

WUHAN

Cushman & Wakefield

Global Cities Retail Guide

Wuhan is the capital of China's Hubei province and is also the most populous city in Central China. It lies in the eastern Jiangnan Plain at the intersection of the middle reaches of the Yangtze and Han rivers.

Forming out of the conglomeration of three cities, Wuchang, Hankou and Hanyang, Wuhan is known as "Jiusheng Tongqu" (the nine provinces' leading thoroughfare). It is a major transportation hub, with dozens of railways, roads and expressways passing through the city and connecting to other major cities. Due to its key role in domestic transportation, Wuhan is often referred to as "the Chicago of China" by foreign sources.

Wuhan is one of the most competitive forces for domestic trade in China, rivalling the first tier cities of Shanghai, Beijing and Guangzhou in its volume of retail. It is also among the top list of China's metropolises.

Wuhan Department Store, Zhongshang Company, Hanyang Department Store, and Central Department Store enjoy a strong reputation and are Wuhan's four major commercial enterprises and listed companies. Hanzhengjie Small Commodities Market has been prosperous for hundreds of years and enjoys a worldwide reputation.



WUHAN OVERVIEW

WUHAN

KEY RETAIL STREETS & AREAS

WUHAN CBD

Wuhan CBD is a modern service centre which comprises of finance, insurance, trade, consulting and other industries. It is designed to establish a comprehensive central district with many functions. The main of which is attracting banking, insurance, securities and other forms of investment companies. Supplemented by retail, hotels and residential areas.

CENTRAL CULTURAL DISTRICT

Han Street is an important part of Wuhan Central Cultural District. It is a collection of more than 200 domestic and foreign first-class merchants, which are all dispersed well around the world's top Hanxiu, luxury shopping mall, Jing Chu culture celebrity square, indoor movie theme park, the international fast fashion flagship, the international 5A office group, star-rated hotel group and gorgeous mansions with lake views.

WUCHANG CORE AREA

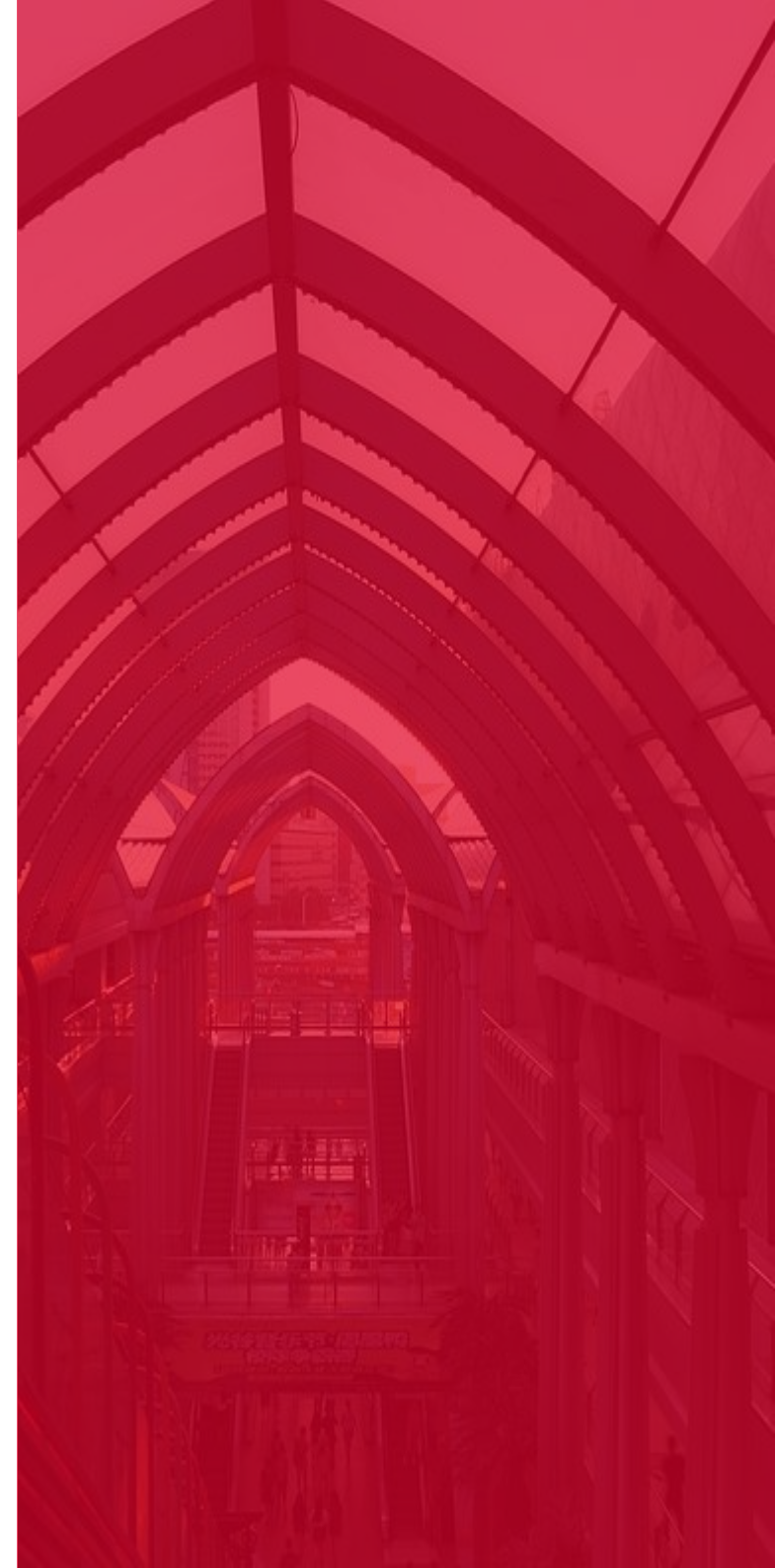
Wuchang's core area has fully exploited the benefits of its location as it is in the centre of the city. There are many banks, restaurants, hospitals, schools in this area. Politics, economy, culture and education have been implemented well in Wuchang core area.

HANKOU CORE AREA

Hankou core area mainly consists of Construction Avenue Financial District, Jiefang Avenue Commercial District and Wang Jiadun central business district. The Jiefang Avenue in Hankou core area is the traditional business district of Wuhan City. The business environment is mature and concentrated thereby business industry has always been the major industry.

JIANGHAN ROAD

For decades, Jianghan Road has become one of the most prosperous areas in Wuhan, with a large volume of people and more than 400 shops. **Among them, there are more than 90 China's time-honoured shops.** It includes business, food, leisure and entertainment other forms of merchandises. Jianghan Road is the longest walking street in China and has a reputation of being "the world's first walking street."



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MARKET OVERVIEW

KEY AREAS / STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM	RANGE OF UNIT SIZES (SQM)
Wuhan CBD: Wuhan International Plaza	Local high-income people, tourists	Louis Vuitton, Gucci, Dior, Hermes, Prada, Cartier, VCA, Tiffany, Coach, Sephora, Givenchy, D&G	Marieeie, Maje, Sandro, Vivienne Westwood, Anglomania, Giuseppe Zanotti, Yuguo Bookstore	¥96,000~180,000 per month	200-13,000
Jiangnan Road: Capital Mall	Local young family, white collar	Uniqlo, Westlink, Selected, Dazzle, Ochirly, Seven, Watsons, Manning, I.T, H&M, Only, Peacebird	Kate, Freeplus, OTR, Huawei, Yuyuto	¥36,000-50,000 per month	80-3,400
Hankou core area: Horizon Plaza	Local upper-income group, petty bourgeoisie family, etc.	NY Fashion Studio, Pandora, Number(N)ine, Kiehl's, Blugirl, Iceberg, Versus, Attos	Ban Xiaoxue Du Gencens, HCH Clothing, Under Armour	¥30,000-72,000 per month	120-6,500
Central Cultural District: Han Street, Wanda Plaza	Young fashion people, tourists	Dunhill, Escada, Chaumet, Tommy Hilfiger, Montblanc	Versus, Anna, SUI, Iceberg, Missoni	¥60,000-100,000 per month	100-6,000
Wuchang core area: Chicony Plaza	Local upper-income group, young fashion people	Tommy Hilfiger, Coach, Love Moschino, Kate Spade, Weekend, Max Mara, Agete, 1991	MK, Euro Angel, Meilleurmoment, Blue Erdo, Renai Keikaku, Uooyaa	¥88,000~120,000 per month	20-500



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SHOPPING CENTRES

WUHAN INTERNATIONAL PLAZA

Wuhan international plaza is located in the Jiefang Avenue in Hankou core area with 106 brands, 60 flagship stores of international famous brands, many department stores and some boutique shops. It is the most high-end shopping centre with the most abundant resources of international brands in Wuhan so far.

CHICONY PLAZA

CHICONY Plaza is located in the gold area of Wuchang District. The centre provides a comfortable shopping environment and attracts consumers who pursue quality.

HORIZON PLAZA

Horizon Plaza is a “One Stop International Shopping Centre” and contains international luxury, high-end boutiques, high-end businesses, F&B, an upmarket cinema and other experiential formats.

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FOOD & BEVERAGE

Wuhan cuisine adheres to the style of Hubei cuisine, bringing together a rich variety of dishes and unique taste. Wuhan is often referred to as the ‘Gastronomic Capital’.

Wuhan’s catering industry has some 38,000 outlets which accounts for 20% of Hubei Province and 1% of China. Its scale ranks eighth in the country next to Shanghai, Guangzhou, Beijing, Tianjin, Chongqing, Shenzhen and Chengdu.

Large-scale F&B developed rapidly for Wuhan, including operators such as Taizi, HuJin, Sanwuchun, Xiaolanjing, Yanyangtian. Chinese meals are still the most popular choice, among which Hubei cuisine, Hunan cuisine and Sichuan cuisine are also popular.

At present, there are 97 tenants in Wuhan Tiandi including 57 F&B operators. The rich international cuisine is a highlight of the commercial street.

Western-style food is also popular in Wuhan, there are abundant French dishes, Italian specialities, Brazil barbecue and Korean cuisine restaurants on Xianggang Road. Wuhan’s popularity index for Western food ranks fifth in China.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Wuhan Tiandi	Local upper-income groups	Yingzhuan Japanese Cuisine, COCO Izakaya, Qingwatan Korea Cuisine, Pelicana, Costa, Starbucks, Hujiao Kitchen, Taoyuan Village, Boy & Girl’s Pet Coffee & Bar	¥35,000-42,000 per month
Central Cultural District	Young consumers, tourists	Thank U mom, Wangpin, Waipo Jia, Shirou Tang, Chuan Ji Dao, Xiapuxiapu, Awfully Chocolate	¥30,000~35,000 per month
JieDaoKou	Younger consumers, white collar workers, students	Burger King, He Fu Lao Mian, Rong LiJi, Haidi Lao, Shiweiguan, Chuanjidao, Lvcha, Xiaocang Japanese Cuisine	¥28,000-34,000 per month
Jiangnan Road	Students, young consumers	Xiuyu, Lvyingge, Plus Eight, Jingsheng Japanese Cuisine, Jiuguoyitang, Shiweiguan, Niangrequnchu	¥25,000-38,000 per month



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REDEFINING THE LANGUAGE OF
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