

TBILISI

*Cushman & Wakefield
Global Cities Retail Guide*



Tbilisi is the capital city of Georgia. Politically, culturally, economically and socially, this is the heart of the country and has been almost continually since the 5th century. Modernizing faster than any other location in the country, Tbilisi represents a meeting of ways between increasing Westernised tendencies and the local tradition.

The city, particularly the Old Town, is teeming with history and enjoys a dramatic setting on hillsides on either side of the Mtkvari River. Modern Tbilisi has progressed significantly since independence was gained over 20 years ago and boasts a growing number of new developments.

One of the major drivers of the city's economy is tourism. Total contribution from tourism to GDP has grown to approximately 30%. Tourists are more than likely to engage in shopping when they visit Tbilisi. More than half of them report having spent money on goods in the Capital at least once throughout their visit. Average monthly income per capita and per household is on the rise as well, which enables the local customer to likewise spend more on locally available goods.

In terms of provision, the retail sector in the Capital is adequately supplied with retail floorspace. Modern shopping malls contribute more than 400,000m² to the entire supply; traditional bazaars and high streets make up the rest. Enclosed shopping areas are being increasingly favoured compared to open-air bazaars and streets, which translates to higher vacancy rates on some of the major avenues. However, some of the newest entrants to the market have indeed chosen the high street locations.



TBILISI OVERVIEW



TBILISI

SHOPPING CENTRES

TBILISI MALL

Tbilisi Mall, operational since 2012, is the largest shopping mall in the city with a total leasable area exceeding 66,000 sqm. Currently the mall comprises 113 shops, 17 F&B units, 2,700 parking spaces, a 11,300 sqm hypermarket and 5,860 sqm of entertainment offering. Tbilisi Mall is one of the most popular shopping destinations in the city. The main tenants are Carrefour, Zara, LC Waikiki, GAP, New Yorker, Koton, Massimo Dutti, Zara Home, Super, Contact Zoo, Boom Boom Kids Entertainment Centre, CAVEA Cinema etc.

EAST POINT SHOPPING MALL

East Point shopping centre, located within 12 minutes' drive of the city centre, is another suburban mall on the opposite side from Tbilisi Mall. With over 70,000 sqm of retail space, East Point is multi-function shopping mall with all entertainment facilities, kids club, hypermarket, electronics stores and a home improvement (DIY) megastore, flanked by cafes, restaurants, fast food outlets, cinema and 97 boutiques. The main tenants are Carrefour, Zara, H&M, LC Waikiki, New Yorker, Koton, CAVEA Cinema with IMAX, Focus Mokus kids entertainment centre, etc.

CITY MALL SABURTALO

City Mall Saburtalo, located in one of the most densely populated areas of central Tbilisi, enjoys good accessibility by public transport, as well as its own parking area for roughly 100 cars. In its current condition the mall represents a fully occupied 10,206 sqm retail space. Its extension of up to 45,000 sqm retail space will begin in 2019, which will upscale the current mall both in terms of range of offerings and ranking.

TBILISI CENTRAL SHOPPING MALL

Tbilisi Central Shopping Mall benefits from being strategically located next to the city's main railway station. This intermodal transport hub comprises 25,000 sqm GLA and is primarily an electronics centre, with a variety of apparel and F&B options available within the Mall premises as well.

MERANI SHOPPING GALLERY AND RUSTAVELI AVENUE STREET RETAIL

Merani Shopping Gallery is a 7,945 sqm shopping mall located on Rustaveli Avenue, Tbilisi's primary high street. The Rustaveli metro station is located only 400 metres away, providing the mall with easy public transport access, while up to 60 cars are able to park here for free. Merani Shopping Gallery consists of four floors, offering retail space for around thirty tenants such as Zara, Massimo Dutti, MAC, Swarovski, Jeans Gallery, Koton, Parfois, etc.

GALLERIA TBILISI

Galleria Tbilisi is a newly opened shopping mall located in the center of Tbilisi, a minute away from Freedom Square. Comprising more than 21,000 sqm retail space, Galleria has a wide array of offerings for everyday needs, fashion, entertainment, food, meetings, cultural events and gym. The main tenants are: H&M, Armani Exchange, Lacoste, Calvin Klein, JYSK, Mango, Domino DIY, CAVEA CINEMA with IMAX.

TBILISI

SHOPPING CENTRES

SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Tbilisi Mall	Mid/mass-market	Zara, Massimo Dutti, New Yorker, Carrefour supermarket, Banana Republic, Nike, Adidas, Puma, CAVEA Cinema	Super	\$25-\$30	20 - 11,300
Merani Shopping Gallery	Mid-to-high end	Burberry, Chronograph, Zara, Massimo Dutti, Koton, MAC	N/A	\$25-\$30	150 - 1,900
Galleria Tbilisi	Mid-to-high end	H&M, Lacoste, Armani Exchange, Calvin Klein, Gant, Goodwill Supermarket, Miniso, CAVEA Cinema	Ladurée	\$40-\$45	10 - 1,600
East Point	Mid/mass-market	Zara, Massimo Dutti, Bershka, OVS, LC Wikiki, New Yorker, Mango, Domino DIY, CAVEA CINEMA	H&M	\$25-\$30	30 - 12,000
City Mall Saburtalo	Mid/mass-market	Goodwill, OVS, Lutecia, Alta Okay, Jeans Gallery, KFC	N/A	\$40-\$45	50 - 1,000
Tbilisi Central	Low/value	Lotto, Collezione, Elit electronics, LC Wikiki, Metro Mart	N/A	\$20-\$25	30 - 4,000

DEVELOPMENT TO WATCH OUT FOR

CITY MALL by IG Development

Total Scheme Size	N/A
- Retail	45,000 sqm
Planned Opening Date	2019
Consumer Profile	Mid/mass-market
Owner	IG Development

ABOUT THE DEVELOPMENT

The planned extension of City Mall Saburtalo will bring up the total GLA to exceed 50,000 m². The Mall is set to feature an array of experiential offerings such as a family zone and Cinema as well as diversified retail supply made up of all major brands currently present on the Georgian market (e.g. Inditex, H&M). The extension is part of a larger renovation which will see the Mall converted into a mixed-use development complete with an office building and a pool/fitness area.



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FOOD & BEVERAGE

Tbilisi's Food & Beverage Market has for been booming for quite some time. Dining options abound while the offerings keep diversifying. The most recent trend that has gained traction is that of food clusters, which attract almost all age groups and locals and tourists alike.

Competitors include everything from local Georgian cuisine and pizzerias to fine-dining restaurants and international Fast Food brands (Wendy's, Burger King, Subway, McDonald's, KFC).

Due to the high number of tourists, particularly in the Old Town area, the variety of dining options is high and a number of international cuisines are present, although Georgian options still dominate. The Old Town is also home to the vast majority of the city's best cafes, bars and clubs and has a real European, almost Mediterranean, feel, especially during summer when the weather is warm and tourist numbers are high.

Food clusters have existed for more than a decade but they are gaining popularity now. Petriashvili street cluster with its eclectic offering is perhaps the most prominent of these, however clusters on Melikishvili, Abashidze, Shardeni and Tabidze streets are also successfully attracting footfall. Recent addition of Ladurée to the Abashide cluster is set to further increase customer flow in Vake district as well.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Vake/Saburtalo: Abashidze Street	Mass market/high-end	Laduree, Paul's Café, Sakura, Vong, Entrée, Tabla, KFC, Dunkin Donuts, Degusto, Subway, Wendy's, Canape
Old Town: Shardeni/Tabidze Streets	Mass market/high-end/lounge bars	Hardees, El Centro, Unique, Mohito Lounge, Mclarens Irish Pub, Entrée, Machakhela, Ori Lula, Tartine, Degusto, Paul's Café
River Side	Mass market	Tavduri, Qartuli Saxli, Kolkheti, Babilo, Tsisqvili, Golden Mug, Maspindzelo, Metekhis Chrdili



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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
RETAIL & LEISURE



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