

GUANGZHOU

Cushman & Wakefield

Global Cities Retail Guide

As the capital of Guangdong Province and one of the first-tier cities of China, Guangzhou has been a magnet for foreign and domestic investment.

Similar to the sustained development of Beijing and Shanghai, Guangzhou's GDP grew 6.5% to RMB 2.3 trillion in 2018. Meanwhile, total retail sales of consumer goods grew by 7.6% in 2018.

With the development of an urban economy, Guangzhou's retail market has gone through 4 stages and has increased rapidly since the Asian Games. The emergence of a series of shopping centres such as Parc Central, IGC, Taikoo Hui, One Link Walk, GT Grand Plaza and Raffles city, symbolises that Guangzhou's retail business is stepping into a new era of shopping centre development with a diverse tenant mix.



GUANGZHOU OVERVIEW

GUANGZHOU

KEY RETAIL STREETS & AREAS

ZHUJIANG NEW TOWN

Zhujiang New Town is the main component of Tianhe CBD in Guangzhou. With the opening of IGC and K11 shopping art centre, the potential of Zhujiang New Town circle is being realised. Projects such as Guangzhou International Finance Centre (IGC), GT Land Plaza, International Grand City (IFC) and Mall of the World are all represented.

TIANHE ROAD

Tianhe Road is located in the new central axis of Guangzhou. It is the core business circle of Guangzhou and one of the most large-scale and high-end trade agglomeration areas in China. The total commercial retail space is nearly 1.2 million sqm, and there are nearly 10,000 merchants along the road. Retailers and brands include Hermès, Prada, Gucci, Chanel, H&M, Uniqlo, Zara, Sephora, I.T., Mango, Muji, and Océ.

BEIJING ROAD

Beijing Road is one of the most prosperous commercial centres in Guangzhou since ancient times, which integrates culture, entertainment and commerce. It targets local residents as well as domestic and foreign tourists. Grandbuy, Teemall, Xindaxin Department Store, May Flower Plaza and Amall are represented. Retailers and brands include H&M, Uniqlo, Ochirly, Five Plus, Ray-Ban, DHC, Mo&Co., and UR.



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MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 200 SQM
Teemall	Local residents, domestic and foreign tourists	Montblanc, Zara, Sephora, AEON, Teemall Department Stores	-	¥1,800-2,500/sqm/month
Grandview Mall	Local residents, domestic and foreign tourists	H&M, GAP, UR, Stradivarius, Guangzhou Friendship Store, Hi Lifestyle	FILA, VR STORE	¥1,800-2,500/sqm/month
Taikoo Hui	Domestic and foreign tourists, high end consumers	Hermès, Prada, Gucci, Chanel, Uniqlo, I.T.	-	¥800-1,500/sqm/month
One Link Walk	Domestic and foreign tourists	I.T., Zara, Mango, Muji, Oce, Pandora	-	¥1,000/sqm/month
Parc Central	Local residents, domestic and foreign tourists	Apple Store, Zara, Gap, Old Navy, H&M, A&F	Abercrombie & Fitch, IPSA	¥700-1,500/sqm/month
GT Land Plaza	Local residents, domestic and foreign tourists	H&M, Uniqlo, UR, AEON, UN Bookstore, Grandbuy Department Store, CHJ Automotive	Maria Luisa	¥300-600 /sqm/month; ¥500-800 /sqm/month;
International Grand City (IGC)	Domestic and foreign tourists and high end consumers	Inakaya, Yututo Teddy & Angel Theme Park, Toys "R" Us	Morton's Grille, Ole	¥600-1,000/sqm/month



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SHOPPING CENTRES

TAIKOO HUI

Taikoo Hui is located in the central business area of Guangzhou Tianhe. It incorporates retail, offices and a hotel. There are more than 180 famous brands in Taikoo Hui, which are represented at home and internationally. 70% of brands here are new market entrants into Guangzhou. Retailers such as Hermès, Prada, Gucci, Chanel and I.T are represented.

PARC CENTRAL

Parc Central is a garden style shopping centre. Different to other centres, there are just two floors; the ground floor, beneath which is an underground large retail area. It is positioned as a high-end shopping centre in South China. Retailers and brands include Apple Store, Zara, Gap, Old Navy, H&M, A&F and others. Currently, it contains Guangzhou's first Apple store.

INTERNATIONAL GRAND CITY (IGC)

International Grand City (IGC) is created by Sun Hong Kai Properties, R&F Properties and KWG Properties. The complex includes retail, office, hotel and service departments. Approximately 90% of the brands in IGC are first time entrants into Guangzhou. Retailers and brands include Inakaya, Yututo, Teddy & Angel Theme Park, Toys"R"Us and others.

DEVELOPMENT TO WATCH OUT FOR

TAIKOO HUI

Total Size (sqm)	406,000
Planned Opening Date	TBC – in phases
Consumer Profile	Domestics and foreign tourists, high end consumers
Major Tenant	Hermès, Prada, Gucci, Chanel, Uniqlo, I.T.

ABOUT THE DEVELOPMENT

Located in the central business area of Guangzhou Tianhe. The project incorporates retail, offices and a hotel.



GUANGZHOU NEW DEVELOPMENT WATCH

GUANGZHOU

FOOD & BEVERAGE

Guangzhou's food & beverage (F&B) offer is becoming increasingly diverse.

Beijing Road, the traditional Chinese-styled shopping area, has a variety of restaurants. With the opening of new shopping centres an increasing number of food & beverage brands have followed including a large number of chain restaurants. Brands include Hoi Fan Restaurant, Tsui Wah Restaurant, DM Chicken, Genki Sushi, Shang Yi Long and KangHoDong BaekJeong.

With the development of Tianhe Road and Zhuijiang New Town, an increasing number of food & beverage brands are entering Guangzhou, thus resulting in a greater variety of food & beverage options. PU TIEN, a Michelin Star and top 50 restaurant, established its first restaurant of Guangzhou in Taikoo Hui in 2016. A year later, it opened a second restaurant in Happy Valley, Guangzhou. Other similar brands like Lian Viet Thai Cuisine also selected Zhuijiang New Town for its second restaurant in Guangzhou.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Teemall	Local residents, domestic and foreign tourists	Deli & Leisure, Lime Garden, Daoxiang Restaurant, TAI HING, TEA WOOD	¥1,800-2,500/sqm/month
Grandview Mall	Local residents, domestic and foreign tourists	LINE FRIENDS café & store, To To Kui, Xibei restaurant, GRANDMA'S HOME, TSUI WAH RESTAURANT	¥1,800-2,500/sqm/month
Taikoo Hui	Domestic and foreign tourists, high end consumers	PU TIEN, Din Tai Fung, Simplylife café bakery, Lian Viet Thai cuisine, MUINE, ROBATATAKI SUSI	¥800-1,500/sqm/month
One Link Walk	Domestic and foreign tourists	DIMCUBE, SOi5, Taste Now, Hoi Fan Restaurant, Simplylife café bakery, The Deluxe restaurant	¥1,000/sqm/month
Parc Central	Local residents, domestic and foreign tourists	Grappas, Hsiao Ping Sheng, GRANDMA'S HOME, MADE IN HK RESTAURANT, AISA TABLE, Simplylife café & bakery, Vietmiam, JASIME JADE, Pizza Marzano, Din Tai Fung, Awfully Chocolate	¥700-1,500/sqm/month
GT Land Plaza	Local residents, domestic and foreign tourists	DIMCUBE, The Eating Table, Charme Restaurant	¥300-600 /sqm/month; ¥500-800 /sqm/month;
International Grand City (IGC)	Domestic and foreign tourists, high end consumers	Simplylife café bakery, Lian Viet Thai Cuisine, Tsui Wah restaurant, Morton's Grille, Fine Chinese Cuisine, RONG YUE, GRANDMA'S HOME	¥600-1,000/sqm/month

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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
RETAIL & LEISURE

