



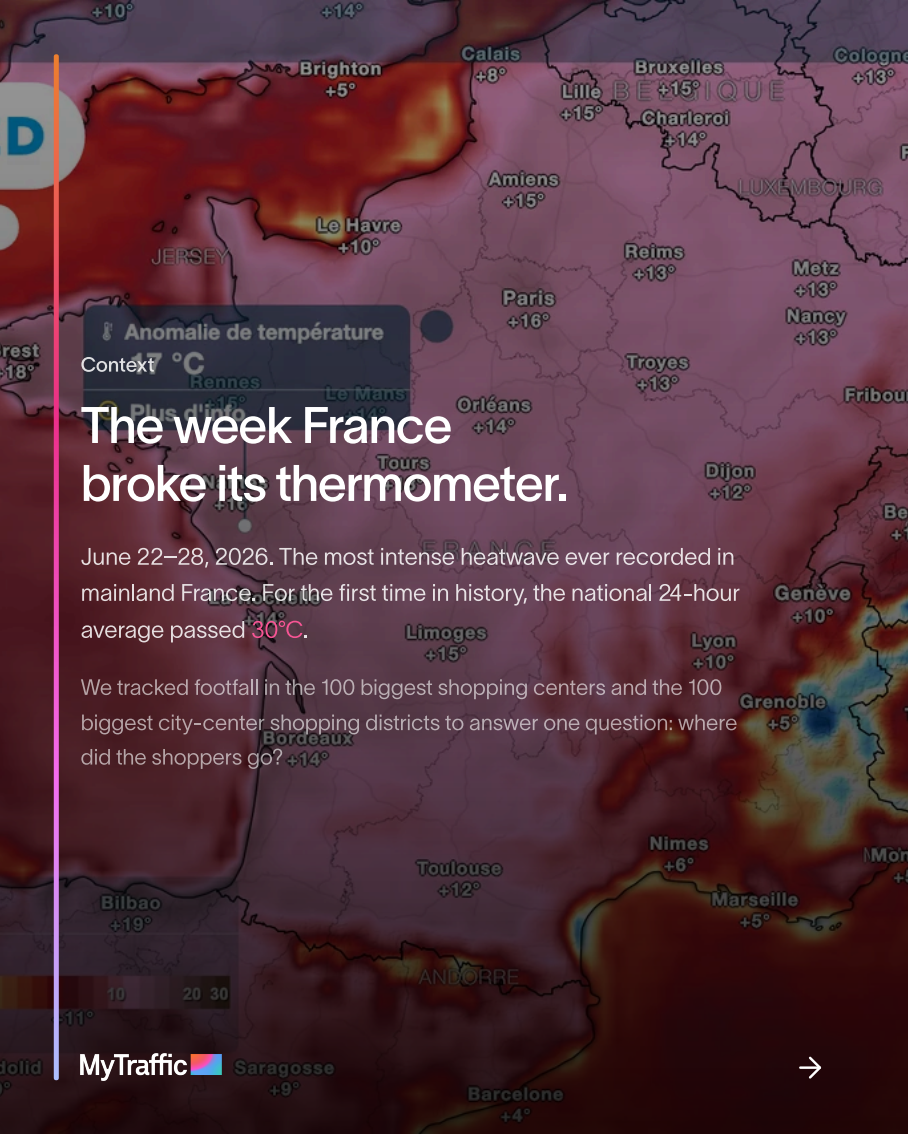
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Paris hit 40.6°C. French retail split in two.

What the hottest week ever recorded did to footfall, measured across 200 locations by Gini by MyTraffic.

MyTraffic





Anomalie de température

Context

The week France broke its thermometer.

June 22–28, 2026. The most intense heatwave ever recorded in mainland France. For the first time in history, the national 24-hour average passed **30°C**.

We tracked footfall in the 100 biggest shopping centers and the 100 biggest city-center shopping districts to answer one question: where did the shoppers go? **+14°**

City center footfall

vs 2025

–8.9%

vs week before

–5.7%

City centers emptied.

–8.9% vs the same week in 2025, –5.7% vs the week before.

98 out of 100 city centers were below last year's level. Out of our whole sample, there were no outliers.

French city centers are simply not equipped to deal with 40°C heat.

Shopping center footfall

+7.1%

vs week before

vs 2025

-1.5%

Malls held the line.

+7.1% vs the week before, -1.5% vs 2025 — essentially flat.

While outdoor districts sank, air-conditioned malls absorbed part of the redirected demand.

Malls beat city centers by 7 to 13 percentage points on every measure.

YoY footfall, onset week vs peak week



The flip happened at peak heat.

Malls started the heatwave down -7.1% YoY while city centers held at -3.2% . By peak heat, the ranking had inverted.

Winners and losers, YoY footfall

Vélizy 2

+32%

Val d'Europe

+24%

Carré Sénart

+22%

Gare du Nord

-15 to -21%

Forum des Halles

-15 to -21%

Not all malls won.

Suburban retail parks surged. Train station galleries sank.

People drove to air conditioning and avoided urban and public transport altogether.

City center footfall, week over week

South

-2.8%

North

-6.4%

The south resisted better than the north.

Southern city centers fell **-2.8%** week over week. Northern ones fell **-6.4%**.

This makes sense when you remember the south already shops around the heat: mornings, evenings, and a June tourist flow that doesn't stop during the heat.

Cannes city-center even gained +5.4% footfall during this period.

Methodology

How we measured it.

We tracked France's top 100 shopping centers and top 100 city-center shopping areas, ranked by daily footfall.

Three full weeks compared: peak heat (Jun 22–28, 2026), the week before, and the same week in 2025.

Source: Gini by Mytraffic.

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