

NEWMARK



FOCUS ON

AIX-EN-PROVENCE

THE RETAIL MARKET

APRIL 2026

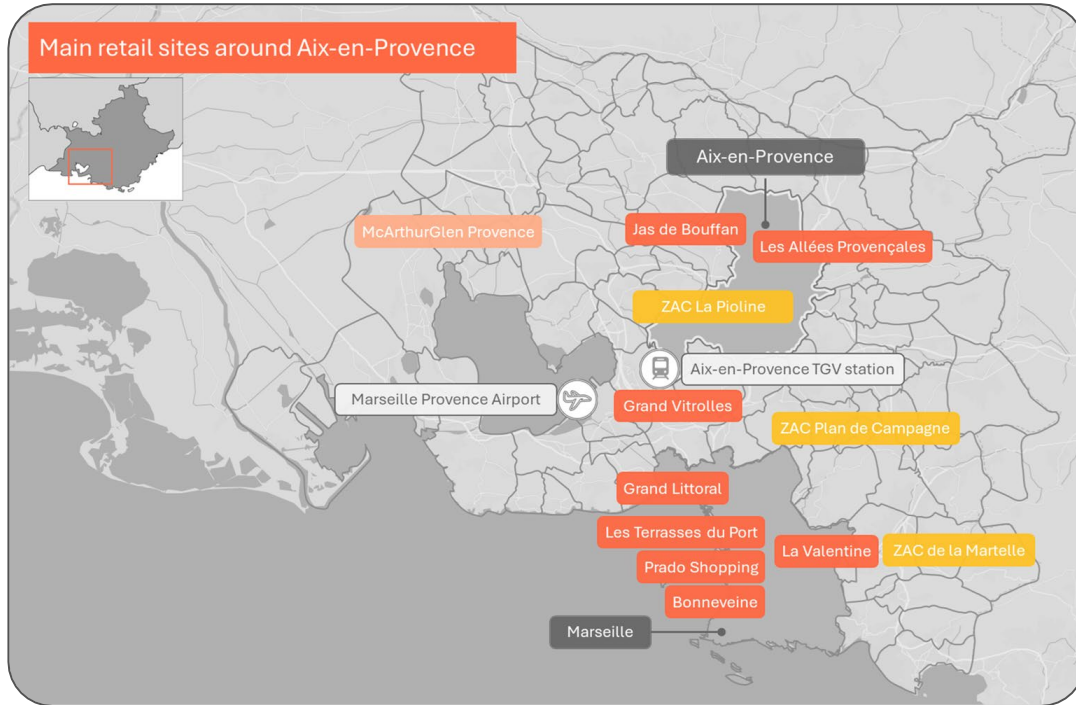


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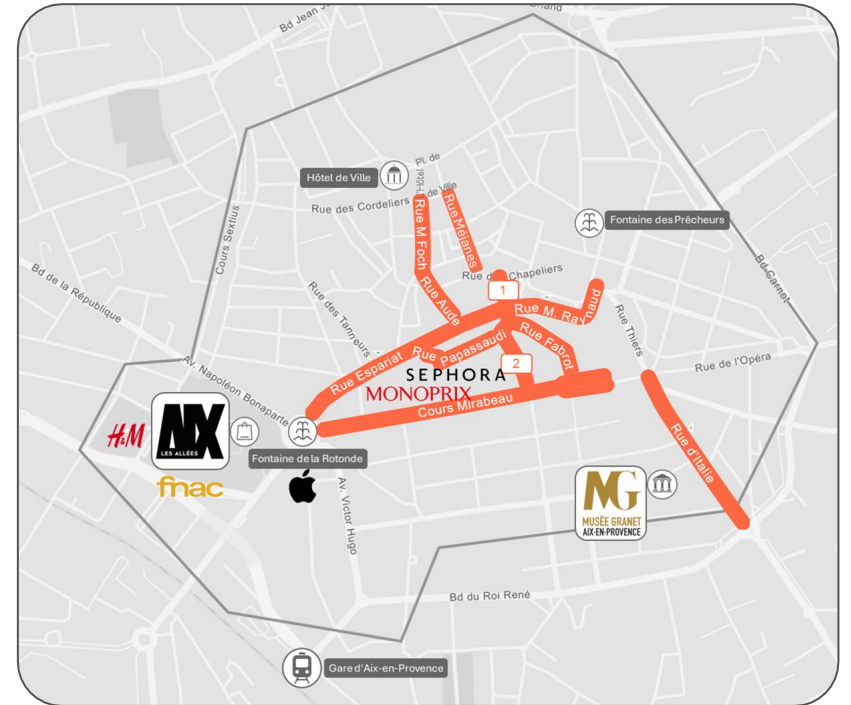
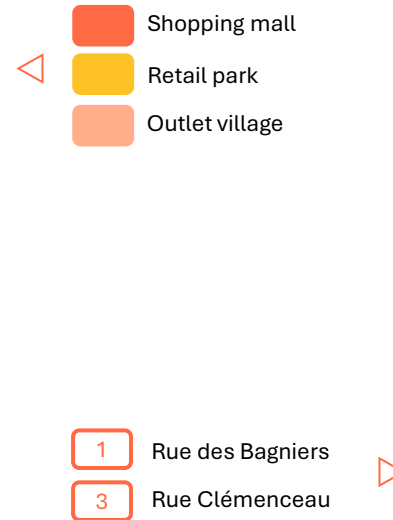
Maps

Retail facilities around Aix-en-Provence



Source : Newmark

Aix-en-Provence city center



Source : Newmark

Key figures

Aix-Marseille-Provence urban area

The leading economic hub in the south of France

~ 8 M

Number of tourists visiting the urban area annually

353

Total number of retail pitches on the eleven main retail streets in Aix-en-Provence city center

€ 1,600/sq m

Prime rent on rue Espariat, at the end of Q1 2026 in €/sq m/year, Zone A

€2.8 B

in annual local economic benefits generated by tourism within the urban area

64%

Hotel occupancy rates in the Aix region in 2025 (compared to an average of 62% in France)

33%

Share of fashion stores out of the total number of retail premises on the eleven main retail streets in the center of Aix-en-Provence

2.50%

Vacancy rates on the eleven main retail streets in the center of Aix-en-Provence, at the end of Q1 2026





As the historic capital of Provence, Aix-en-Provence lies within the Aix-Marseille-Provence urban area, the leading economic hub of the PACA region and the second most populous area in France after Paris.

- Aix-en-Provence has a population of nearly 150,000 and lies at the heart of the Aix-Marseille-Provence urban area, which has a population of 1.9 million, making it the second most populous in France after the Greater Paris Region. Between 2016 and 2022, the population of the city of Aix grew by +0.6% per year, which is **above the national average** (+0.3%). This population growth is mainly concentrated in the suburbs.
- The standard of living is significantly higher than the regional average, but the purchasing power of Aix-en-Provence residents is notably constrained by **housing costs that are among the highest in France** outside Paris and the Greater Paris Region (median price of €5,600/sq m).
- In terms of jobs, the unemployment rate in the Aix-en-Provence employment area stood at 6.3% in the 4th quarter of 2025, a slight increase but **well below the national average** (7.9%), and below the unemployment rates in the Nice (7.3%) and Marseille (10.0%) employment areas.
- Every year, Aix-en-Provence **welcomes nearly 45,000 students** and hosts several major higher-education campuses, including Sciences Po Aix (IEP), Arts et Métiers (ENSAM), and ESSCA School of Management.

■ Each year, the Aix-Marseille-Provence urban area welcomes 8 million tourists, generating 2.8 billion euros in the region. In the Aix region, annual tourist visits total **1.4 million people**, resulting in 7.5 million overnight stays and more than **420 million euros in economic benefits**.

■ The city is also well connected. It is located a 25-minute drive from Marseille Provence Airport, the region's second-largest airport after Nice, and has two train stations, including a TGV station, enabling travelers to reach Paris in under three hours.

■ Known as **the city of a thousand fountains**, Aix-en-Provence is a city of water and culture that has grown up around its historic center, filled with narrow streets, fountains, and private mansions dating from the 17th and 18th centuries.

■ The Aix-en-Provence hotel sector comprises 44 establishments and nearly 2,500 rooms. **The occupancy rate is 72% with an average rate of €115**, compared to 65% and €73 in the rest of the Aix region. **The trend is moving upmarket:** the Hôtel Saint Christophe (61 rooms) reopened after a complete renovation in the summer of 2025, and the Hôtel des Carmes (40 rooms and suites) is under construction in the historic center, with completion scheduled for 2027.

■ **Aix-en-Provence has two main retail areas:** Jas de Bouffan, located near Saint-Mitre Park, and Aix-la-Pioline within the Aix/Les Milles urban development zone. Aix also has an open-air shopping center, “Les Allées Provençales” (16,000 sq m), located in the city center, adjacent to the historic district.

■ **The city is centered around the Cours Mirabeau**, which serves as a link between the Mazarin district and the historic center. It is one of the city's most iconic streets, with a wide range of shops, much like rue Espariat and rue des Bagniers.

■ **The city center comprises 68% of the city's 2,300 stores** (including small craft businesses) and **70% of its 850 bars and restaurants**. The retail scene there is dominated by independent stores and a few large chains (Apple, Fnac, Sephora, H&M, etc.).

■ Running parallel to Cours Mirabeau, **rue Espariat** is one of Aix's most dynamic streets, with a **prime rental value of up to €1,600 /sq m/ per year zone A**, serving as a benchmark for the city.

■ **Rue Fabrot and rue Marius Reynaud are positioned in the high-end market**, focusing on premium fashion and accessories, with rents ranging from €1,000 to €1,400 for the best locations.

■ Rue d'Italie, known for its independent shops and food vendors (which account for two-thirds of the stores) runs through the Mazarin neighborhood and leads to Cours Mirabeau.

■ Smaller streets (Bagniers, Aude, Papassaudi, Clémenceau, Maréchal Foch, and Méjanes) complete the retail offering, with a **high concentration of clothing and accessories stores** (52%), compared to an average of 33% on the 11 main retail streets.

■ **The pedestrianization of the city center**, which began in 2011, continues with the revamping of the Faubourg neighborhood, the redevelopment of Cours Sextius, and the gradual pedestrianization of the Célony, Tavan, Van Loo, and Lisse des Cordeliers streets.

■ The Bouches-du-Rhône Prefecture recently approved the start of development work on the **ZAC de la Constance**, a future eco-district located south of the Jas de Bouffan neighborhood. This mixed-use project will combine housing, offices, public facilities, retail spaces, and services, with completion expected by 2030.

Tourism

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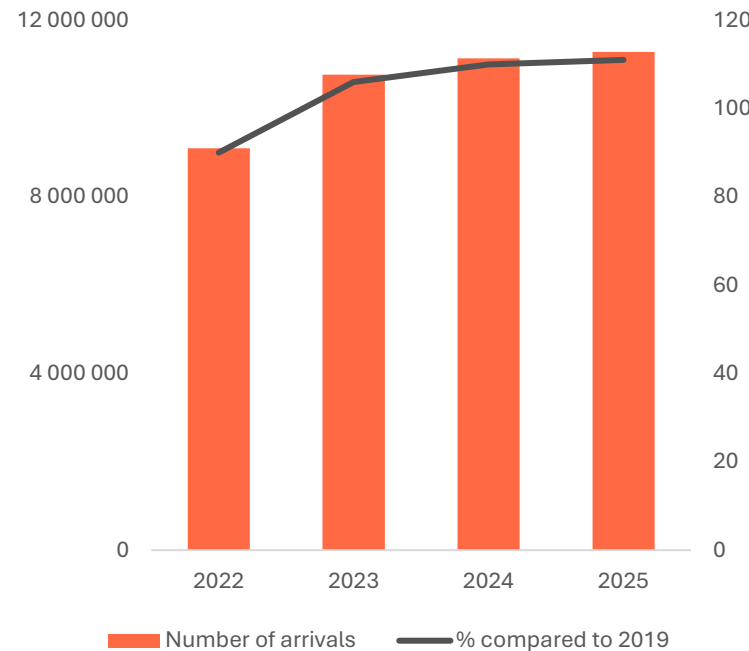
Tourism: A well-established industry

■ **As the second-largest regional airport after Nice, Marseille Provence Airport set a new passenger record in 2025 with nearly 11.3 million passengers.** For the third consecutive year, arrivals exceeded 2019 levels, driven by strong growth in international traffic (+3.9% compared to 2024). Following the renovation of Terminal 1, completed just before the 2024 Olympics, a €400 million investment program is set to modernize Terminal 2 by 2031 and better accommodate future travelers.

■ **The Bouches-du-Rhône department remains primarily a destination for French visitors.** They account for three-quarters of all visitors, half of whom come from three regions: PACA, the Greater Paris Region, and Auvergne-Rhône-Alpes. Foreign visitors come mainly from the United States (16%), Italy (11%), and Germany (10%). Unlike the Nice metropolitan area, tourism in the AMP urban area is **less subject to seasonal peaks.**

Arrivals at Marseille Provence airport

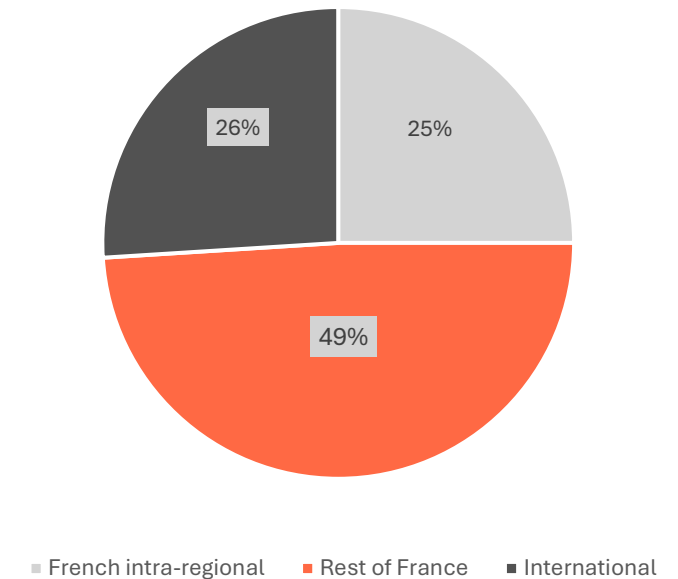
By number of arrivals per year



Sources : UAF&FA / Provence Tourism

Breakdown by origin of visitors staying in the Bouches-du-Rhône department

As a %, in 2025



Sources : OneProvence / Provence Tourism

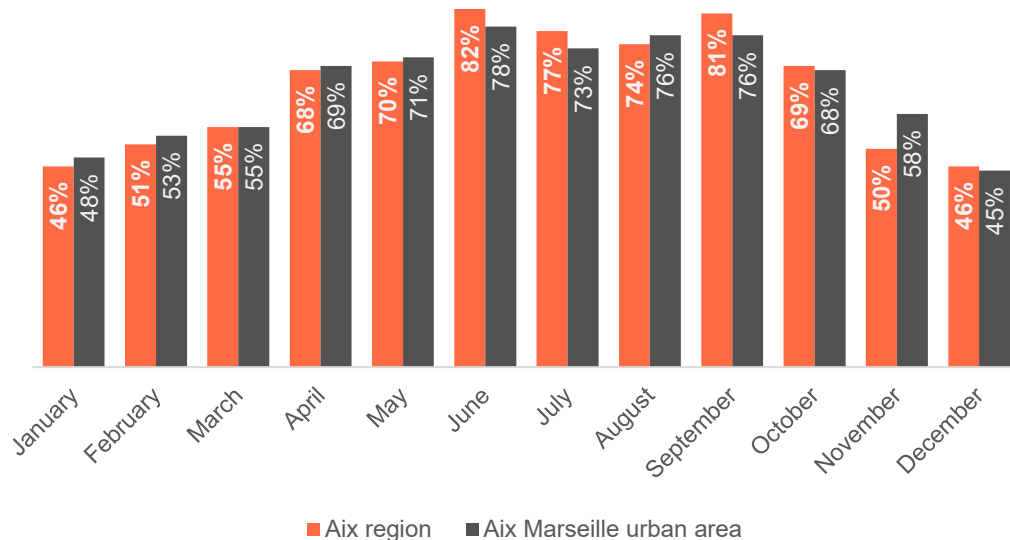
High occupancy rates

■ With an average occupancy rate of 64%, the Aix region (comprising 36 towns) is in line with the urban area average and **nearly three percentage points above the regional average**. Aix-en-Provence is the second-largest city in the department, behind Marseille, in terms of hotel capacity (44 hotels with approximately 2,500 rooms).

■ 2025 saw the **renovation of several city center hotels**: Adagio Aix-en-Provence Centre on rue des Chartreux, Hôtel Saint-Christophe on avenue Victor Hugo, Bastide de Paula on Cours Mirabeau, and Hôtel Bellegarde by Viktor on place Bellegarde.

Hotel occupancy rates in 2025

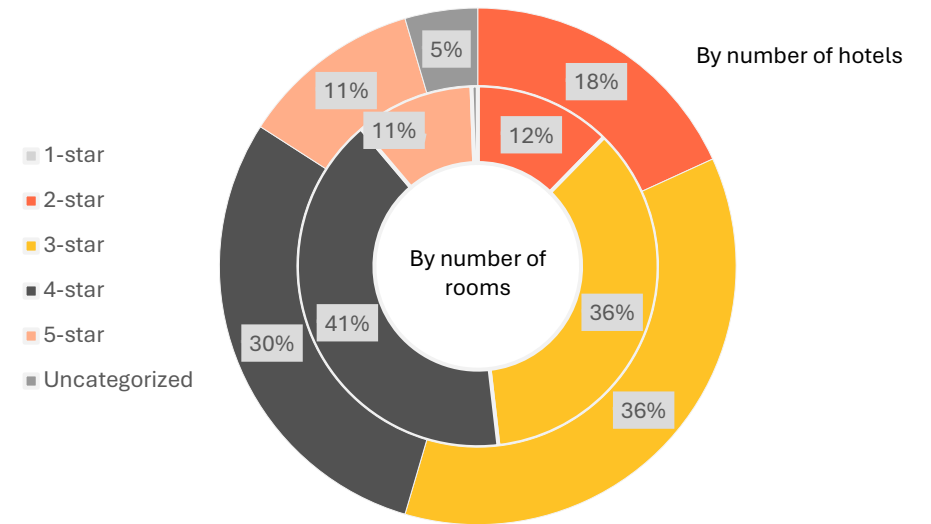
By month, as a %



Sources : OneProvence / Provence Tourism

Breakdown of hotel accommodation by category

In Aix-en-Provence, in 2025



Hotels in Aix-en-Provence

In 2025

44

Number of hotels in Aix-en-Provence (accounting for 14% of the total number of hotels in the Aix Marseille urban area)

Sources : OneProvence / Provence Tourism

15 %

of the Aix Marseille urban area's hotel capacity is in Aix-en-Provence (in terms of the number of beds)

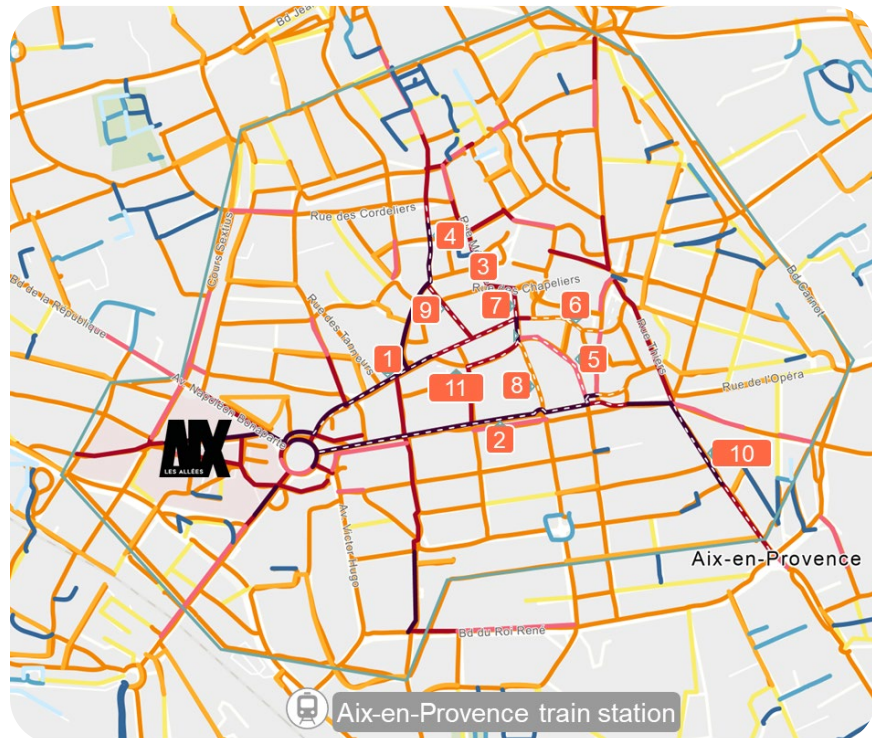
Retail market

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Pedestrian footfall in the center of Aix-en-Provence

Pedestrian footfall volume by street
In 2025



The main retail streets in Aix-en-Provence

- 1 Rue Espariat
- 2 Cours Mirabeau
- 3 Rue Méjanes
- 4 Rue du Maréchal Foch
- 5 Rue Fabrot
- 6 Rue Marius Raynaud
- 7 Rue des Bagniers
- 8 Rue Clémenceau
- 9 Rue Aude
- 10 Rue d'Italie
- 11 Rue Papassaudi



Saturday

Peak visitor numbers in the city center (day)

12pm-1pm

Peak visitor numbers in the city center (time)

Source: Geoblink

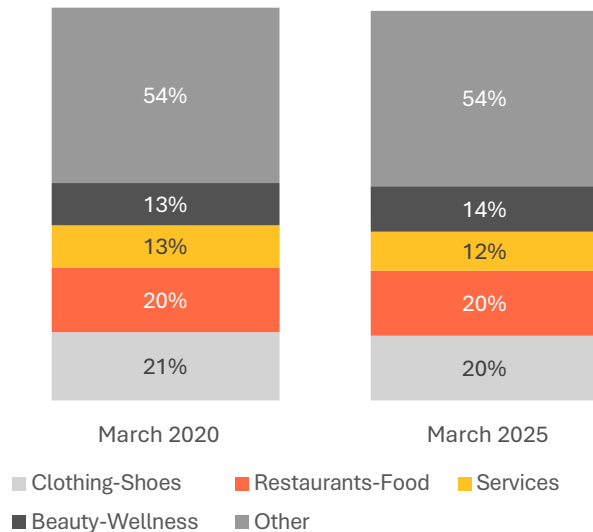
Slight change in retail offer

■ The retail offer in the center of Aix-en-Provence is focused mainly **on clothing and the hospitality sector** (cafés, hotels, and restaurants), which together account for **nearly 40% of the total number of retail locations**.

■ Between 2020 and 2025, **the fastest-growing sectors were jewelry and gifts**, and leisure, with the number of retail locations increasing by 29% and 13% respectively. In contrast, the home goods and footwear and leather goods sectors saw decreases of 11% and 7%.

Changes in retail offer in the center of Aix-en-Provence

Breakdown of the total number of stores since 2020, as a %



Sources: Newmark / Codata

The fastest growing sectors between 2020 and Q1 2025



Gifts-
Jewelry
+ 29 %



Leisure
+ 13 %

Sectors in decline between 2020 and Q1 2025



Home goods
- 11 %



Footwear
Leather goods
- 7 %

Examples of recent and upcoming openings

On the main streets in Aix-en-Provence



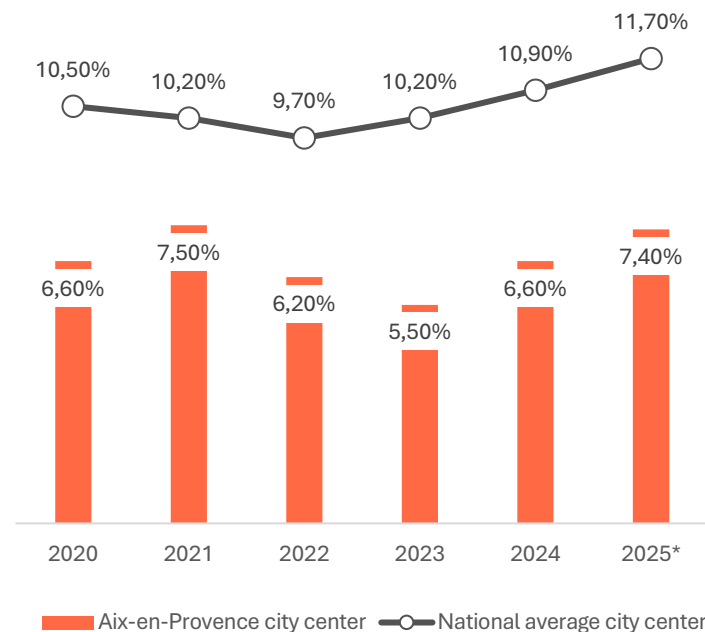
Source: Newmark / *New store openings in the city center shown in orange/ Including transfers

A very low vacancy rate

- The vacancy rate in the city center of Aix-en-Provence stands at 7.40 %, which is **well below the national average** (11.70%).
- With **fewer than 10 vacant retail pitches** out of more than 350 identified pitches, the vacancy rate along the 11 main retail streets in the city center is even lower (2.50%), reflecting their strong appeal.

Vacancy rate

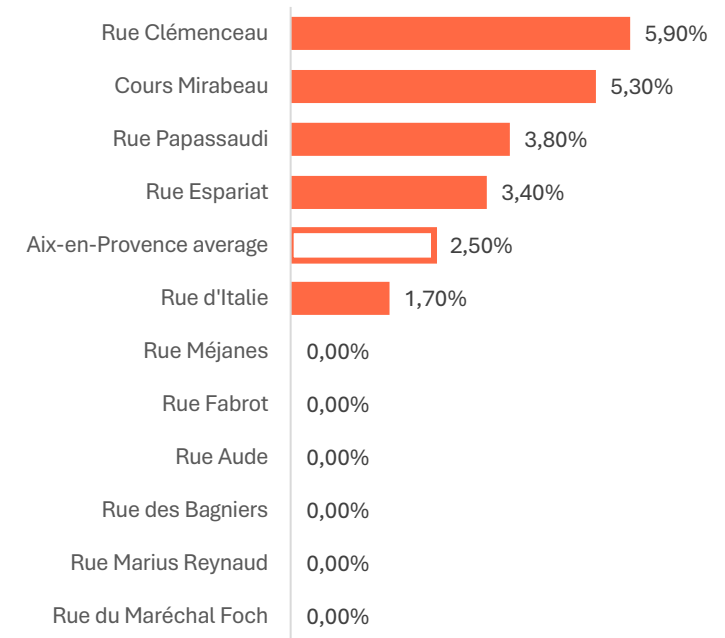
As a %



Sources : Codata / Newmark / *2025 : Figures as of Q1 2025

Vacancy rates on the main retail streets in the center of Aix-en-Provence

As a %, at the end of Q1 2026



Source : Newmark / *Average vacancy rate for the eleven prime retail streets studied

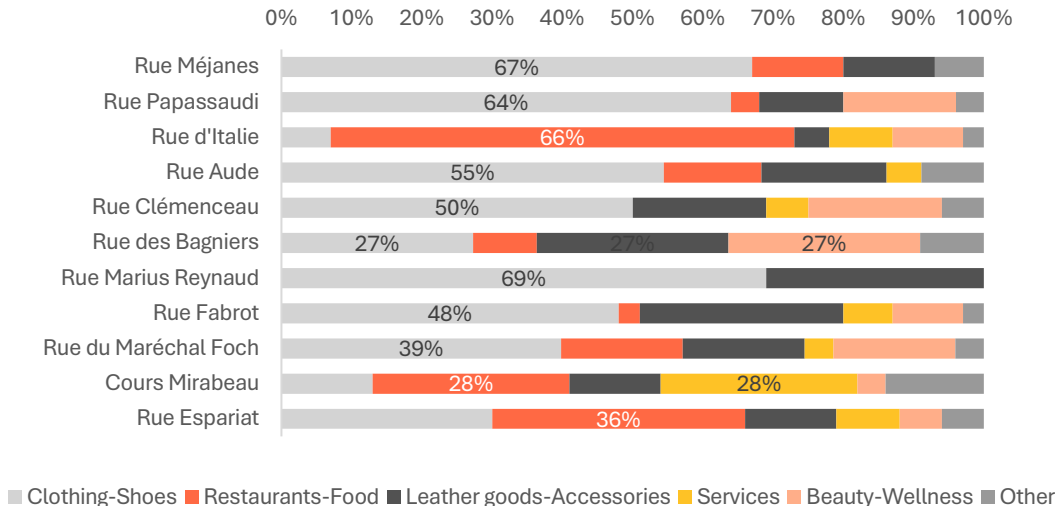
Fashion continues to be a driving force

■ The center of Aix-en-Provence is attractive to retailers in a wide variety of sectors. The retail mix there is balanced, although fashion **remains a driving force**. The fashion sector accounts for one-third of all retail pitches on the 11 main streets and continues to drive rental activity,

as evidenced by the recent opening of Eres. There is **also significant activity in the restaurant and food sectors** (Leonard Parli, Popelini, Novettino, Famille Mary, etc.).

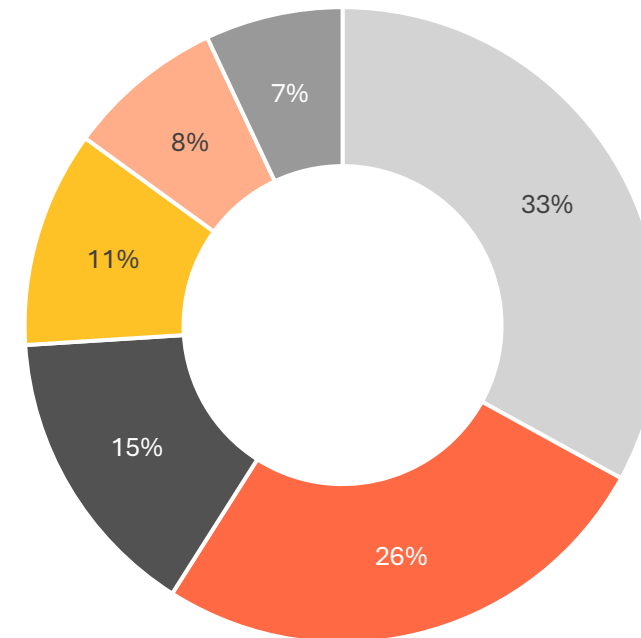
Breakdown by activity sector

Out of the total number of stores on each of the eleven retail streets studied



Breakdown by activity sector

Out of the total number of stores on each of the eleven retail streets studied



■ Clothing-Shoes ■ Restaurants-Food ■ Leather goods-Accessories ■ Services ■ Beauty-Wellness ■ Other

Summary table

Street	Number of stores	Dominant category	Vacancy rate As a %	Prime rent In €/sq m/year ZA	Tenant demand	Main brands
Rue Espariat	58		3.4%	1,300 – 1,600		Amorino, Eram, Kujten, L'Occitane, Léonard Parli , Solaris, Independent retailer
Cours Mirabeau	77		5.3%	1,200 – 1,500		Grand Optical, IT Trattoria, Monoprix, Sostrene Green, Sarah Lavoine
Rue Fabrot	32		0.0%	1,200 – 1,400		Lancel, Max Mara, Montblanc, Zadig & Voltaire
Rue du Maréchal Foch	23		0.0%	1,200 – 1,400		Bocage, Claire's, Falconeri, Havaianas
Rue Clémenceau	17		5.9%	1,000 – 1,200		Aesop, Etam Lingerie, Sephora , Subdued, The North Face
Rue Méjanes	15		0.0%	1,000 – 1,200		Faguo, Hero Seven, Sud'Express
Rue Marius Raynaud	13		0.0%	1,000 – 1,200		APM Monaco, Iro, Maje, Mes Demoiselles, Seiko
Rue des Bagniers	11		0.0%	1,000 – 1,200		Cabaia, Caudalie, Kusmi Tea, Minelli, Solaris
Rue Aude	22		0.0%	1,000 – 1,100		American Vintage, Armor-Lux, L'Atelier d'Amaya, Repetto, Sœur
Rue d'Italie	60		1.7%	800 – 1,000		Le P'tit Breton, Nicolas, Independent retailer
Rue Papassaudi	26		3.8%	800 – 1,000		K-Way, Maison 123, Ohmycream, Sézane, Sweet Pants

LOW HIGH

Transactions and rental values

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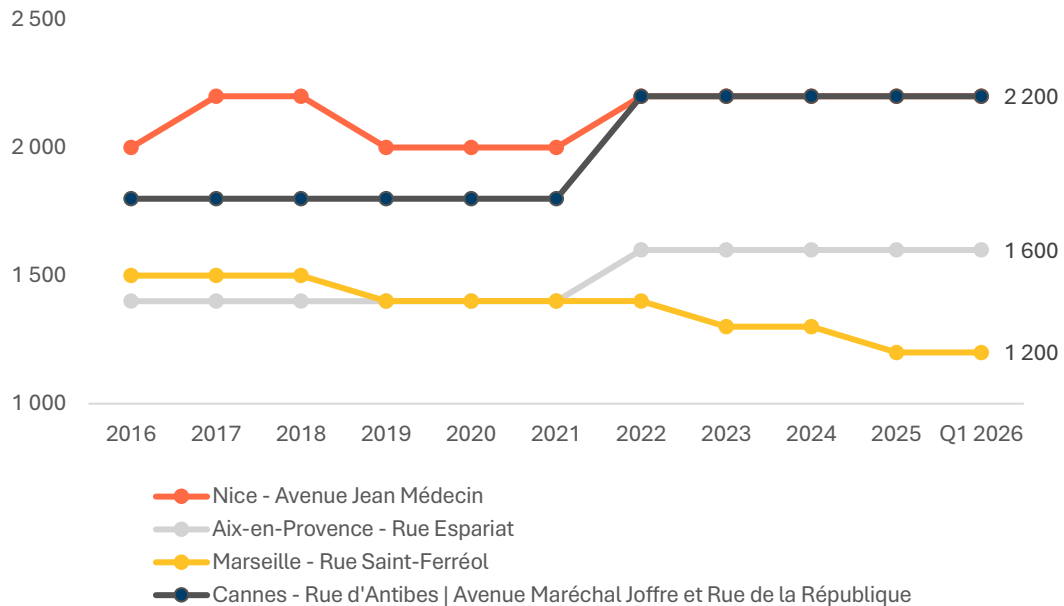
Prime rental values stable

■ Between 2016 and 2021, the prime rent on Rue Espariat was €1,400 /sq m/ year Zone A. It **has increased since the end of the health crisis** and has been €1,600 /sq m/ year Zone A since 2022. It is the highest of the streets in the center of Aix.

■ Although this level is lower than the prime rental values in other key markets in the PACA region, including Nice and Cannes, it is still higher than the prime rental value in Marseille.

Change in prime rental values in the PACA region

Main markets, in €/sq m/year Zone A



Source : Newmark

Prime rental values by street in Aix-en-Provence

In €/sq m/year ZA, at the end of Q1 2026

Street	Prime rental value In €/sq m/year ZA
Rue Espariat	1,300 – 1,600
Cours Mirabeau	1,200 – 1,500
Rue du Maréchal Foch	1,200 – 1,400
Rue Fabrot	1,200 – 1,400
Rue Marius Raynaud	1,000 – 1,200
Rue des Bagniers	1,000 – 1,200
Rue Méjanes	1,000 – 1,200
Rue Clémenceau	1,000 – 1,200
Rue Aude	1,000 – 1,100
Rue d'Italie	800 – 1,000
Rue Papassaudi	800 – 1,000

Source: Newmark

Examples of rental transactions

Year	Address	Tenant	Area	Annual rent	Leasehold rights	Rent €/sq m/year	Weighted rent €/sq m/year
2025	15 place Saint-Honoré	MELLOW YELLOW	98	75,000	450,000	765	1,224
2025	3 rue Espariat	AGATHA PARIS	56	36,000	150,000	643	1,700
2025	2 rue des Chapeliers	PAIN DE SUCRE	22*	49,279	250,000	-	1,208
2025	1 rue Gaston de Saporta	LAURA TODD	66*	10,656	127,000	-	1,062
2025	8 rue Marius Reynaud	ERES	45	85,000	85,000	1,889	-
2025	17 rue du Maréchal Foch	HAVAIANAS	100	55,000	100,000	550	
2024	6 rue Nazareth	BAGELSTEIN	70	60,000	-	857	1,091
2024	19 rue Espariat	BLEU BLANC MONTRES	55	39,000	-	709	918
2024	6 rue Clémenceau	SUBDUED	77	70,600	-	917	974
2024	8bis rue des Bagniers	CABAIA	115	71,200	220,000	619	1,036
2024	14 rue Espariat	TRESSÉ	49	90,000	-	1,837	2,074
2024	15 place Saint-Honoré	ZIELINSKI & ROZEN	19	30,000	-	1,579	1,579
2023	2 rue de l'Opéra	BIOBURGER	50	45,000	450,000	900	-
2023	30 cours Mirabeau	MATY	300	100,000	400,000	333	654
2022	6 rue Nazareth	JANECIO	73	60,000	-	822	1,067
2022	15 rue du Maréchal Foch	APRIL	132	48,000	400,000	364	978
2021	65 cours Mirabeau	SARAH LAVOINE	120	110,000	-	917	917
2021	44 cours Mirabeau	RAYNAL	216	158,000	-	731	958
2021	5 rue Fabrot	ZADIG & VOLTAIRE	175	190,000	450,000	1,088	1,345
2020	12 rue Nazareth	YSÉ	42	38,554	220,000	922	1,449
2019	3 rue Méjanes	FAGUO	47	32,400	-	689	1,455
2019	4 rue Papassaudi	REIKO	110	129,000	275,000	1,173	1,422
2019	21 rue Fabrot	DYPTIQUE	31	43,000	250,000	1,387	2,194
2019	24 rue Espariat	MAJESTIC FILATURES	52	36,000	270,000	699	1,223

Source : Newmark / * Weighted area

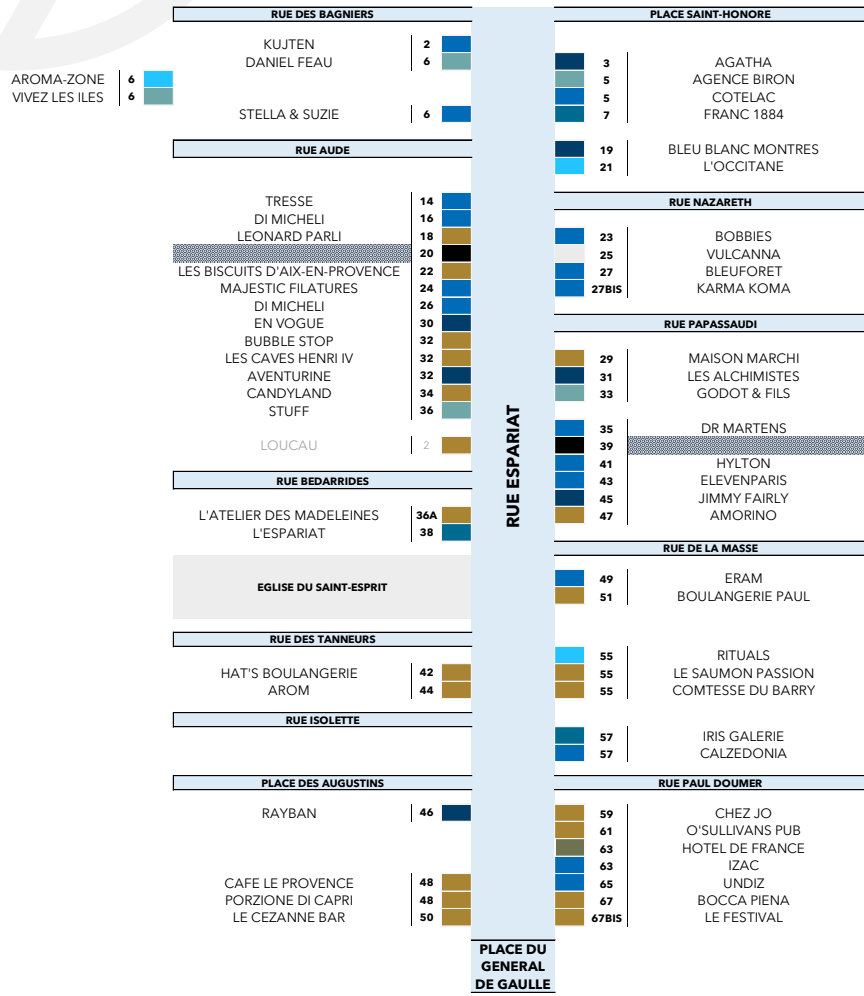
Key plans of the main retail streets

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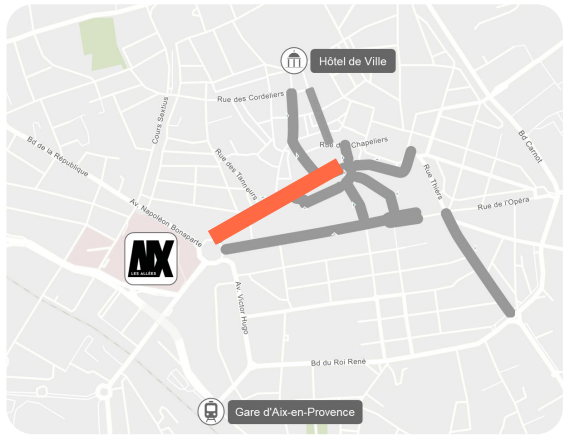


Rue Espariat

Between rue de la Liberté and rue du Maréchal Joffre
At the end of Q1 2026



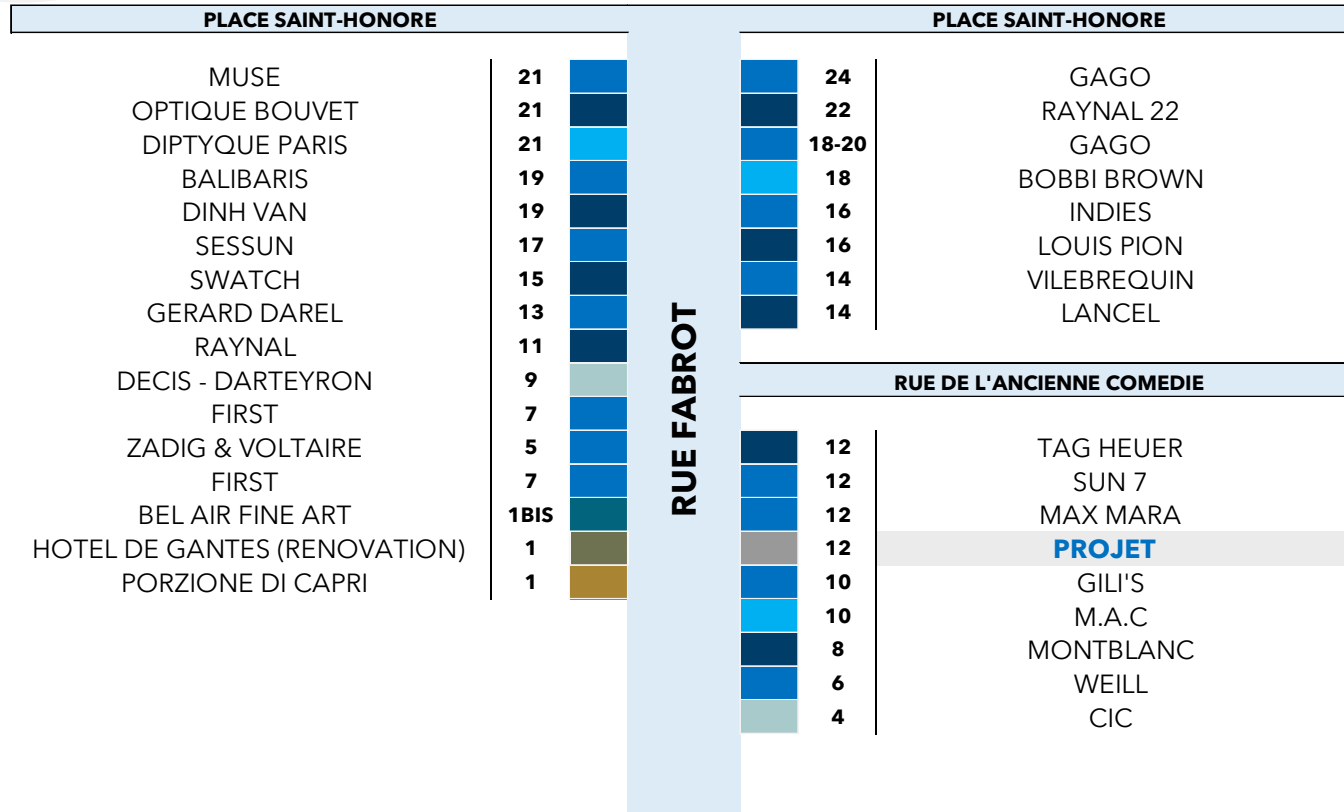
Source : Newmark



- Clothing / Footwear
- Handbags / Accessories
- Food & Beverage
- Services
- Houseware / Home decor
- Leisure / Culture
- Beauty / Health
- Hotel
- Department Store / Shopping Center
- Project
- Unoccupied
- Other

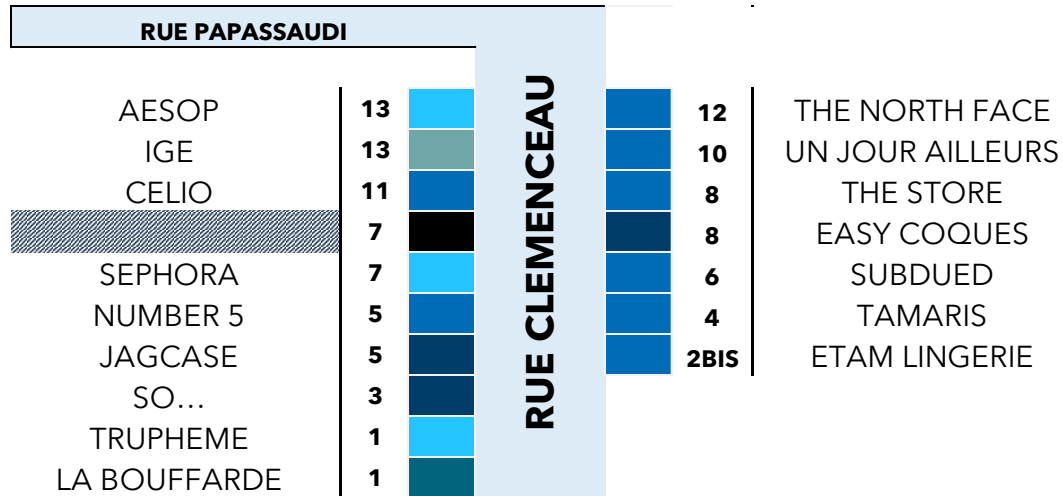
Rue Fabrot

At the end of Q1 2026



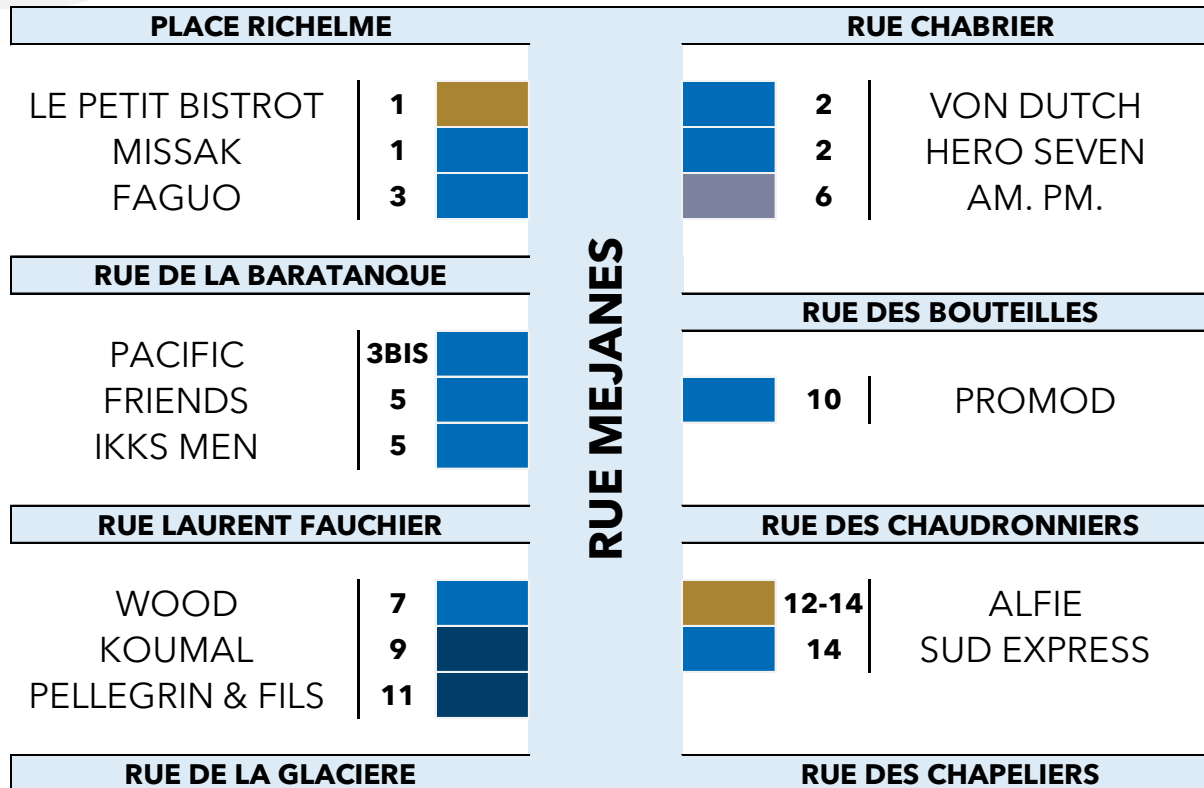
Rue Clémenceau

At the end of Q1 2026

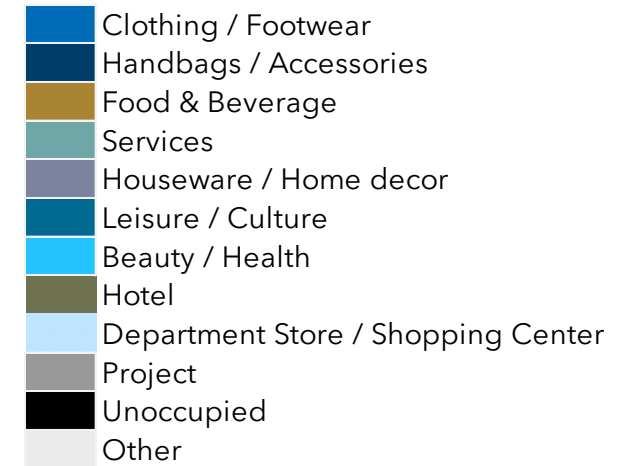
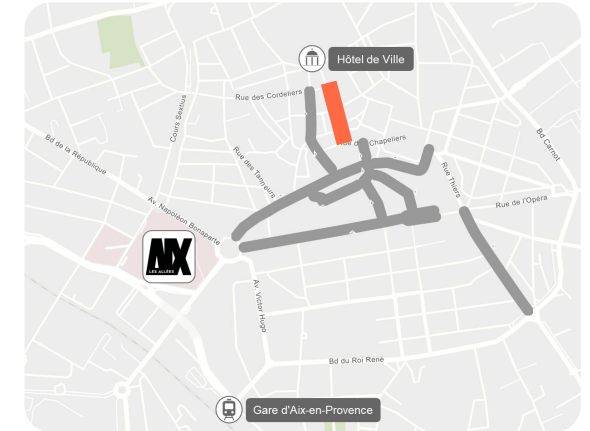


Rue Méjanes

At the end of Q1 2026

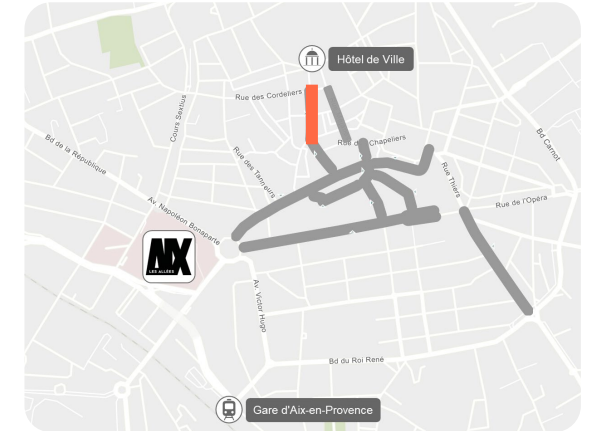
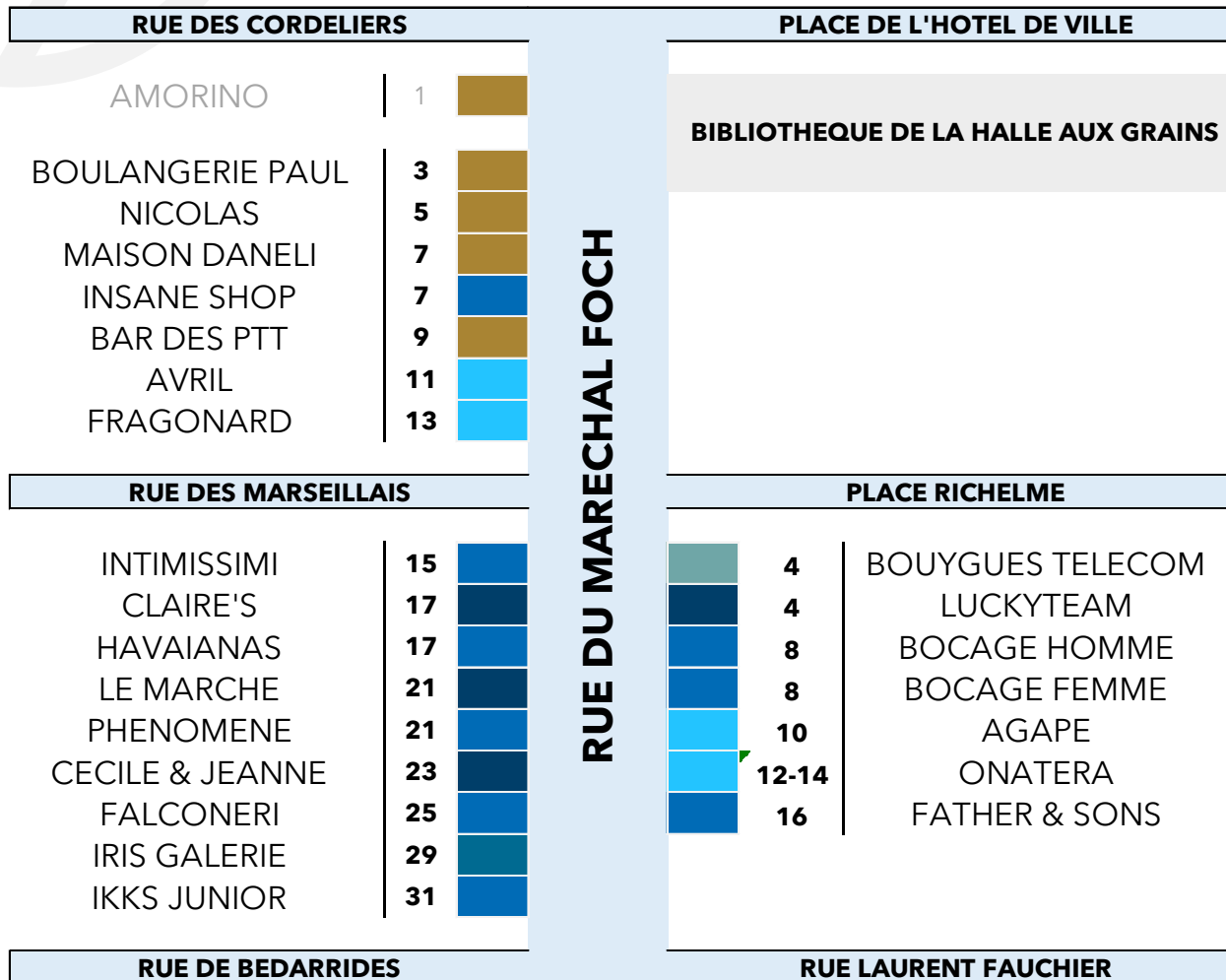


RUE MEJANES



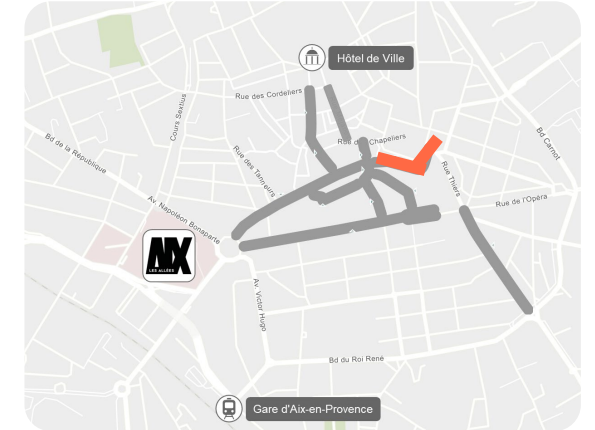
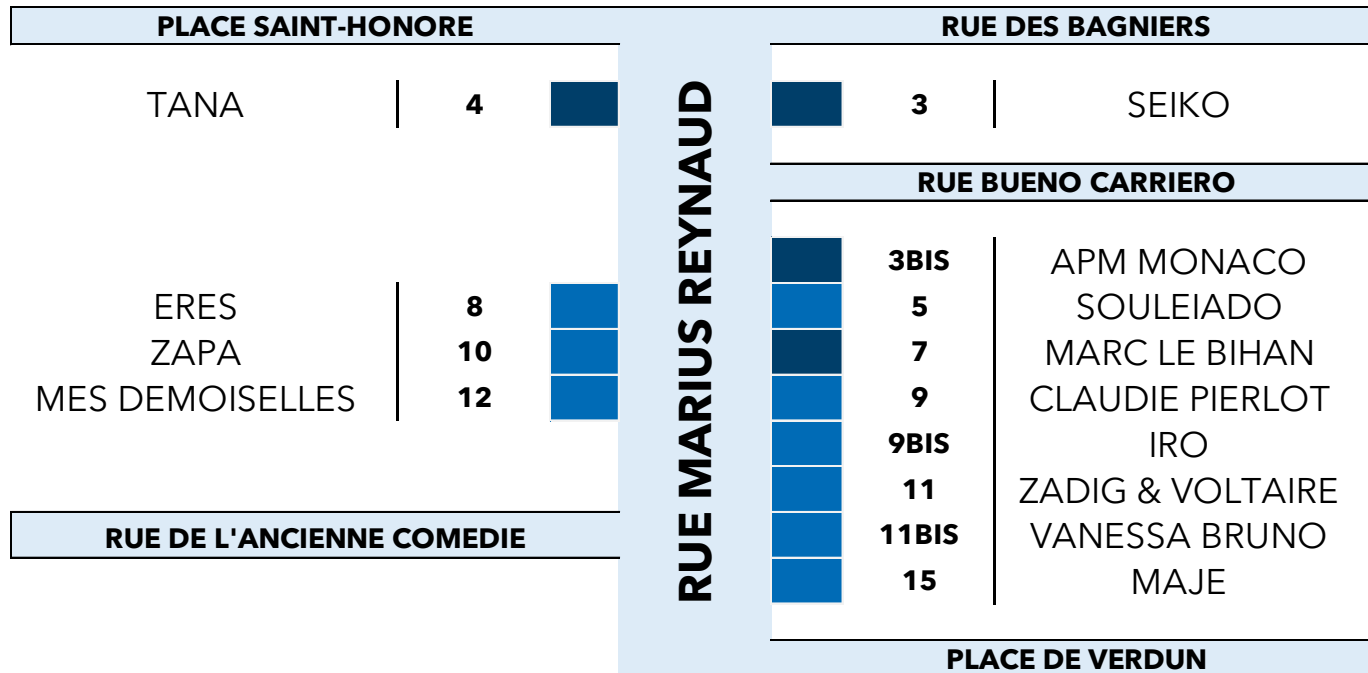
Rue Maréchal Foch

At the end of Q1 2026



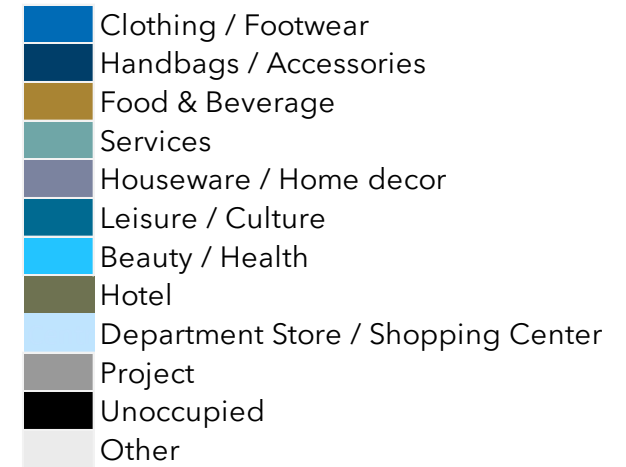
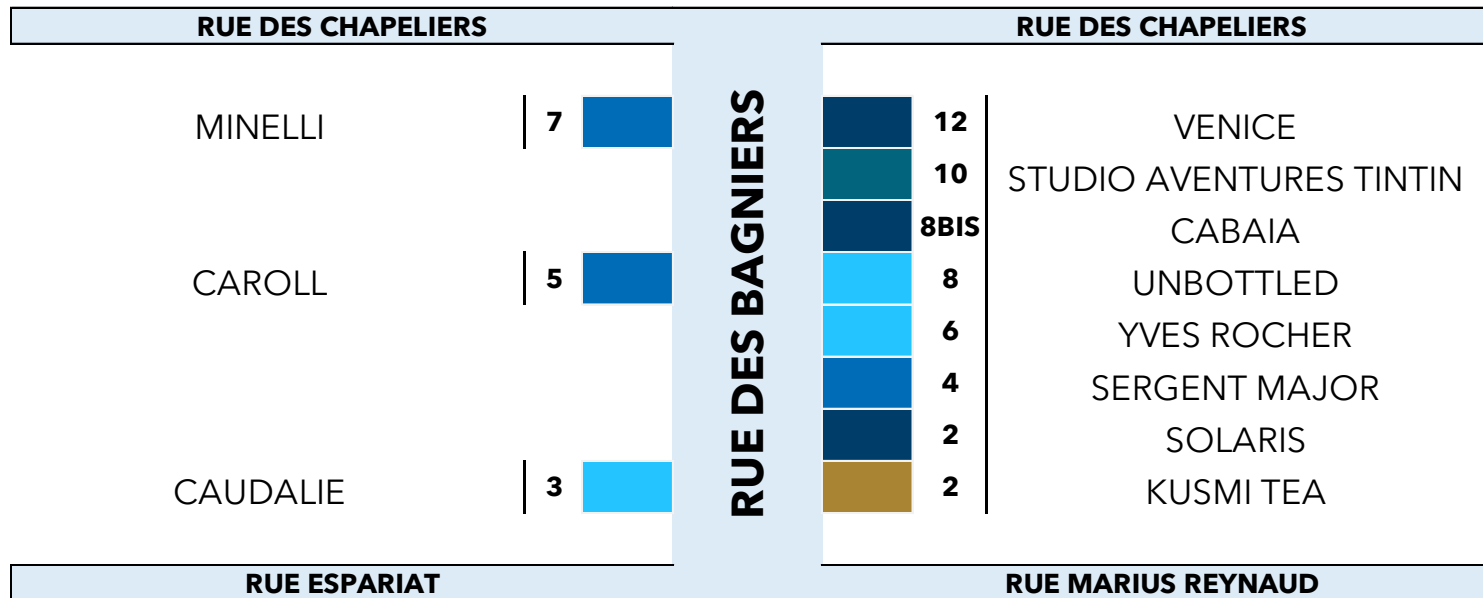
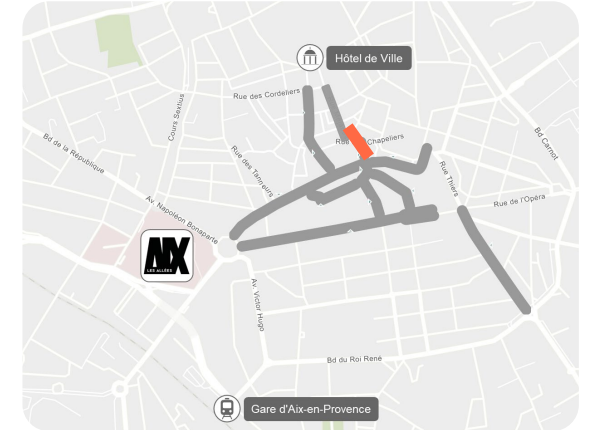
Rue Marius Reynaud

At the end of Q1 2026



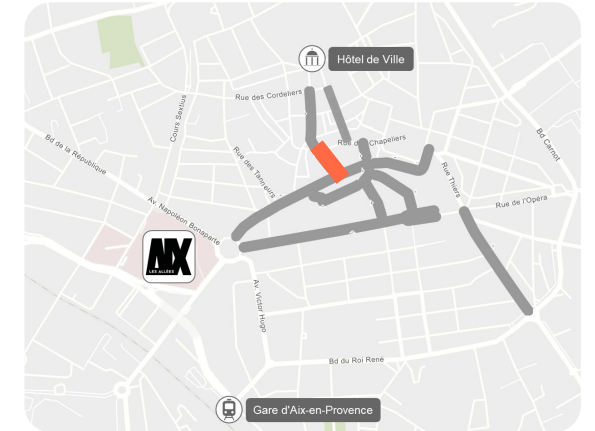
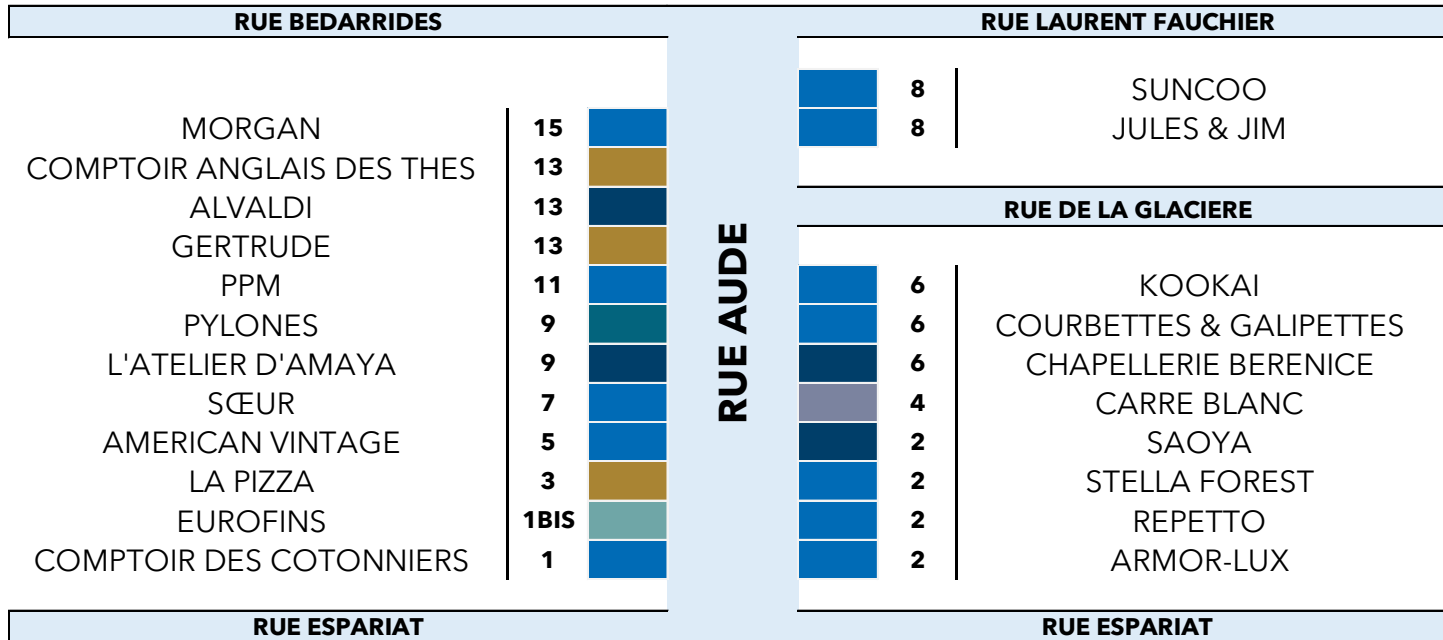
Rue des Bagniers

At the end of Q1 2026



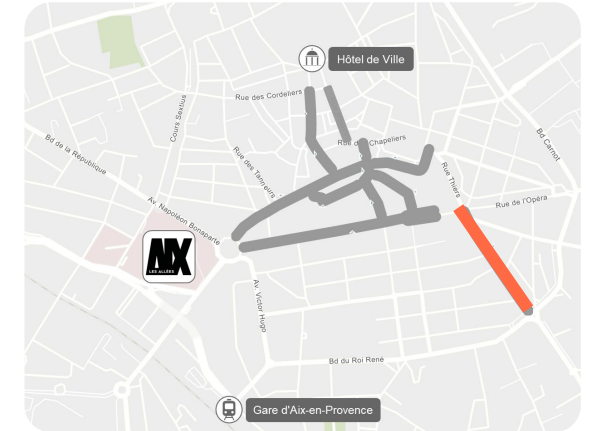
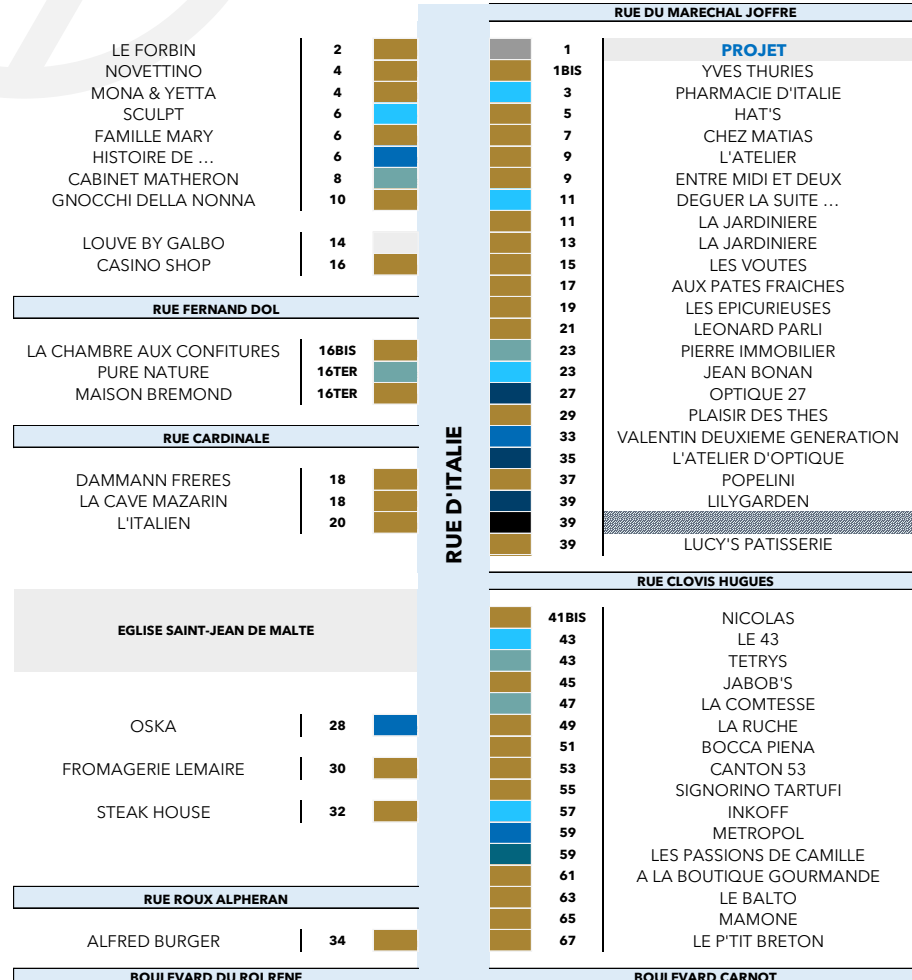
Rue Aude

At the end of Q1 2026



Rue d'Italie

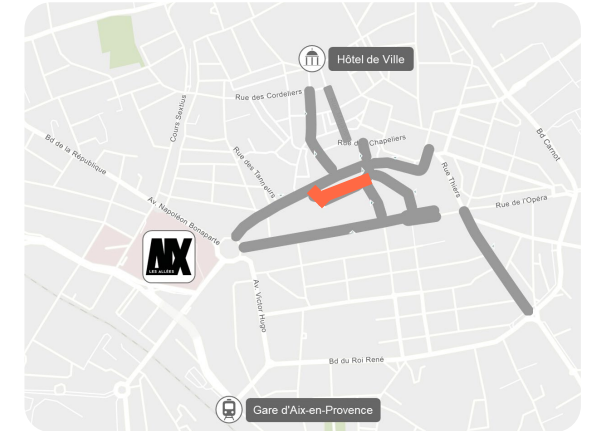
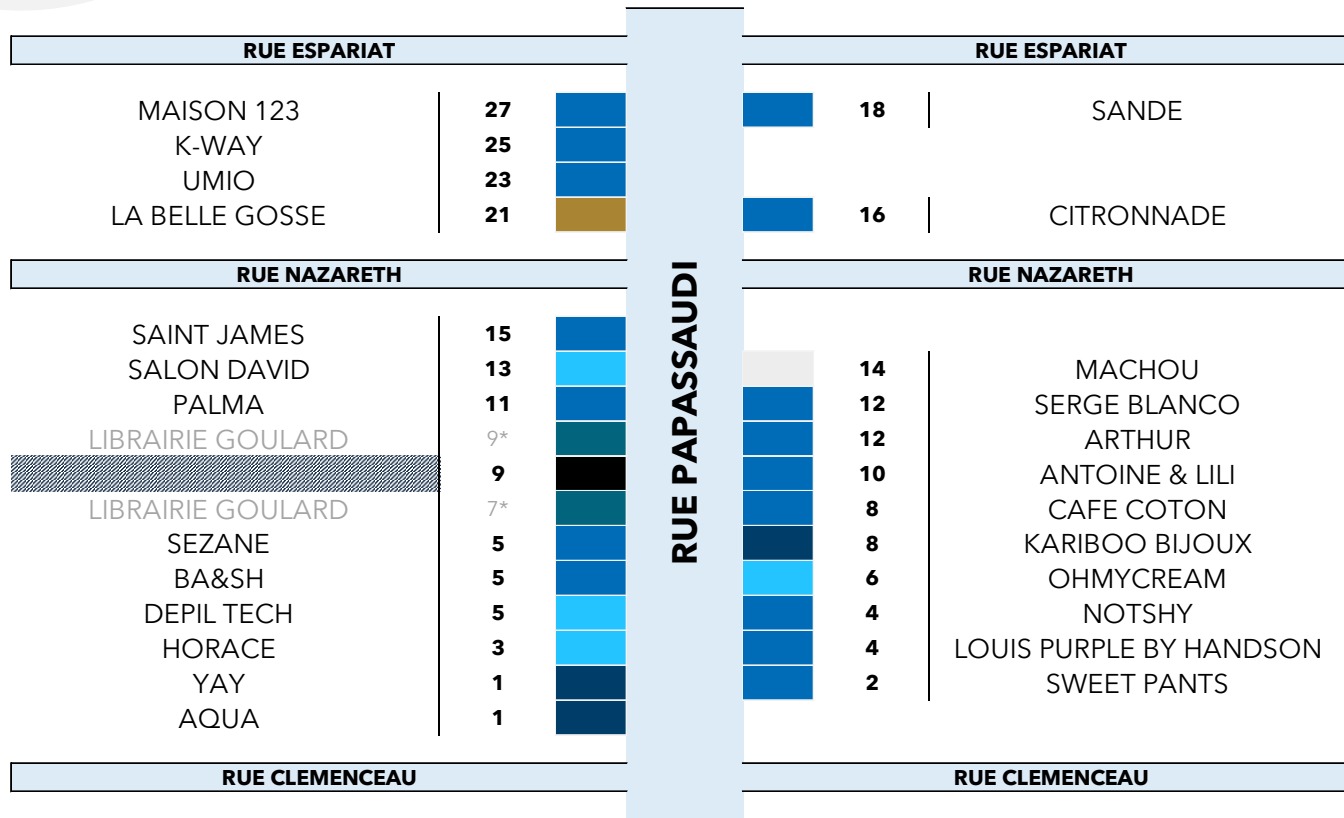
At the end of Q1 2026



- Clothing / Footwear
- Handbags / Accessories
- Food & Beverage
- Services
- Houseware / Home decor
- Leisure / Culture
- Beauty / Health
- Hotel
- Department Store / Shopping Center
- Project
- Unoccupied
- Other

Rue Papassaudi

At the end of Q1 2026



Source : Newmark / *The main entrance is located on Cours Mirabeau

Engineered to *Excel*TM



Antoine Salmon
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