

POPADEL

1 club operated · PARIS · company founded 2026-01-01

1

club

Paris

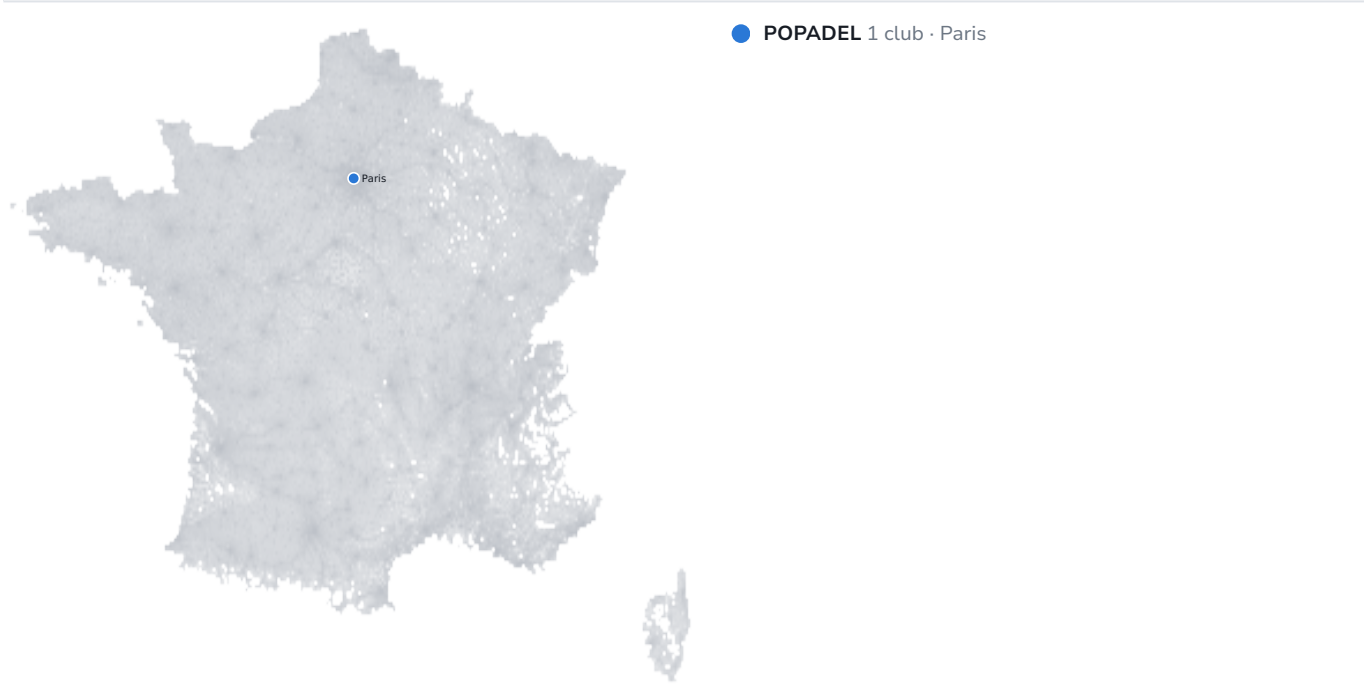
opened 2026–2026

—

accounts

No keyed accounts in INPI's feed for this company.

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION		CAPTURE	
			GYMS WITHIN, OPENING → TODAY		PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
POPADEL	Paris 75008	2026	11 → 13	61 → 80	4,228 → 3,660	7,300 → 6,055

Competition: genuine gym floors within the ring, by registry opening date. Capture: residents and workers the gravity model assigns to this floor against every competitor within 3 km, demand at its 2021 vintage.

LEGAL IDENTITY — INSEE Sirene

Legal name	POPADEL
SIREN	999206550
Founded	2026-01-01
Activity	93.11Z NAF/APE code
Employees	NN Sirene band
Officers	ROCHEBELLE (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	not tracked — officers are a snapshot at each data refresh, not a filing history; France also closed the beneficial-ownership registry to public access in July 2024

RISK FLAGS — from the accounts

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 1 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

POPADEL Paris

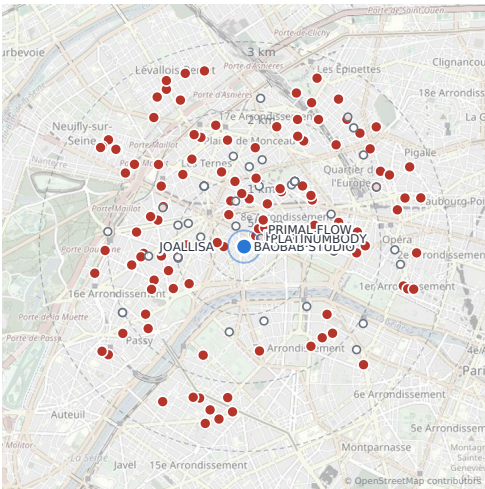
60 RUE FRANCOIS IER 75008 PARIS · opened 2026-01-01 · SIRET 99920655000017

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	57.4	54.7	-2.7
Gyms within 1 km	18	24	+6
Gyms within 2 km	61	80	+19
Competition weight, 2 km	67.80	88.10	+30%
Capture, 2 km	7,300	6,055	-17%
Saturation, 2 km vs national baseline	+188%	+278%	+90 pts

Competitor field as it stood on 2026-01-01 against today's; demand at its 2021 vintage at both dates. Red is a move against the club of five score points, two gym floors or a quarter of the measure; green the reverse.

WITHIN 3 KM TODAY



125 gym floors, 43 other sports sites. Rings at 500 m, 1, 2 and 3 km.

SCORE TODAY — seven parameters, five measured at 500 m and 2 km

PARAMETER	WHERE	MEASURED	SCORE	HOW IT WAS ARRIVED AT
Catchment weight 20%	100	500 m	70,657 people	100 3,993 aged 18-64 + 66,664 workers = 70,657 over 0.79 km2 = 89,963/km2
		2 km	531,943 people	100 115,803 aged 18-64 + 416,140 workers = 531,943 over 12.57 km2 = 42,331/km2
Competition weight 15%	0	500 m	13.05 wt	0 13 genuine gym floors and 3 other sports sites within 500 m, weighted by substitutability and price tier
		2 km	88.10 wt	0 80 genuine gym floors and 49 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	69	500 m	3,660 people	85 296 residents + 3,364 workers, demand within 500 m against every competitor within 3 km
		2 km	6,055 people	58 999 residents + 5,056 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0	500 m	not measured	— catchment of 6,156 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.4 LQ
		2 km	LQ 3.78	0 80 clubs / 187,144 residents = 42.75 per 100k against 11.31 nationally
Fit weight 10%	—	unit	not measured	— no floor area recorded for this unit
Rental weight 10%	—	unit	not measured	— no rent or no floor area recorded
Income weight 10%	100	500 m	1.97x	100 44,100 EUR against 22,380 nationally, median of 9 IRIS within 500 m
		2 km	1.97x	100 44,100 EUR against 22,380 nationally, median of 117 IRIS within 2 km

NEAREST GYMS — 125 within 3 km; ▲ opened after 2026

0.0 FS8 NOUMEA 2024	0.0 CLIMAT FITNESS 2024
0.0 BAOBAB STUDIO 2025	0.22 BASIC FIT Basic-Fit 2023
0.23 RITM RITM 2012	0.27 PLATINUMBODY 2015
0.3 JOALLISA 2007	0.34 ▲ PRIMAL FLOW 2026
... and 117 more within 3 km.	

ACCESS — straight-line, GTFS

Metro	George V — 285 m
Bus	Pierre Charron - François 1er — 107 m
Footfall	GEORGE V — 273 m, 5,939,132 validations/yr RATP
Shops	1,021 within 150 m INSEE BPE