



What was the **impact** of **Shein's** opening at BHV Marais?

Study of foot traffic using MyTraffic data



A site selection analysis

On November 5, 2025, Shein opened a store inside BHV Marais, marking the brand's **first-ever permanent physical retail location** worldwide. Despite the controversies surrounding the brand, this opening represented a **major strategic milestone**.

But to what extent did it actually succeed in driving in-store foot traffic for the department store?



SHEIN

**Vous êtes ici, dans la première boutique physique de SHEIN.
En plein cœur de Paris.
Et ce n'est pas seulement une ouverture :
c'est un retour au réel.**

**Notre mission : redonner du sens au commerce.
Ici, on peut voir, toucher, essayer, sentir.
On peut parler à quelqu'un, sourire, échanger.
C'est tout ce que le digital ne remplacera jamais.**

**Chaque vêtement vendu ici crée du mouvement autour de lui :
des emplois, de la création, de la vie dans la ville.
Parce qu'un grand magasin, c'est plus qu'un lieu de vente.
C'est un espace où les gens se croisent, se parlent, s'inspirent.**

**Bienvenue dans le nouveau chapitre du commerce.
Mondial par sa portée, humain par sa nature.
Un commerce qui réveille les sens,
et redonne du sens à l'acte d'achat.**

Bienvenue au BHV.

BHV 

An immediate impact on foot traffic

In the week following the opening, BHV Marais recorded an **11.8% increase in foot traffic**.

This finding aligns with figures reported in the press, which estimate that around 50,000 visitors came specifically for the Shein store. This trend stands in sharp contrast to the previous year, when the same period saw a **5.21% decline in foot traffic**.

Sources : MyTraffic, CBNews



A photograph of the interior of a SHEIN store. The store has a modern, industrial-style ceiling with exposed pipes and fluorescent lighting. In the foreground, there are three mannequins: one on the left wearing a light blue button-down shirt with a sequined vest over it, one in the center wearing a brown vest over a white shirt, and one on the right wearing a dark brown coat with a light-colored fur collar. A white sign with the SHEIN logo is visible in the background. The store is well-lit and appears to be a large space.

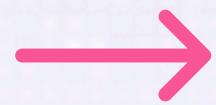
SHEIN

A shift in visitor profiles

Shein's opening also had a **noticeable impact on the profile** of the average BHV Marais visitor.

Between October and November, average annual income declined slightly, from **€48,500** to **€47,050**. This shift can be explained by a stronger presence of visitors earning between €30,000 and €45,000 per year, whose share increased **from 36.7% to 40.9%**.

Source : MyTraffic



Visitors also came from more distant areas, with a higher share of people living more than 2 km from the store (33.6% in October versus 35.1% in November).

However, in-store behavior remained unchanged, as the **average visit duration stayed stable** at 35 minutes.

Source : MyTraffic





A slowdown observed in December

Despite the spike in foot traffic recorded in the weeks following the opening of the Shein store, the impact on the department store's overall footfall proved to be temporary.

Comparing December 2024 to December 2025, BHV Marais recorded a **6.51% decline in foot traffic**, a significantly sharper drop than that observed among its main Parisian competitors, **whose footfall fell by just 2.0% over the same period***.

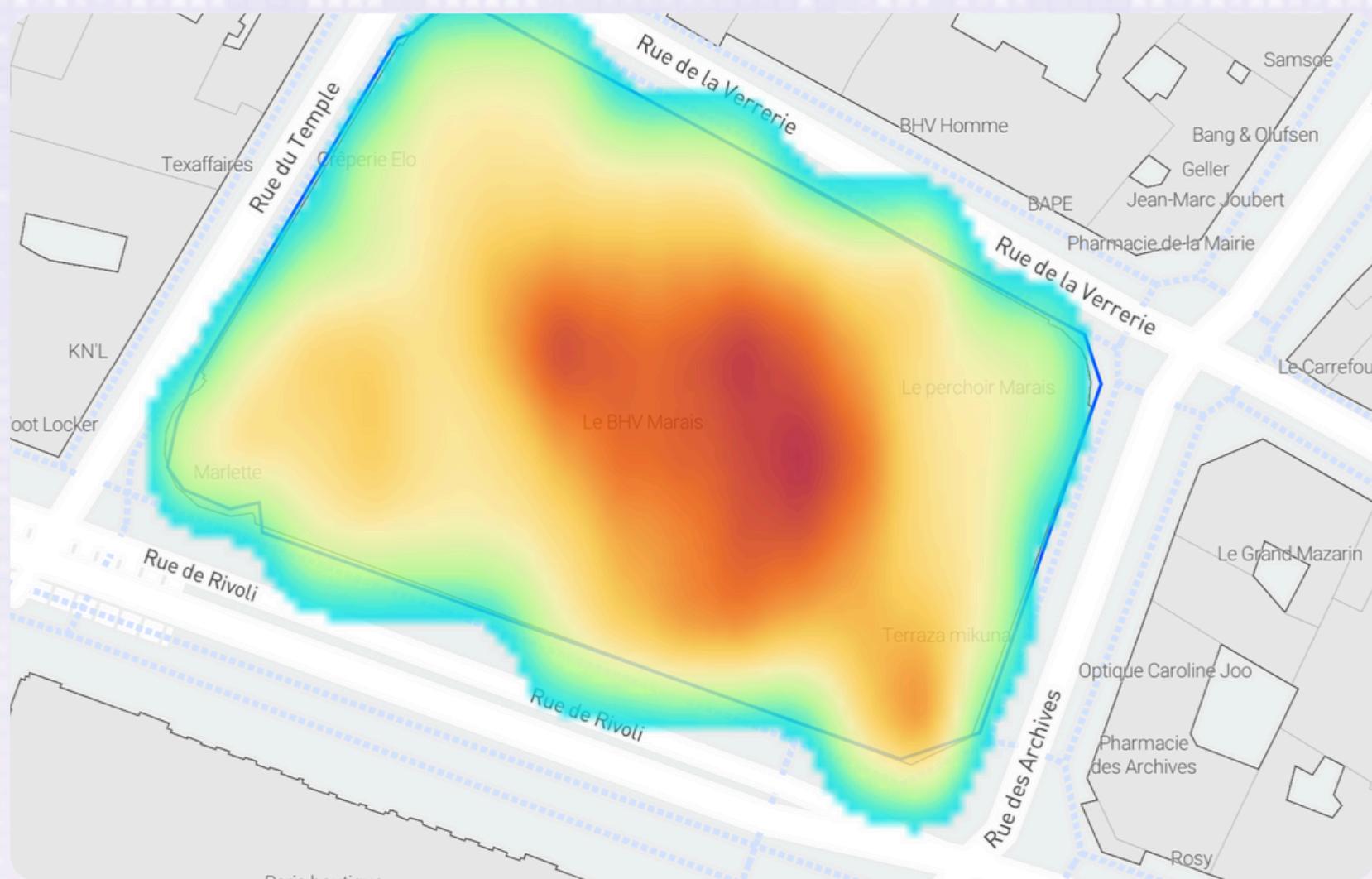
Competitors analyzed : Le Printemps Haussmann,
les Galeries Lafayette, la Samaritaine



If you work for a shopping center

Understanding the dynamics that drive your venue's attractiveness is essential, whether it's analyzing **pedestrian flows**, measuring the impact of your **marketing campaigns**, or assessing your competitive positioning.

Tools such as **MyTraffic** give you access to accurate, up-to-date data, enabling you to steer your strategies with confidence and efficiency.



Foot traffic heatmap of BHV Marais in November 2025, MyTraffic



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Location Decisions

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