

# TAIPEI

*Cushman & Wakefield*

*Global Cities Retail Guide*

***Taipei, the capital city of Taiwan, is the centre for commerce, culture, entertainment, education and tourism. A high proportion of employment opportunities in Taiwan are concentrated in Taipei city and it is the engine of growth for the island of Taiwan.***

Fast fashion brands in particular have seen unprecedented growth in the past few years. However, most brands have faced challenges on sales growth. This phenomenon is similar to those with a sports-leisure offer. However, health & care brands tend to expand in major retail hubs, and have become influential retailers in both department stores, shopping malls, and high streets. In Ximen, there are 14 related stores within the 200 metres walking distance from Exit 6 of MRT Ximen Station.

Recently, many department stores have remodelled the usage of the first floor, from cosmetics counters to pop-up stores, to bring interactive experiences and to draw in customers. Moreover, more and more restaurants locate in department stores to satisfy the increasing demand of customers.

The number of inbound visitors to Taiwan has risen in recent years. Over 90% of visitors to Taiwan stay in Taipei city. Star-rated hotels in Taipei including Le Méridien Taipei, W-Hotel, Mandarin Oriental, Regent Hotel, Hyatt, remain visited by exclusive guests owing to their high quality and service. Kimpton and DoubleTree By Hilton entered in Taiwan in 2019. Park Hyatt, Andaz and other hotel companies plan to expand in Taiwan. The number of individual visitors from Japan, Korea, Hong Kong and Macao has increased, and this has fuelled the development of budget hotels. Most budget hotels are located at Ximen and Taipei Railway Station, many of these are developed from an old office building.

#### **FACTS ABOUT CITY**

The average length of stay for all inbound visitors who stayed in Taipei City in 2017 was **4.2 days**

The total annual amount of visitor spend in Taipei City in 2017 was **US\$10.7 billion**

Average daily expenditure in Taipei City per visitor in 2017 was **US\$259.8**



# TAIPEI OVERVIEW

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## KEY RETAIL STREETS & AREAS

### XIMEN

Situated in the west of Taipei City, Ximen is the first commercial area to feature health & beauty care shops and fashion shops. Benefitting from excellent transport links and a cluster of budget hotels, Ximen generates the highest pedestrian traffic flow among key retail areas in Taipei. Given the high density of movie theatres, it is also a stronghold for Taiwan's film industry.

### ZHONGXIAO

Zhongxiao is located in the east of Taipei. Sec. 4, Zhongxiao E. Rd. is lined with a variety of shops and restaurants. Located between Ximen and Xinyi, Zhongxiao highlights department stores and shopping malls: Far East Sogo (3 blocks), and Breeze Centers (2 blocks). As one of the most expensive retail districts in terms of rental prices, the retail offer consists of on street shops, department stores and shopping centres, with many boutique shops and fast fashion brands located in the alleys.

### XINYI

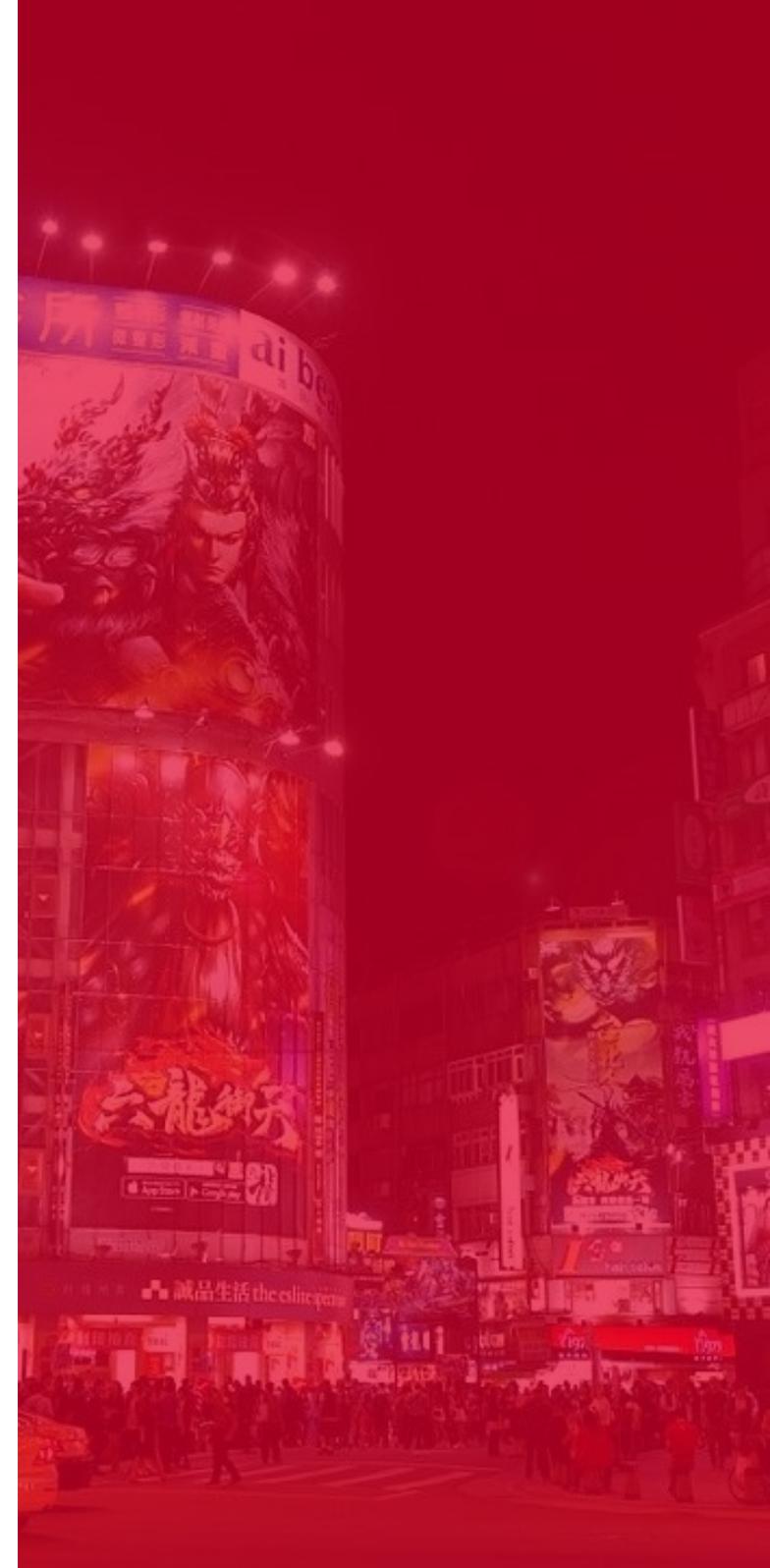
Dominating the retail market, Xinyi boasts the highest unit rents per square foot. With luxury brands, upmarket restaurants and trendy shops, the bustling Xinyi has a high concentration of department stores and shopping malls. It is considered by many as 'the Fifth Avenue of Taipei', attracting consumers with medium and high disposable income. Many department stores and well-established brands have set up their flagship stores here, including Shin Kong Mitsukoshi, the Taipei 101 Mall, ATT 4 Fun mall, Eslite Corp's flagship store, Breeze Song Gao, Breeze Xin Yi and Breeze Nan Shan.

### TAIPEI RAILWAY STATION

Located in the west of Taipei City, Taipei Main Station is where the MRT station, High Speed Rail station, and bus terminal meet. As the hub of Taipei, this area generates huge pedestrian traffic flow and therefore many shoppers. This area is home to two department stores: Shin Kong Mitsukoshi, a well-known landmark, and Q Square.

### ZHONGSHAN NANJING

Zhongshan Nanjing is in the north of Taipei Main Station. The area is well known and identified as a cultural retail hub, with various cultural & creative businesses gathering here. Moreover, it is known as a retail area with Japanese style. Most Japanese businesses have gathered around this area. Lastly, the century-old Taipei community "Dadaocheng" is nearby.



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## MARKET OVERVIEW

KEY AREAS / STREETS/ SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 2,000 SQFT
XINYI	Medium to luxury shoppers	Louis Vuitton, Gucci, Burberry, Chanel, Hermes, Michael Kors, GAP, H&M, ZARA, Uniqlo	Apple Store, Beams, Dancing Crab	US\$78-323 / sqft / year
XIMEN	Teenagers, younger consumers, tourists	Under Armour, H&M, Uniqlo	Champion, Sapporo Drug Store, Matsumoto Kiyoshi, 3INA	US\$193~235 / sqft / year
ZHONGXIAO	Medium to luxury shoppers	Jimmy Choo, Bottega Veneta, Cartier, Prada, LOEWE, Uniqlo, ZARA, Niko and...	Fred Segal, ORBIS, GINZA DIAMOND	US\$107~182 / sqft / year
TAIPEI RAILWAY STATION	All shoppers	Swarovski, Mont Blanc, Uniqlo, Zara, H&M, Niko and...	NARA Thai, Reipipi armario	US\$107~128 / sqft / year
ZHONGSHAN NANJING	Medium-income consumers	Salvatore Ferragamo, Burberry, Coach	Matsumoto Kiyoshi, FLIPPER'S, Sarutahiko Coffee	US\$85~128 / sqft / year

Note: Conversions as of 27<sup>th</sup> May 2019  
US\$ 1 = NT\$ 31.4690



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## SHOPPING CENTERS

### TAIPEI 101

A landmark, world-class shopping mall in Xinyi district. Providing consumers 77,033 sqm of floor space and the richest array of shops, Taipei 101 is visited by around 20,000 people per day. With its high-end brands and innovative design concepts, the mall also houses a fitness centre, banks and many restaurant chains adjoin the main office tower.

### FAR EAST SOGO

Far East Sogo, owned by Far East Group, is one of the two most well-known department store chains in Taiwan. It has eight stores in Taiwan and six stores in mainland China. Fuxing store is its seventh location connected to the Zhongxiao-Fuxing MRT Station, covering 36,364 sqm GLA and eleven floors. It has around 300 brands including Louis Vuitton, Dior, Hermes and Chanel.

### ESLITE

Established in 1989, Eslite was originally a bookstore with a focus on art and humanities-related books. Since then, the company has expanded and set up more shops and increased its range of titles on offer. In particular, it has a 24-hour bookstore in its Dunhua branch, attracting nighttime readers and generating publicity. Nowadays, Eslite has 6 mall branches in Taipei City, locating in Ximen, Xinyi, and Zhongshan Nanjing retail hub. Eslite has also expanded to other cities like New Taipei City, Taichung City, and overseas cites to include Hong Kong and elsewhere.

### SHIN KONG MITSUKOSHI

With branches in major cities, Shin Kong Mitsukoshi, a joint venture between the Mitsui Company in Japan and the Shin Kong Group Taiwan, is the leading chain department store in Taiwan. Situated next to Shin Kong Mitsukoshi Xin Yi A11, A9 offers the public with the latest international fashion, Taiwan's unique cultural specialties, and a leisure-led shopping experience.

### BREEZE CENTER

Established in 2007, Breeze Center is a nine-storey shopping mall located in Zhongxiao retail hub and hosts most of the high-end fashion brands in Taipei. Considering the proximity to Japanese oriented Far east Sogo-Fuxing, Breeze Center differentiates itself as Taipei's first American-style shopping mall that combines a range of prestigious boutiques, a cinema and dining areas, all in one place. Recently, Breeze Center Group expanded into Xinyi Dist, and established Breeze Xin Yi, Breeze Song Gao and Breeze Nan Shan.

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## FOOD & BEVERAGE

***Eating out is a key part of Taiwanese culture. Taiwan's consumers enjoy a very diverse food offer.***

In addition to traditional Chinese cuisines, Japanese BBQ (Yakiniku), hot pot (shabu shabu), Thai foods, western fast foods and several other ethnic varieties are available all around the country. However, as food trends change swiftly, many of these cuisines do not stay popular for long, and only a few cuisines become fully integrated into local food culture over time. Street food and snacks are also signature features of Taiwan's food culture. Night markets with hundreds of food options are common island-wide.

The majority of restaurants in Taiwan offer casual dining. For example, Ding Tai Fung, a family-owned business that has turned into a steamed-dumpling icon. Each restaurant features an open kitchen where you can watch the chef preparing dumplings. The wait for a table can be as long as 1 hour - but it is worth it!

With more than 30 years of history, Shin Yeh is the best choice when it comes to authentic Taiwanese food. Be it Taiwanese steakhouse dominance, Wang Steak, or American chains Ruth's Chris Steak House, Lawry's and Morbon's all serve high-quality steak.

For gourmet food lovers, Taipei is also the ideal destination to explore and indulge. L'ATELIER de Joël Robuchon is the first restaurant in Taiwan that is run by Joël Robuchon, who owns several restaurants with Michelin stars elsewhere in the world. Likewise, Nihonryori-ryugin and RAW, which are awarded with Michelin stars, established locations in Taiwan due to the high expectation of the exclusive customers.

For those who like sashimi, grilled skewers, sake and beer, or for people who are interested in fusion cuisine, Dozo Izakaya Dining Bar is the place to go.

Leading fast food brands McDonald's, MOS BURGER and KFC, as well as convenience stores 7-Eleven and Family Mart, have all invested in outlet renovation in recent years and have tried to change the traditional perception of fast food by providing a more stylish and relaxing environment for consumers. Competition among fast-food restaurants is becoming more intense since Japan-based MOS Burger started its aggressive expansion in foreign markets.

Due to the strong pull of the F&B industry, attracting many consumers, department stores in Taiwan have made effort to introduce featured and exotic F&B brands into their stores. This includes brands such as Haidilao, Tsutaya bookstore and Gyoza Ohsho. Department stores are also taking this approach to enhance their revenue. Moreover, budget Michelin restaurants including Tim Ho Wan, Tsuta Taiwan and Hawker Chan Taiwan are very popular at the moment, showing that the exotic F&B market in Taiwan is still growing.



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## FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
XINYI	Medium to luxury shoppers	L'ATELIER de Joël Robuchon, Shin Yeh, Chili's, Diamond Tony's, Le Blé d'Or, Lawry's, JOYCE East, Les Sens, Cuisine M, Ding Tai Fung, Ichiran, Starbucks, McDonald's
XIMEN	Teenagers, younger consumers, tourists	McDonald's, T.G.I. Friday's, Mini Melts, Ramen Nagi, Starbucks
ZHONGXIAO	Medium to luxury shoppers	Shin Yeh, Ding Tai Fung, Du Xiao Yue, Red Bean Dining, INDULGE, Maison de la Truffe, A-Plus Dining Sake Ba, Mosun, Kanpai Classic, DianShuiLou, McDonald's, Starbucks
TAIPEI RAILWAY STATION	All shoppers	McDonald's, Subway, Yoshinoya, Mo-Mo-Paradise, Crystal Spoon, Le Blé d'Or, TimHoWan, SECOND FLOOR CAFÉ, Thai Town Cuisine, Tsuta, Hawker Chan, Starbucks
ZHONGSHAN NANJING	Medium-income consumers	McDonald's, Chun Shui Tang, Saboten, TONCHIN, Shin Yeh, ITTO, Starbucks

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# WHAT'S NEXT

REDEFINING THE LANGUAGE OF  
RETAIL & LEISURE



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