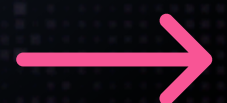


Same brand, same area radically different dynamics

How location shapes who walks into a Bolia store.



The study

Bolia is a premium Scandinavian design brand with a strong focus on sustainability, targeting design-conscious, urban consumers through an experience-driven retail strategy.

This study explores why Paris-area stores from the same chain can exhibit significantly different performance, despite operating under a unified brand and concept, by using MyTraffic footfall and mobility data in 2025.

1. Rue du Tronchet, Paris 8



Daily average footfall :
15,570

Traffic trends :
*Sharp concentration around
lunchtime and after-work
hours.*

**Disposable income
per household :**
85,550€

Average dwell time :
35 minutes

**Visitors average travel
distance :**
9.9km

In the heart of the Madeleine business district, the store sits within a dense ecosystem of offices and executive activity.

Footfall is driven less by chance than by **intention**: visitors arrive with a purpose, limited time, and a clear agenda, resulting in shorter, more focused visits with strong commercial potential.

2. Bd. St. Germain, Paris 5



Daily average footfall :
3,010

Traffic trends :
Traffic ramps up from late morning and remains moderate into the evening.

Disposable income per household :
64,650€

Average dwell time :
37 minutes

Visitors average travel distance :
15km

Anchored in a leisure and culture driven part of the Left Bank, this store attracts less predictable footfall, particularly in early spring and late summer, but benefits from longer visits and customers willing to travel farther.

This creates a more **exploratory** audience, arriving with time to spend, a strong affinity for design, and purchasing decisions that are slower and more considered.

3. Bd Jean Jaurès, Boulogne-Billancourt



Daily average footfall :
28,020

Traffic trends :
*High, early and sustained
footfall through the day.
Consistent through the year.*

**Disposable income
per household :**
72,900€

Average dwell time :
41 minutes

**Visitors average travel
distance :**
5.8km

In Boulogne-Billancourt, the store is embedded in a **dense residential suburb** shaped by families and local professionals. Footfall is driven primarily by nearby residents and **repeat visitors**, positioning the store as a true neighborhood destination.

Visits are more intentional and relationship-driven, with customers returning over time as part of an ongoing furnishing or lifestyle project.

Same brand, same area, yet radically different dynamics.

Within the Paris area, each store captures different dynamics, underscoring how **location fundamentally shapes who walks into a Bolia store** and why performance diverges.

Highest footfall location

Boulogne-Billancourt

Most intentional visitors

St. Germain, Paris 5

Highest income visitors

Tronchet, Paris 8

Why this matters

As Bolia continues its expansion, particularly into new markets like Switzerland, understanding the specific dynamics of each location will help them make smarter, data-driven expansion decisions and secure long-term growth.

Make Smarter Location Decisions

MyTraffic 