

France's TOP 10 RETAILERS

Insights from EY-Parthenon's Nationwide Consumer Study in 2025



Make Smarter
Location Decisions

The study

The [Favorite Retail Brands of the French 2025](#) by EY Parthenon ranking is based on a nationwide consumer study conducted among more than 12,000 French adults. Nearly 200 retail brands across all sectors were evaluated based on recent customer experiences.

Brands that rank highly in consumer preference studies frequently operate as anchor stores, and are therefore very important to keep an eye on.



1. Action

Action has become an essential traffic generator. Its ultra-discount positioning, combined with constant product turnover, creates a very strong repeat-visit effect.



2. Leroy Merlin Bricolage

Leroy Merlin attracts customers engaged in concrete projects: renovating, fitting out, repairing. These projects require time, advice, and repeated visits.



3. Decathlon

Decathlon brings together all generations around sport, from beginners to enthusiasts. Its accessible offering, private-label brands, and strong brand recognition make it a true destination.



4. Picard

Picard perfectly meets new consumption habits: time savings, budget control, and perceived quality. Its model is based on frequent, quick purchases, generating steady traffic both on weekdays and weekends.



5. E.Leclerc

E.Leclerc is a customer magnet thanks to its very competitive price promise. As grocery shopping is a recurring need, the brand ensures constant, high-volume traffic.



6. Ikea

Visitors come to look for inspiration, visualize their projects, and spend time. This experiential dimension significantly increases dwell time and turns the areas surround Ikea stores into a place to spend time, not just to shop.



7. Fnac Darty

Fnac combines cultural products, consumer electronics, and home appliances with a strong advisory component. Customers come to compare, test, and seek information, attracting a broad audience to nearby retailers.



8. Leroy Merlin Jardinage

Gardening is a strong emotional driver, particularly in spring and summer. Leroy Merlin's garden offering attracts customers looking to improve their living environment, often families.



9. McDonalds

McDonald's attracts a very broad customer base, from families to young professionals, at all times of the day. Breakfast, lunch, afternoon snack, or dinner: the brand generates a continuous and predictable flow.



10. Grand Frais

Grand Frais stands out thanks to its unique positioning in the food retail market: fresh products, careful presentation, and high perceived quality. It attracts customers who are willing to travel specifically for the brand, generating qualified and loyal traffic.



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