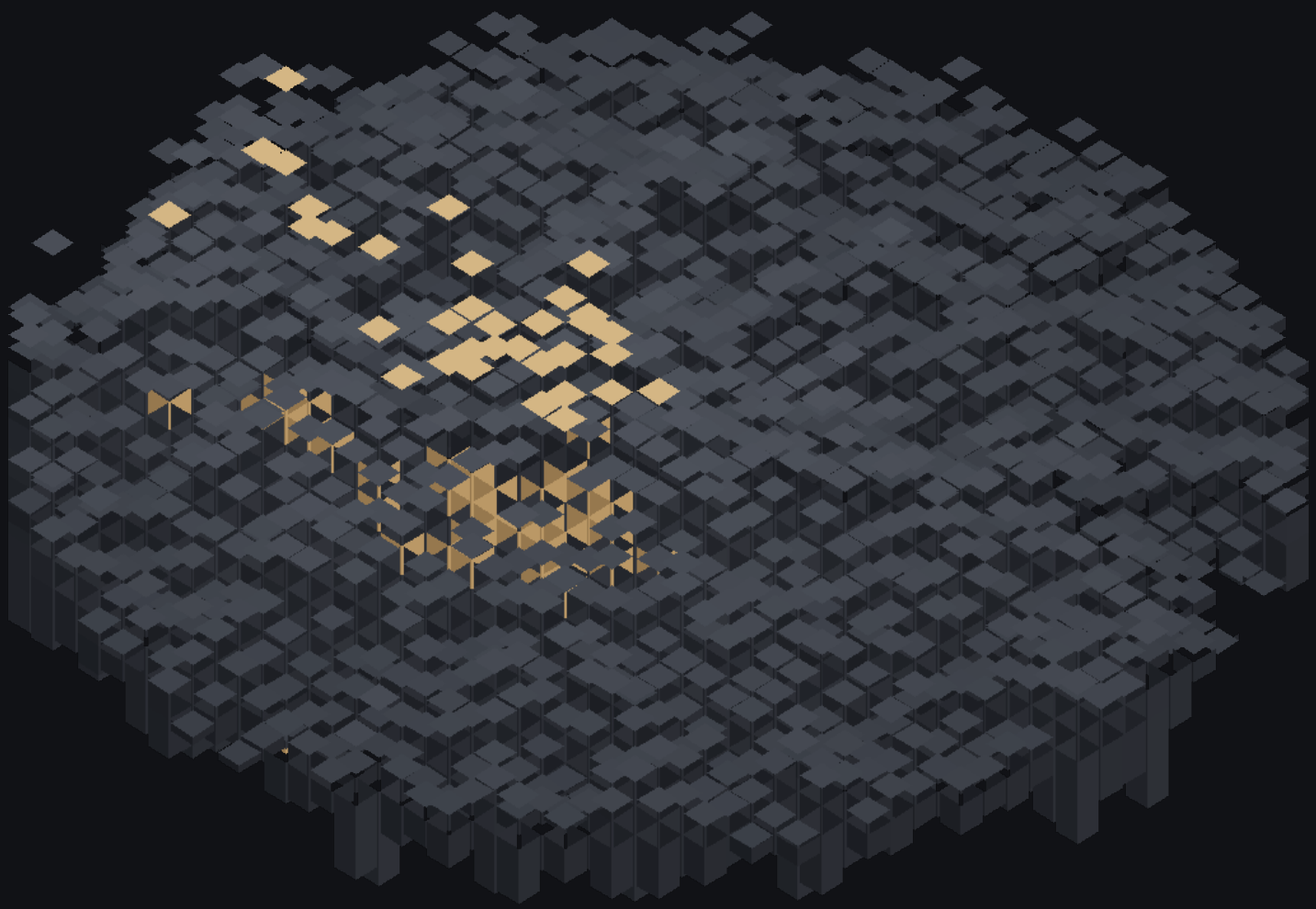
COMMERCIAL INTELLIGENCE FR PAR

Paris
Offline Trade Intelligence

487,355 measured places within 30 km (194,162 inside 5 km) | 57.1% website coverage, 6.6% chain share, 42.9% digital gap



CITY DOSSIER FR

Paris offline trade intelligence

We counted 487,355 places within 30 km of the centre of Paris, and 194,162 inside 5 km. 57.1% keep a website a customer can open, 6.6% trade under a chain name, so 42.9% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

487,355
places counted, 30 km ring

57.1%
keep a website a customer can open (209,108 do not)

6.6%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 487,355

Segment	Places	Share	With a website	Gap
Other	89,407	18.3%	33.2%	66.8%
Professional services	87,923	18.0%	69.9%	30.1%
Retail	80,713	16.6%	62.2%	37.8%
Food and beverage	65,300	13.4%	57.7%	42.3%
Home and repair	47,459	9.7%	62.5%	37.5%
Beauty and wellness	32,009	6.6%	54.9%	45.1%
Hospitality and events	14,735	3.0%	68.2%	31.8%

WHAT THE COUNTS SAY

01 **The gap sits in other.**
89,407 places, 18.3% of the ring, and only 33.2% keep a website. The city average is 57.1%, so this segment is 23.9 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 1.8 of 100, rank 57 of 58 measured cities, radiance -29.8% since 2019, outer ring -4.7%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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