

RITUALS

Rituals is expanding...

What's next?



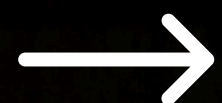
Methodology

We used Gini to identify the best shopping center expansion opportunities for Rituals across France.

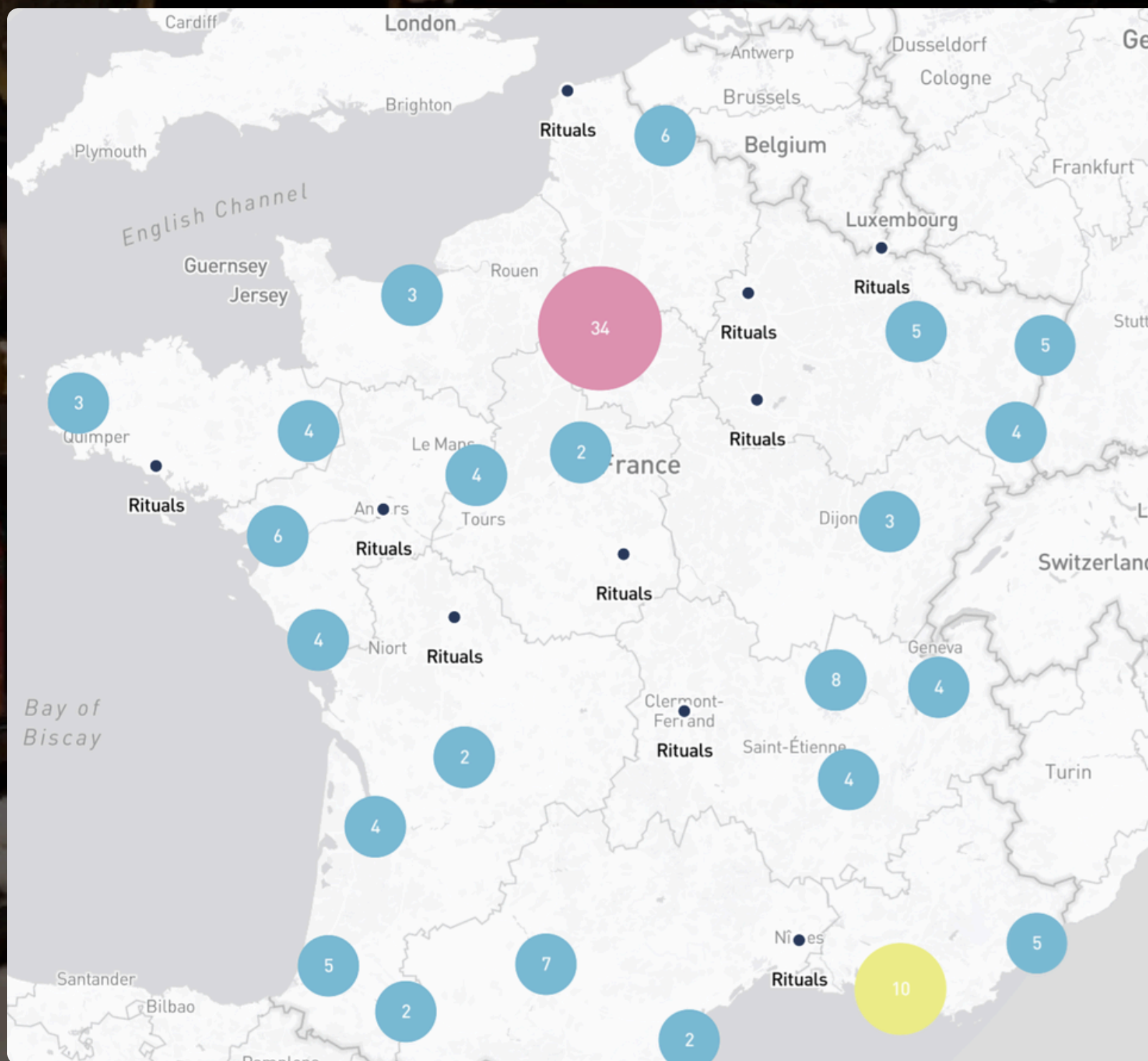
Our analysis scored **317 shopping centers** against the brand's DNA and strategic priorities.

Key success factors studied:

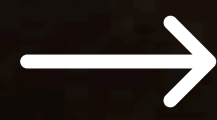
- Total footfall
- Average Visitor Income
- Loyalty Rate
- Number of Stores
- Tourist Volume
- Cannibalization



The expansion landscape



Map of the locations analysed.



The best shopping centers

#5 Centre Commercial Ville du Bois

Daily average footfall:
14,956

Average visitor income:
48,6484€

Loyalty rate:
44.7%

#4 Centre Commercial MODO

Daily average footfall:
13,600

Average visitor income:
45,675€

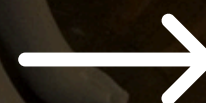
Loyalty rate:
49.1%

#3 Bay 2, Collégien

Daily average footfall:
19,560

Average visitor income:
45,369€

Loyalty rate:
42.4%



#2 Centre Commercial Claye Souilly



Daily average footfall:
17,571

Average visitor income:
43,543€

Loyalty rate :
46.55%

Cannibalization:
12.16%

#1 Centre Commercial Pontault-Combault

Daily average footfall:
16,162

Average visitor income:
46,124€

Loyalty rate :
47.23%

Cannibalization:
10.53%



静
CALMING
The Ritual of Jing

Why this matters

This entire analysis: scoring 317 shopping centers across France, calculating cannibalization risk, and prioritizing 5 expansion opportunities with brand-specific market fit, was completed in under 10 minutes with Gini.

For retailers like Rituals expanding across markets, Gini isn't just faster—it's the future of location intelligence.

All you have to do is ask Gini.

Make Smarter Location Decisions

MyTraffic 