okbox.fr
self storage

BAROMETER · 2026 EDITION

How long do the French keep a storage unit?

The first French self storage barometer built on real operating data. 21 facilities, 9 years.

14.4.

months on average · length of stay, all customers

KEY FIGURES

A young market, with habits that are settling in

Across 9 years of real data and 21 facilities, OKBOX is opening up figures nobody published on the French self storage market. First finding: renting lasts.

14.4 months
average length of stay, all customers

21.1 months
average length of stay, business customers (+47%)

496,179
storage units available to rent in France, across 2.129 facilities

12%
of French facilities allow online booking

6.7 sq m
average unit size in France

9 years
of real data, 21 facilities, western and northern France

01 — LENGTH OF STAY

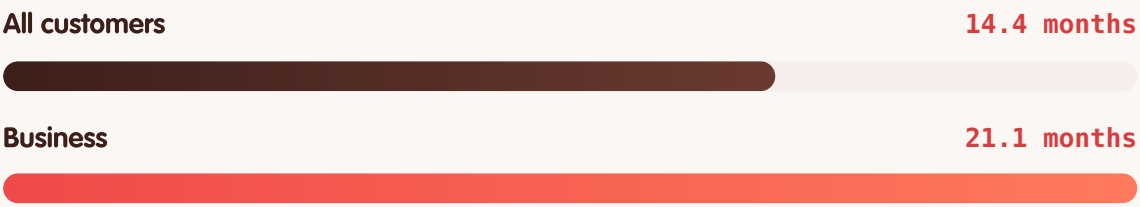
In France, a storage unit is rented for 14 months on average

Far from the image of storage as a stopgap, the unit has become a lasting arrangement. For comparison, in the United Kingdom, a far more mature market, "two thirds of customers keep their unit for around two years, and 16% for more than five years" *(SSA UK 2025)*. France, still a young market, retains substantial room to grow.

02 — RESIDENTIAL VS BUSINESS

The business customer: a tenant for almost two years

Businesses use self storage as a **lasting extension of their operations** (stock, archives, equipment). They stay **47% longer** than the average, and spend more each month.



€106.52
average monthly spend, all customers

€179.03
average monthly spend, business customers

03 — PRICING

Regional pricing, below the European average

Per square metre, OKBOX sits at around **€144 per sq m per year excl. VAT**, i.e. **54% below the European average** (€312.56 per sq m per year excl. VAT, +5.4% in 2025, *FEDESSA/CBRE*). The gap is structural: the European average is pulled up by London and the Paris region, whereas OKBOX operates in more affordable regional cities.

04 — THE DIGITAL LAG

A sector still 88% offline

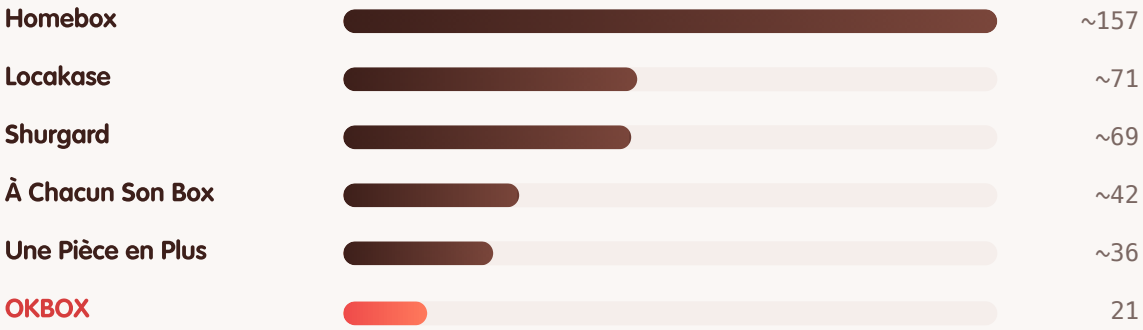
In France, **only 12% of facilities allow online booking** *(CISS 2025)*, at a time when customers book everything on mobile. OKBOX is among the minority that has digitised quoting and booking.

12%
book online

05 — THE LANDSCAPE

A handful of national networks, and a regional leader in the west

OKBOX holds a distinctive position: **1er network in western France** (Normandy, Brittany, Pays de la Loire, Maine), a corridor the major players have barely covered.



OKBOX survey, March 2026

06 — WHY DO THEY RENT?

Seven in ten customers arrive while moving home

Sur **1.418 customer reviews analysed**, among those who **spontaneously give a reason**, close to **7 in 10 rent while moving home**. Next come, too close to separate: business use, relocation, lack of space, building works, an inheritance, damage to a property. The dominant reason changes from one country to the next: lack of space in the United States, building works in the United Kingdom.

> *"For the first time, we are opening up real French data on a market nobody was documenting: how long, and now why, French customers rent a storage unit."*
>
> — OKBOX management

Methodology and sources. OKBOX operating data (Space Manager), 21 facilities, January 2017 to June 2026; monthly spend in euros including VAT. Reasons for storing: 1.418 customer reviews analysed. External sources: CISS / location-gardemeuble.fr 2025, FEDESSA/CBRE 2025, SSA UK 2025, StorageCafe 2025. Reproduction permitted with the credit "OKBOX Barometer 2026" and a link to okbox.fr/barometre. Press contact: Keavin EBENE MOUSSOLE · keavinebene@gmail.com · +33 6 59 37 18 76