

ANTWERP

Cushman & Wakefield

Global Cities Retail Guide

Antwerp is the second largest city in Belgium, but with a very international flavour, thanks to its harbour that is one of the largest in Europe.

The city hosts a famous fashion academy; several avant-garde fashion designers like the well known “Antwerp six” have their base in Antwerp, making this city a regular destination for fashionistas city trips.

With a population of 520,500 inhabitants, Antwerp is the biggest city in the Flemish region. The city of Antwerp is well known for its top-quality retail environment. A great combination of retail, culture and Food & Beverage does not only attract foreign tourists but also many inhabitants of other Belgian cities.

The relatively large amount of “alternative” shopping streets underpin the overall attractiveness of the whole city centre as a retail destination. In fact, the prime retail rents on Antwerp’s busiest high street, Meir, are slightly higher than in Rue Neuve, the busiest street in Brussels; Belgium’s largest city. The weekly footfall is even higher than the top retail location in Brussels, but this is also due to the fact that the Meir axis is a physically wide funnel shape, whereas Rue Neuve is rather narrow.

The Antwerp city centre also has top peripheral retail locations: Wijnegem shopping centre (to the east of Antwerp) was developed in the 1990s and has proved to be Belgium’s most successful shopping centre. The two main out-of-town retail locations Bredabaan (North East of Antwerp) and Boomssteenweg (South along the A12) are also very successful. Despite this strong competition from peripheral locations, city centre retail areas continue to perform very well.



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KEY RETAIL STREETS & AREAS

MEIR

The Meir is the main shopping street in Antwerp and one of the most renowned in Belgium. It connects the old city centre with the Central station. The Meir has the highest footfall of all Belgian shopping streets and attracts all major international retailers including H&M, Zara, Monki, Primark, Uniqlo, C&A and many others.

The Stadsfeestzaal in-town shopping centre, with its landmark hall building, makes the link between the Meir and Hopland-Schuttershofstraat, 'Antwerp's Bond Street'. At the other end of Meir up to Groenplaats is the Grand Bazar shopping centre, with anchor stores FNAC and Mango.

HUIDEVETTERSSTRAAT

Huidevettersstraat and the adjacent "Wilde Zee" area around the Kleine Gasthuisstraat are also important shopping streets with numerous trendy and avant-garde fashion stores such as Superdry, COS, & Other Stories, Pikolinos, Nyx Cosmetics, MAC and Kiehl's. These fashionable stores can also be found in the larger Zuid area. This district extends down to Lombardenvest and Kammenstraat with several popular avant-garde fashion stores.

ZUID

The "Zuid" area, which translates to south-of-the-city-centre, (via Nationalestraat and Kloosterstraat down to the Vlaamse Kaai area) has a large retail mix. This variety includes top avant-garde fashion stores, old antique stores, trendy restaurants & pubs, loft-style residential as well as concept stores such as Your (Antwerp's version of the former Paris concept store Collette) and Clinic (Burburestraat).

HOPLAND- SCHUTTERS HOFSTRAAT, KOMEDIEPLAATS

The Hopland-Schuttershofstraat area contains many of the luxury brands found in Antwerp: Emporio Armani, Chanel, Hermès and others can all be found in Schuttershofstraat and some on Hopland. Landmark buildings in this neighbourhood are Horta Grand Café and the Bourla theatre with nearby Graanmarkt and several very trendy shops and restaurants.



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MARKET OVERVIEW

KEY AREAS/ STREETS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 200 SQM	RANGE OF UNIT SIZES
Meir	Tourists, local and regional shoppers	JD Sports, Uniqlo Inno Galeria, Zara, H&M, Urban Outfitters, The Sting, Nike, Pull&Bear, Massimo Dutti	Primark, Weekday, Snipes, Costes, Monki, Burger King	1,500-1,900 €/sqm/year	20-6000 sqm
Huidevetterstraat / Wilde Zee	Tourists, local and regional shoppers	Zara, Massimo Dutti, Hugo Boss, Grand Optical, Max Mara	Atelier Rebul, Flying Tiger, JOTT, Les Soeurs, Frites Atelier by Sergio Herman, Samsonite	1,000-1,300 €/sqm/year	50-800 sqm
Hopland-Schuttershofstraat, Komedieplaats	Tourists, local and regional shoppers	Hermès, Louis Vuitton, Delvaux, Moncler, Chanel, Tommy Hilfiger	IRO, Dsquared2, Pinko, LaDress by Simone	1,000-1,400 €/sqm/year	20-400 sqm



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SHOPPING CENTRES

WIJNEGEM SHOPPING CENTER

Wijnegem shopping center opened in 1993 and is one of the most successful mall schemes in Belgium. After 2 extensions, the last one dates from September 2013, it is now the largest shopping centre in Belgium with 60,254 sqm. There are plans in the future for further extension work. Some 8 million people are recorded to visit the shopping center each year. This mix is diversified but tends to attract middle class families. Fashion dominates with leading international brands like Zara, Hollister, H&M, Uniqlo, Bestseller Group Brands and Esprit. Some brands like Lego choose Wijnegem shopping center as their first point of entry in Belgium.

STADSFEESTZAAL

Stadsfeestzaal was developed by Multi after a fire that destroyed the 19th century city festival hall; the spectacular hall was restored in this inner city project that opened in 2007. It functions as a junction between the Meir main street and the Hopland luxury street. Anchor stores are COS, Flying Tiger, Urban Outfitters, Weekday and Snipes.

GRAND BAZAR

Grand Bazar is a redevelopment of the former Grand Bazar inner town department store. It opened in 1993 and was renovated in 2011. It is a landmark building at the western side of the main inner town shopping area including the Hilton hotel. Grand Bazar offers about 50 trendy shops including anchors such as FNAC, a Mango flagship store and Carrefour.

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FOOD & BEVERAGE

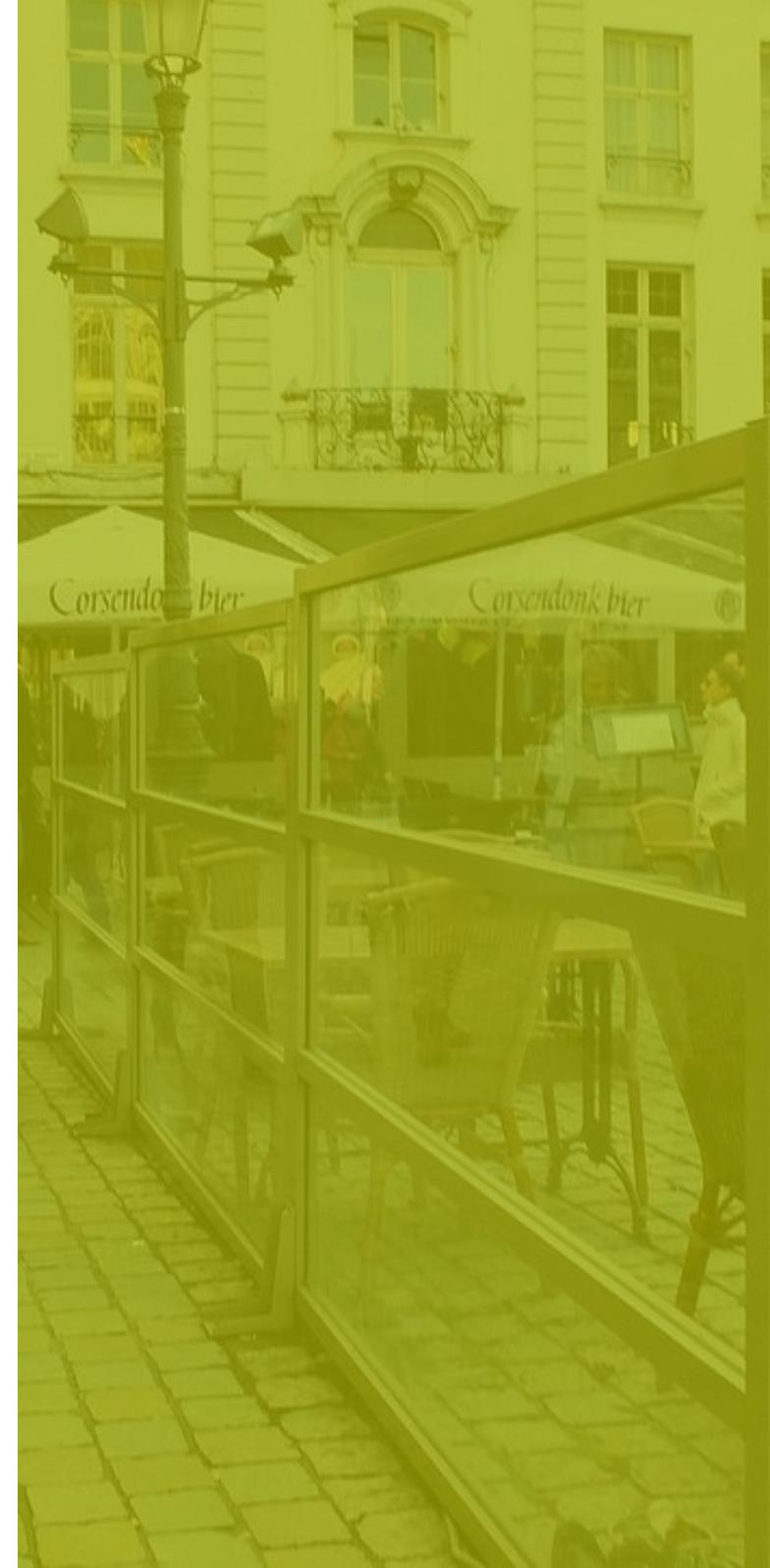
Antwerp is a cosmopolitan city, with a reputation for a trendy nightlife. It offers a very wide range of food and beverage options compared to its relatively small market size.

All the famous Belgian specialties are well represented in Antwerp, especially in the popular tourist areas like Grote Markt and Groenplaats in the historic part of the city: mussels, fries, beer and of course chocolate. But beyond these clichés, gourmets can satisfy all their tastes in all kinds of eateries, from genuine “brasseries” to international and fusion restaurants, from humble chip shops to renowned gastronomic restaurants.

The trendy Zuid Area hosts numerous restaurants and pubs especially on and near Waalse Kaai, Vlaamse Kaai and Leopold de Waelplaats. The Eilandje district, just north of the city centre (where gentrification started more recently), is another very popular area. The main landmark building in this area is the MAS Museum aan de Stroom, including the Michelin Star restaurant 't Zilte on the top floor.

It is worth noting that Belgium and Antwerp are not easily penetrated by international restaurant chains, except for Pizza Hut, McDonald’s and Burger King, that took over the local chain, Quick, in the burger market. Five Guys, Starbucks and Subway only started recently in Belgium and other international brands are envisaging to enter the Belgian market. The market strength of the local chain restaurants, for example: Exki and Pain Quotidien, make it extremely difficult for the global brands. The Chocolate Line by Dominiek Persoons, Chez Léon and Désiré de Lille are all well-established names in Antwerp, finding their origins in Belgium.

Finally, being a city of gourmants, Antwerp is always open to new culinary ideas and concepts. Different gourmet burger restaurants like Ellis Gourmet Burger, that started in Antwerp, have popped up over recent years. Balls & Glory, a quality meat balls concept also started in Antwerp. In the Korte Gasthuisstraat main street, one can taste quality french fries at Frites Atelier, a concept developed by star chef Sergio Herman.



KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Grote Markt/ Groenplaats	Tourists and locals	De Groote Witte Arend, Lam&Yin, Dock’s Café and numerous others
Zuid Area	Local & international trendy	Fiskebar, Kommilfoo and many others
Eilandje	Local & international trendy	't Zilte, Pomphuis, others

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RETAIL WAREHOUSING/ BIG-BOX RETAIL

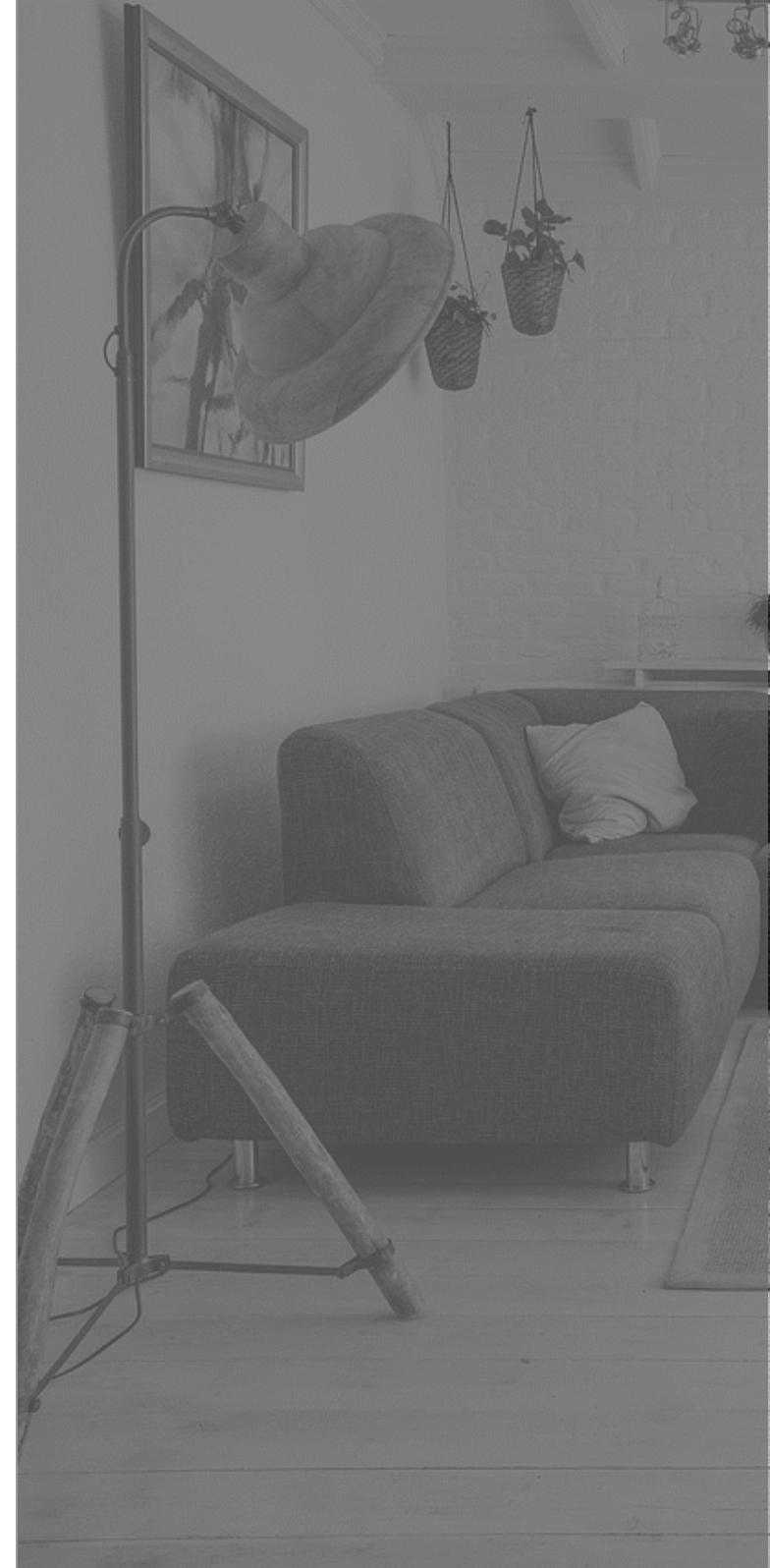
BOOMSESTEENWEG

South of Antwerp, along the Boomsesteenweg (the A12 road to Boom) there is the largest concentration of out-of-town shops. This area is an organically grown cluster of retailers, some fifteen km long, from the Antwerp suburb of Wilrijk over Aartselaar and Schelle down to Boom. Retail parks alternate with solitary retail warehouses and big box players like IKEA, making it an LA-like retail landscape. The rents here are somewhat lower than on Bredabaan, because there is much more space on offer along Boomsesteenweg.

BREDABAAN

Bredabaan is the major out-of-town retail concentration north of Antwerp; the offer is more restricted in this area which explains why Bredabaan obtains higher rents than Boomsesteenweg.

RETAIL WAREHOUSE/ BIG-BOX RETAIL	CONSUMER PROFILE	RETAILERS PRESENT	F&B AND LEISURE TENANTS	TYPICAL RENT	RANGE OF UNIT SIZES
Boomsesteenweg	Mass-market shoppers	IKEA, Mediamarkt, C&A, SKM, Decathlon, Action, H&M, Tesla, Coolbleu.	McDonald's, Colmar, Pizza Hut	150 €/sqm/year	500-5,000 sqm
Bredabaan	Mass-market shoppers	Orchestra, Mediamarkt, AS Adventure, Sportsdirect, Galeria Inno.	McDonald's, Colmar, Quick	165 €/sqm/year	500-3,000 sqm



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