CHAMBRE INTERPROFESSIONNELLE DU SELF-STOCKAGE

FRENCH SELF STORAGE MARKET STUDY 2025

OCTOBER 2025

conducted by

LOCATION-GARDEMEUBLE.FR

presented at

THE ANNUAL CISS SELF STORAGE CONFERENCE 2025

THE FRENCH SELF STORAGE MARKET: A RAPIDLY STRUCTURING SECTOR, NOW OFFERING MORE THAN 496,000 UNITS NATIONWIDE, ACCORDING TO THE LATEST STUDY.

PARIS, 14 NOVEMBRE 2025

HUGUES BOUILLON

Location-gardemeuble.fr

At the 2025 Conference of the Chambre Interprofessionnelle du Self-Stockage (CISS), Location-gardemeuble.fr unveiled the exclusive results of its new study on the French self storage market. This analysis highlights the vitality of a sector in full maturation, driven by continuously growing demand from both individuals and businesses, in a context of changing lifestyles and working habits.

With the steady increase in the number of facilities, the professionalisation of operators, and the accelerated digitalisation of services, self storage has become an essential solution for flexibility and mobility in the daily lives of French consumers.

The French market continues to grow and consolidate, with 496,179 storage units recorded across the country. The offer is now better distributed between major brands and independent operators, reflecting rising demand for flexible, secure and easily accessible storage solutions.

496 179

storage units

47 M²

storage units per 1000 inhabitants

70%

metal-wall buildings

WHAT IS SELF STORAGE?

Self storage is a modern storage solution allowing individuals and businesses to rent a secure unit for as long as they need, with access 7 days a week.
Unlike traditional storage, customers manage their own visits and retain full access to their unit via a personal code or key. This autonomy, combined with flexible unit sizes (from 1 m² lockers to large 50+ m² spaces), makes self storage a practical and cost-effective solution for both temporary and long-term needs.
Increasing digitalisation—online reservations, electronic signatures, automated payments, smartphone access—has made the service more accessible and seamless than ever.

THE EUROPEAN STANDARD

According to the European Standard, a compliant self storage centre must offer:

- Security: fenced perimeter, controlled access, CCTV (minimum 14 days), intrusion alarm, GDPR compliance.
- Access: suitable loading/unloading areas, free parking, safe access equipment (lifts, ramps, etc.).
- Hygiene & environment: cleanliness, pest control, dry environment, fire safety compliance, clear evacuation signage, regular electrical maintenance.
- Handling equipment: available, maintained and compliant.
- Units: individual, clean, lockable, weatherproof.
- Secure locking systems
- Adequate lighting and safe flooring.

A GROWING VARIETY OF CUSTOMER PROFILES

Previously used mostly by individuals during moves, self storage is now used by a wide range of customers:

- Individuals still make up the majority, often during life transitions (moving, inheritance, renovation, separation, expatriation) or to declutter small urban homes.

- Businesses increasingly use self storage for equipment, documents, seasonal stock, tools or furniture. Craftsmen, shop owners, e-commerce businesses, freelancers and multisite companies find it a flexible alternative to warehouses.

- A new hybrid segment is emerging: freelancers, remote workers, start-ups and maintenance teams using units as local logistics hubs to reduce travel time.

SELF STORAGE UNIT DENSITY IN FRANCE

France counts 7 storage units per 1,000 inhabitants, but regional differences are significant. The South and West lead with the highest density, while the Northeast lags behind.

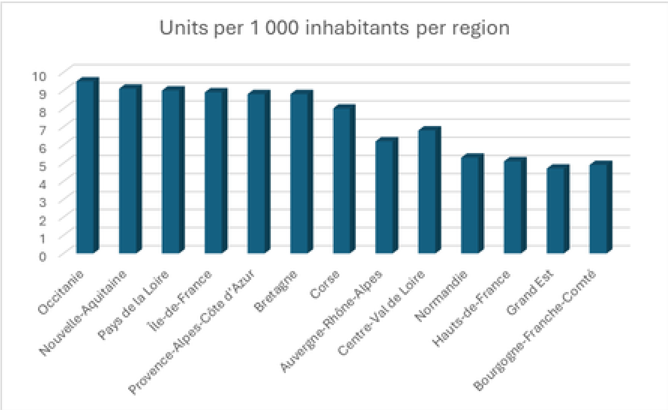
Region	Number of units	Population (2025, estimated)	Units per 1000 inhabitants
Occitanie	58 272	6 150 000	**9,5**
Nouvelle-Aquitaine	56 273	6 150 000	**9,1**
Pays de la Loire	35 723	3 950 000	**9**
Île-de-France	109 865	12 395 000	**8,9**
Provence-Alpes-Côte d'Azur	45 832	5 200 000	**8,8**
Bretagne	30 263	3 450 000	**8,8**
Corse	2 830	355 000	**8**
Auvergne-Rhône-Alpes	50 443	8 100 000	**6,2**
Centre-Val de Loire	17 513	2 590 000	**6,8**
Normandie	17 873	3 370 000	**5,3**
Hauts-de-France	30 711	6 000 000	**5,1**
Grand Est	25 650	5 500 000	**4,7**
Bourgogne-Franche-Comté	13 587	2 800 000	**4,9**
France	494 835	66 010 000	**7**

* Top 3 regions:
  1. Occitanie
  2. Nouvelle-Aquitaine
  3. Pays de la Loire

  Each has nearly 9 units per 1,000 inhabitants —supported by strong demographic growth, diverse economies and a higher proportion of detached homes.

* Île-de-France and PACA also show a high density, but for different reasons: strong urban concentration and limited personal space increase the need for storage solutions.

* Conversely, the Grand Est, Bourgogne–Franche-Comté and Hauts-de-France regions show a lower density (around 5 units per 1,000 inhabitants), reflecting a supply that remains limited in relation to the size of the population.



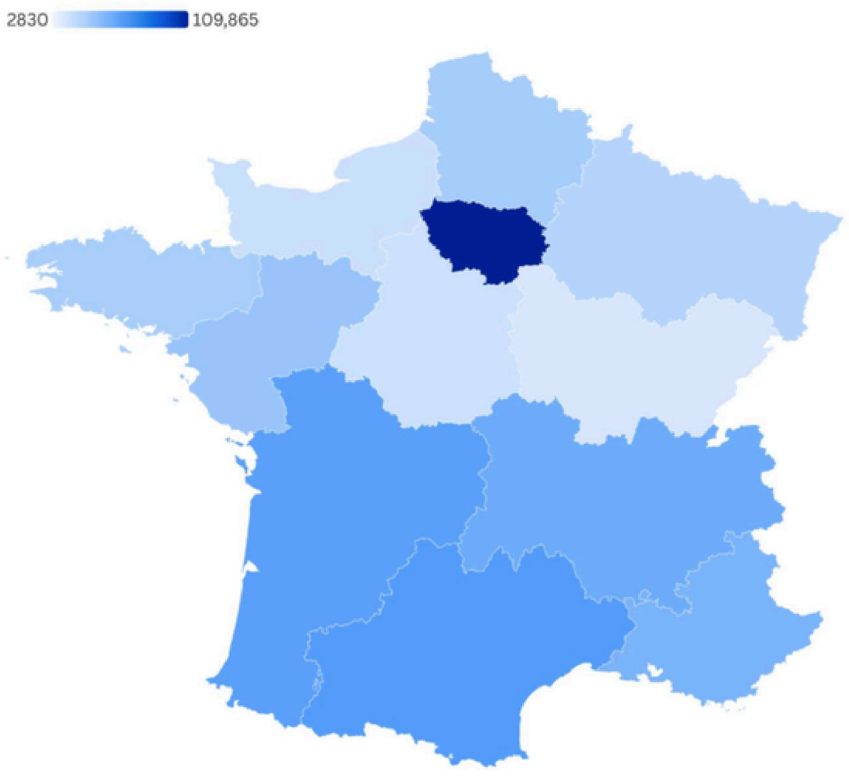
The average unit size in France is 6.7 m², which represents **47 m² of storage per 1,000 inhabitants**. By comparison, the United States has 587 m² of storage per 1,000 inhabitants — 12.5 times more.

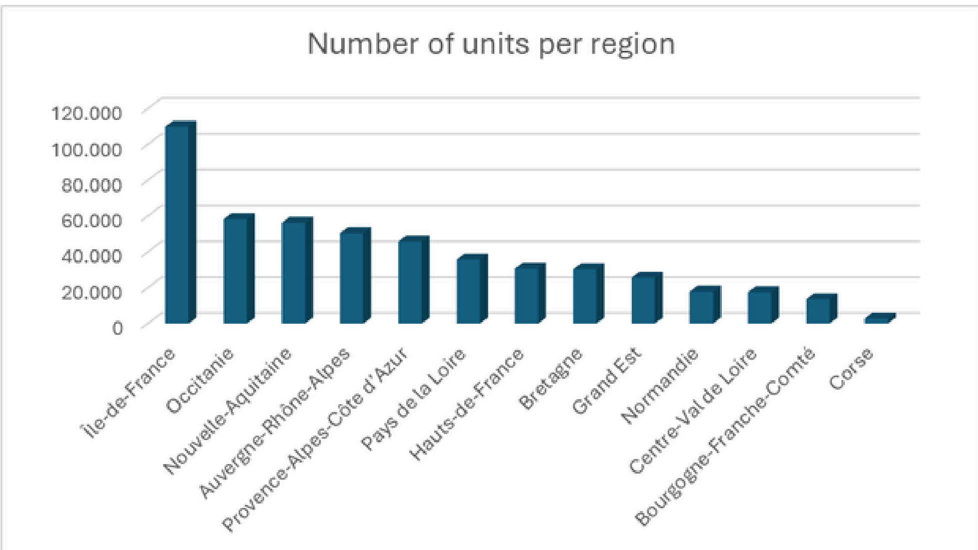
GEOGRAPHIC DISTRIBUTION BY DEPARTMENT

The study shows strong inequalities between departments: major metropolitan areas concentrate most of the capacity, while rural or mountainous departments have very limited supply.

This reflects population density, urbanisation levels and local economic strength.

NUMBER OF UNITS PER DEPARTMENT





Haute-Garonne	18971
Gironde	18896
Paris	17326
Alpes-Maritimes	16620
Loire-Atlantique	16134
Bouches-du-Rhône	15737
Val-de-Marne	15141
Val-d'Oise	15141
Nord	14789
Yvelines	14639
Rhône	14380
Seine-et-Marne	14155
Seine-et-Marne	13430
Seine-et-Marne	13098
Essonne	12433
Morbihan	9725
Var	8485
Ille-et-Vilaine	8231
Charente-Maritime	8058
Maine-et-Loire	7754
Hauts-de-Seine	7600
Finistère	7587
Haute-Savoie	7143

Haute-Savoie	7143
Gard	7076
Seine-Maritime	6947
Vendée	6878
Calvados	6463
Pyrénées-Atlantiques	6198
Pyrénées-Orientales	5789
Pas-de-Calais	5756
Aude	5420
Moselle	5420
Vaucluse	5100
Drôme	5001
Landes	4823
Côtes-d'Armor	4720
Savoie	4710
Meurthe-et-Moselle	4580
Bas-Rhin	4510
Oise	4476
Loiret	4401
Isère	4344
Eure-et-Loir	4227
Dordogne	4223

TYPES OF FACILITIES

France counts 2,129 self storage facilities, divided as follows:

Type of centre	Number of facilities
Metal-wall building	1088
Container	639
Wooden-wall building	236
Garage-style units	123
Other	43
Total	**2129**

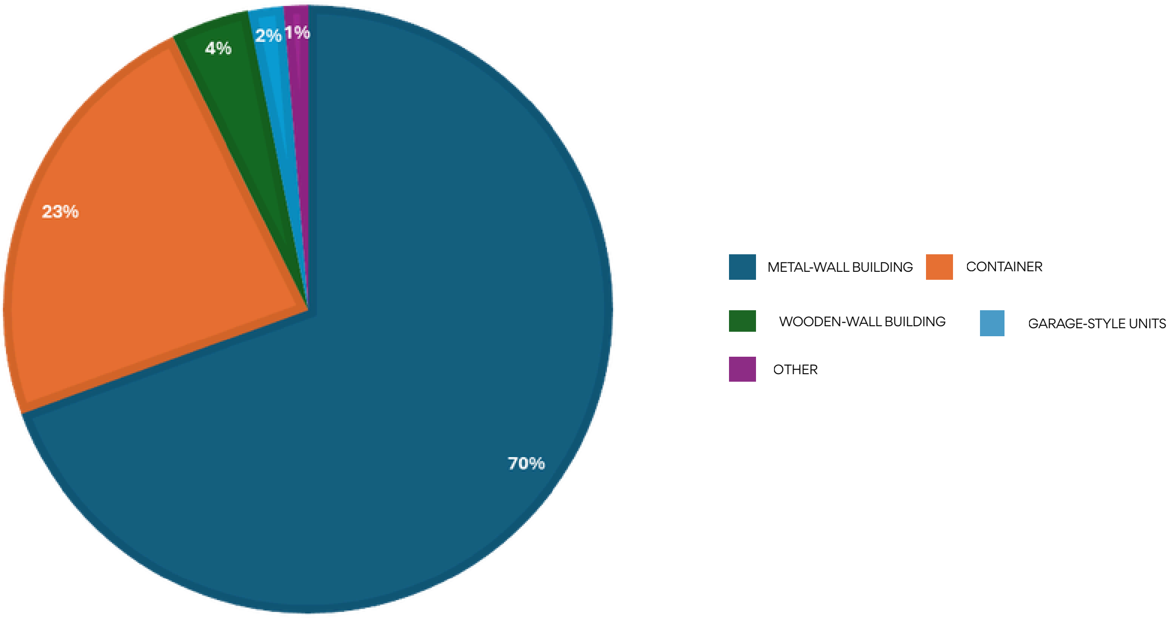
It's worth noting that some container-based facilities do not meet the official European self storage standard regarding security, access or contractual compliance, and therefore cannot be considered true professional self storage centres.

With more than 1,088 metal-wall sites and the rise of regional brands, the sector is becoming increasingly professional, while still maintaining a strong presence of local operators.

NUMBER OF UNITS BY FACILITY TYPE

This graphic shows the breakdown of the 497,750 self storage units according to the type of infrastructure in which they are located.

70% of the units are found in metal-wall buildings, confirming that this model is the dominant structure in the self storage market.



Type of centre	Number of units
Metal-wall building	345 796
Container sites	115 446
Wooden-wall buildings	20 812
Garage-style units	9 300
Other structures	6 396
Total	**497 750**

The 10 largest brands — Homebox, Shurgard, Une Pièce en Plus, Annexx, Locabox, Locakase, A Chacun son Box, Stocker Seul, Lockall and Okbox — have developed large facilities built with metal-wall structures.

These ten major brands account for 226,300 units, representing around 65.5% of the 345,796 units located in metal-wall buildings.

In other words, nearly two-thirds of all metal-wall units are operated by these national networks, while around 34.5% remain managed by independent or regional operators.

This illustrates a strong market concentration around a few major players, while still leaving significant room for local operators within the stock of metal-wall facilities.

In the United States, approximately 37.6% of all rentable storage space (in m²) is owned by five publicly listed companies. It takes the top 100 American operators combined to reach 65% of all storage units in the country.

N° of units from the 10 largest brands

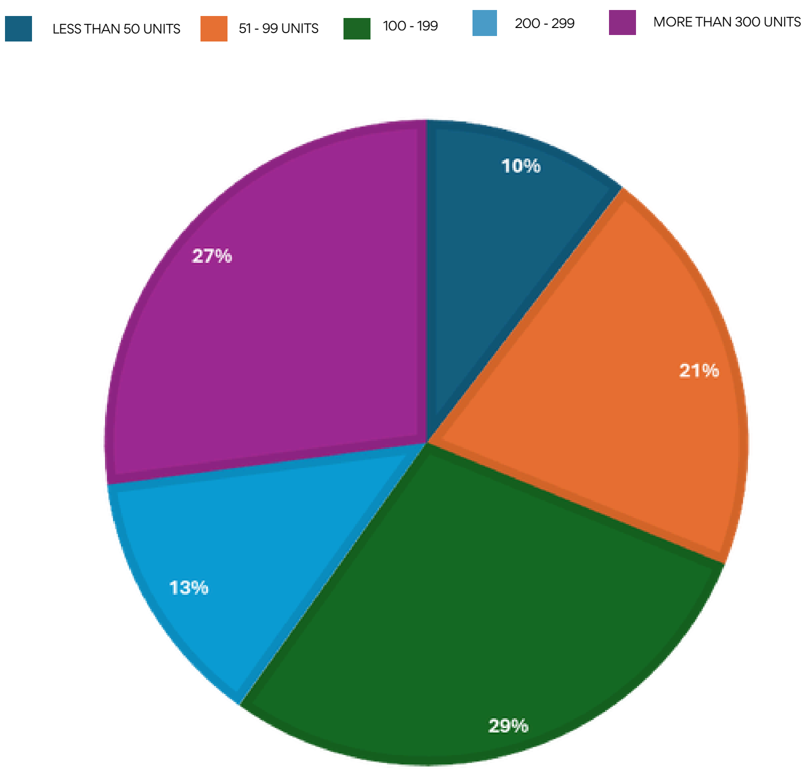
226 300

These 10 brands represent

65,5 %

independent and local operators represent

34,5%



FACILITY SIZE

There is a high proportion of medium-sized facilities, with 622 sites containing between 100 and 199 units, making this the most represented category. Small facilities with fewer than 100 units (674 in total) also remain numerous, reflecting the strong presence of independent or local operators.

Conversely, large sites with more than 300 units account for 586 facilities, a significant share of the market that demonstrates the expansion of larger structures operated by major networks. Intermediate facilities (200 to 299 units) are less frequent (282), suggesting a polarisation of the sector between small independent sites and large high-capacity facilities.

Facility Size	Number of facilities
less than 50 units	226
51 - 99 units	448
100 - 199	622
200 - 299	282
more than 300 units	586

PRICING TRANSPARENCY

* Nearly 40% of facilities now publish prices online, improving transparency for customers.

* In addition, 12% offer online reservations—a growing trend reflecting the increasing digitalisation of the industry.

40%
publishes prices online

12%
offer online reservations

ABOUT THE CISS

The Chambre Interprofessionnelle du Self-Stockage (CISS), founded on 20 June 2000, is the professional body representing French operators who comply with the European standard for self storage.

Its missions include:

- Bringing together individuals and companies involved in creating or operating self storage centres
- Facilitating exchange of knowledge and best practices
- Representing French operators at the European level (including within FEDESSA)
- Promoting and developing the self storage sector in France among public authorities, the media and the wider economic ecosystem

ABOUT LOCATION-GARDEMEUBLE.FR

Location-gardemeuble.fr is a specialised French platform for comparing and booking self storage and traditional storage facilities. It allows users to search, compare and access information about services, equipment and pricing across centres in France.

CONTACT US

CISS
Maxime Lagrillière
Communication Department

📞

+32 2 681 02 96

📧

mlagrilliere@fedessa.org

🌐

www.ci-selfstockage.fr

📍

22/28 rue Henri Barbusse
92110 CLICHY