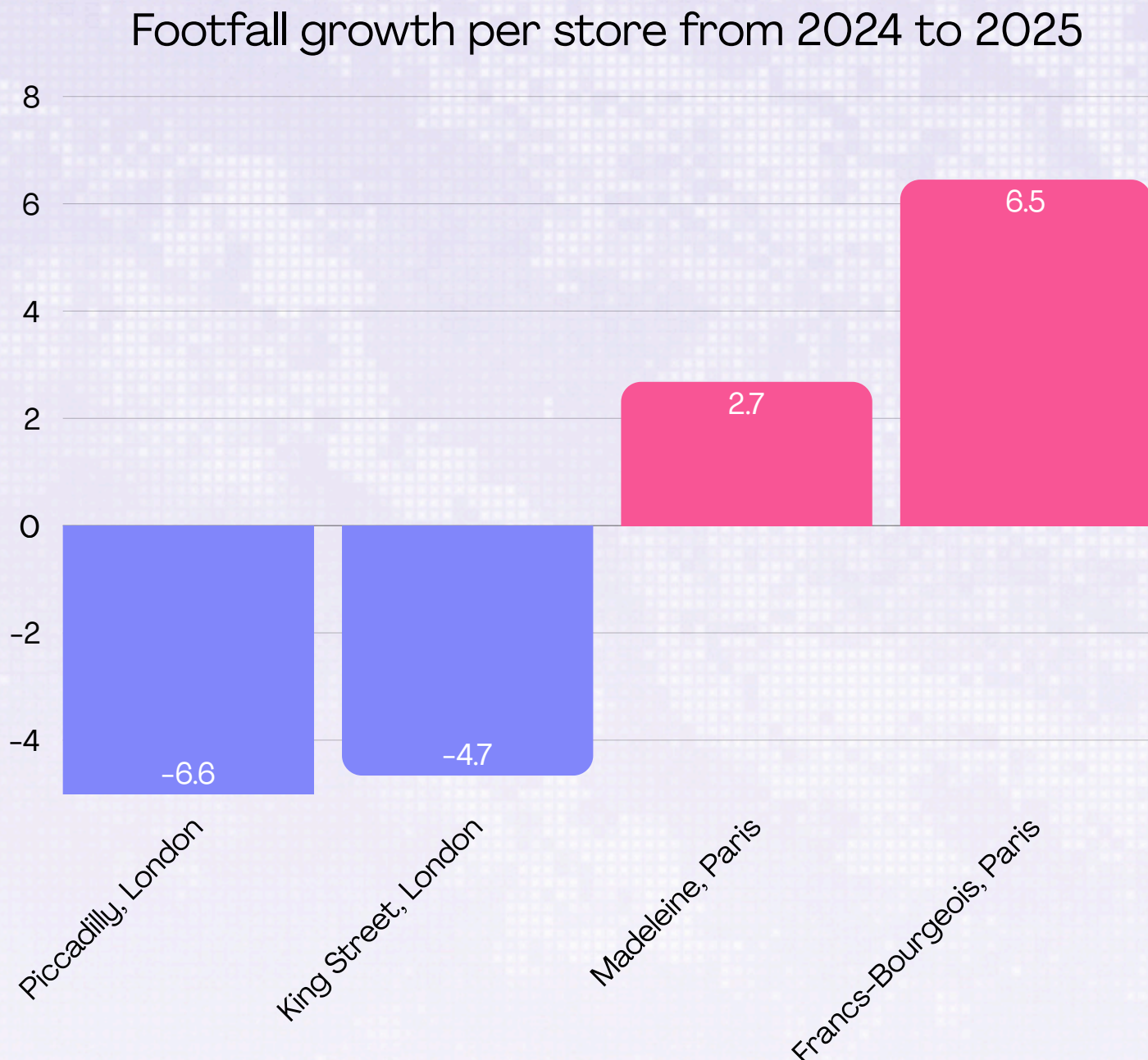
A Highly *Consistent Footfall* Profile Across Markets

Footfall per store over the 2025 year

	Piccadilly, London	King Street, London	Madeleine, Paris	Francs-bourgeois, Paris
Value	15449800	6319400	12219700	7214700

Despite operating in two distinct retail and cultural environments, Arc'teryx records **remarkably similar foot traffic levels** across its UK and French brand stores. In 2025, the average annual footfall per store reaches **10.9 million** in the UK compared to **9.7 million** in France, representing an overall difference of just 12%.

The data indicates that securing strong, predictable footfall is likely a **key success factor** in the brand's expansion strategy.

Diverging trajectories despite similar footfall volumes

Footfall growth per store from 2024 to 2025

Location	Value
Piccadilly, London	-6.6
King Street, London	-4.7
Madeleine, Paris	2.7
Francs-Bourgeois, Paris	6.5

While overall footfall levels appear broadly comparable between the UK and France, year-on-year trends reveal a clear divergence in momentum. Between 2024 and 2025, both UK locations, experienced **declining foot traffic despite no noticeable increase in competition**.

In contrast, French stores recorded positive growth over the same period. These locations appear better positioned for **long-term growth**. Situated in trendy, lifestyle-oriented districts with strong local and tourist appeal, these stores benefit from evolving urban dynamics.

Each store attracts slightly *different clienteles*

At first glance, French store visitors appear slightly wealthier, with an average annual purchasing power per capita of €28,400 compared to €24,800 among London store visitors.

However, a closer examination reveals that UK locations attract a higher proportion of consumers earning above €45,000, **Arc'teryx's core target segment**. This indicates that, despite lower average purchasing power among store visitors, UK stores may be better positioned to capture high-value customers.

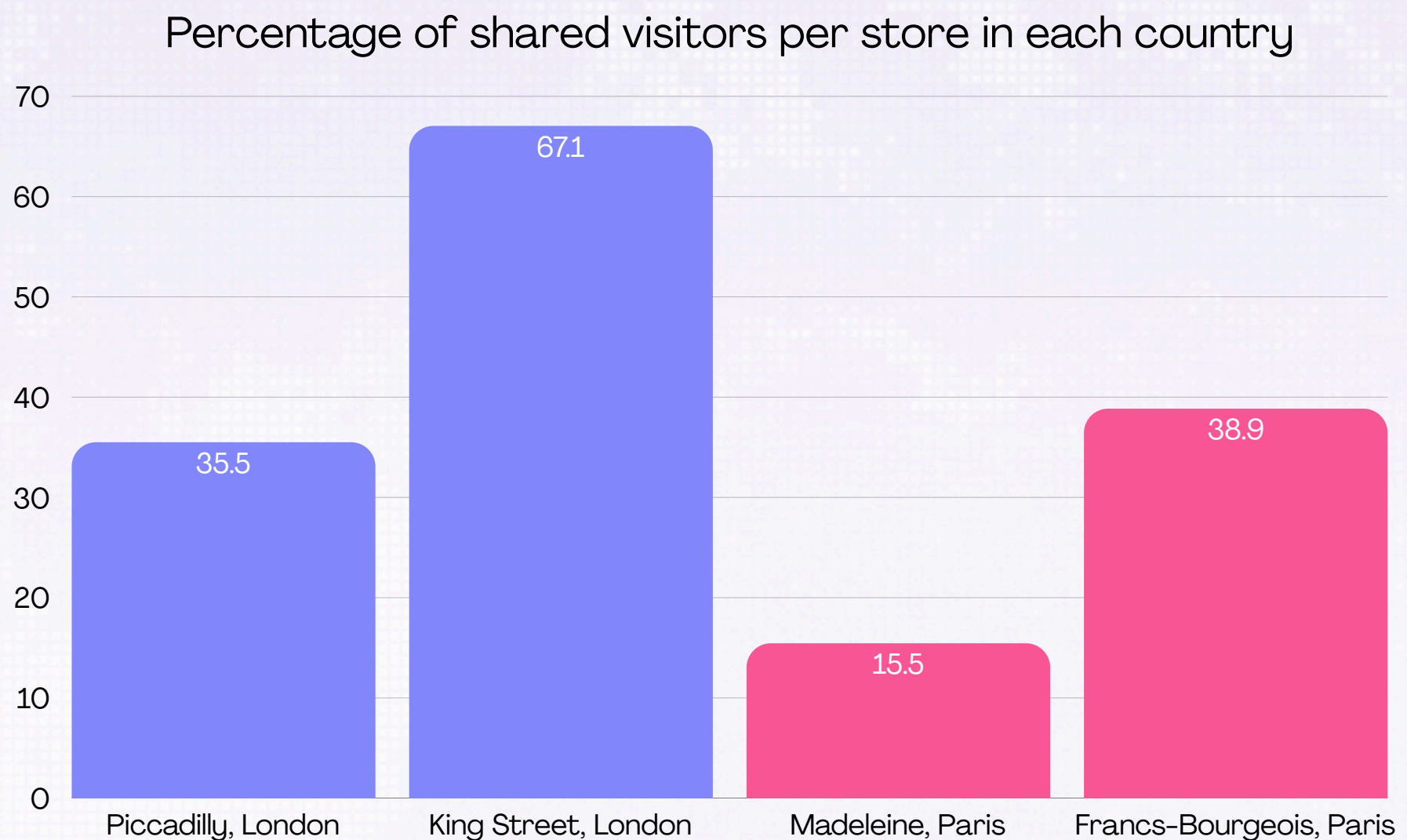**Percentage of store visitors with an annual income over 65,000€**
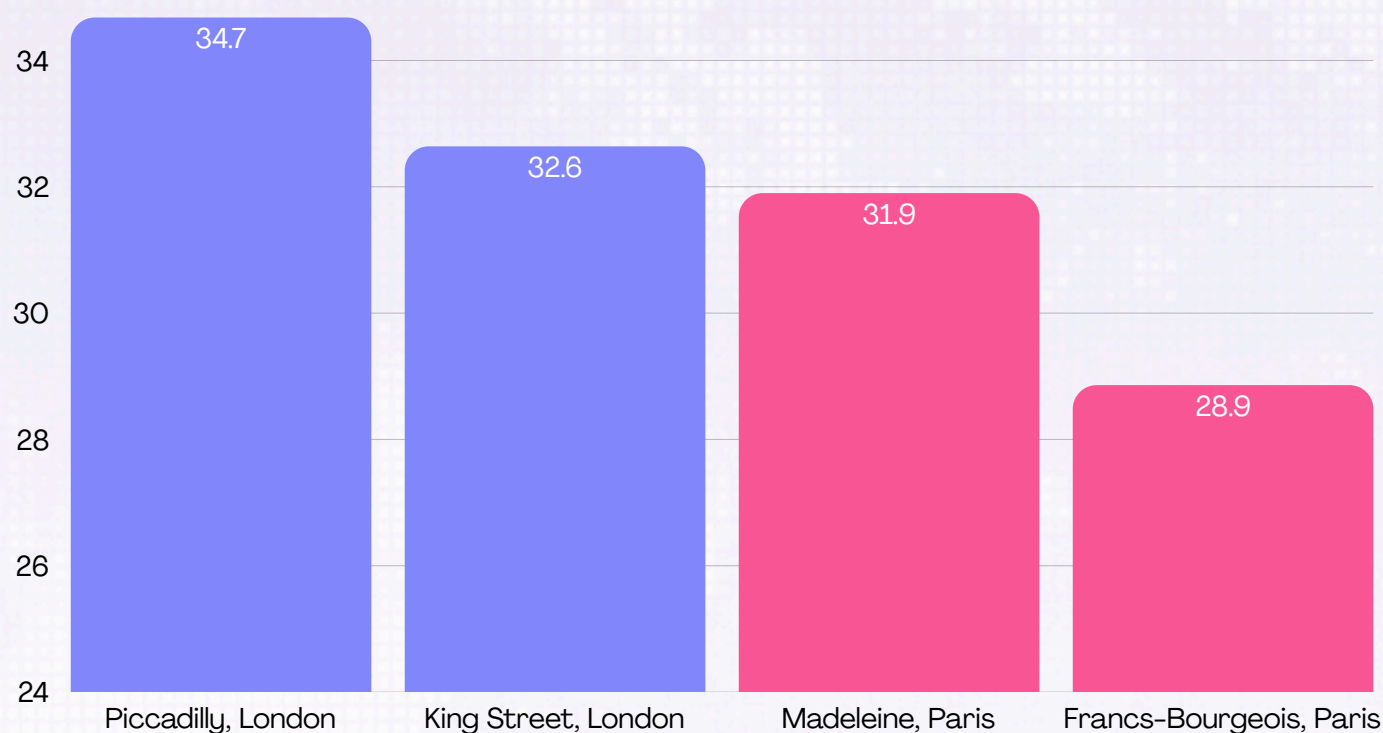
This is particularly noteworthy given that **product pricing is broadly equivalent** in both markets once pound-to-euro conversion is applied, and that London residents, at a city level, benefit from higher overall purchasing power, making the **products comparatively more accessible in the UK.**

While each store is **visited at different frequencies**

UK visitors also move between Arc'teryx stores more frequently than their French counterparts, indicating stronger **cross-store connectivity**, while the Paris locations are more limited.

This difference may be explained by the **closer proximity** of UK stores, smaller store formats encouraging multi-visit behavior, or more fluid consumer movement across central leisure districts.

Percentage of shared visitors per store in each country

Store	Percentage
Piccadilly, London	35.5
King Street, London	67.1
Madeleine, Paris	15.5
Francs-Bourgeois, Paris	38.9

Why this matters for
Arc'teryx

For Arc'teryx, long-term expansion depends on more than headline footfall. This analysis highlights how local trends, visitor behavior, and growth trajectories vary by market, **directly impacting store performance** over time.

As the brand continues to expand into new countries such as **Austria**, using location intelligence tools like Geoblink is essential to identify the right locations, reduce risk, and secure sustainable, long-term growth.

Would you like MyTraffic to study their Austrian stores next ? Comment below!

Why you should use *MyTraffic*

At MyTraffic, we help retailers make better decisions through data-driven insights.

Our solutions are now available in 10 European countries, including Portugal, Switzerland and Austria.

Book a demo with our team to learn more about our tools.

MyTraffic

⌖ Parndorf, Austria

Analyse the address with MyTraffic
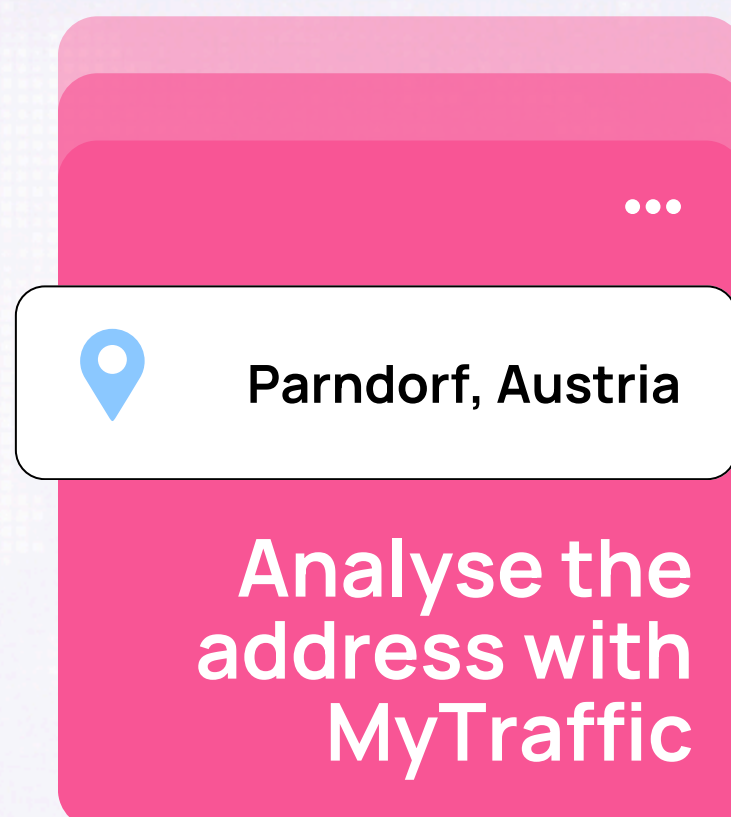
Make Smarter
Location Decisions

MyTraffic