

BERLIN

Cushman & Wakefield

Global Cities Retail Guide

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 COMFORT

Germany's capital has developed into one of the country's most sought after retail destinations. Berlin's retail landscape is vast and, most of all, diversified. National and international shoppers can find anything in Berlin: from mass market to luxury brands, and from designer stores to second hand. Berlin has it all.

With more than 3.6 million inhabitants, the capital is the largest city in Germany by far. Its extraordinarily diverse cultural scene and its status as a trend setter make it the only genuine global metropolis in Germany. Berlin has developed into a growth driver both in terms of its population (nearly +250,000 inhabitants, i.e. the size of a medium city, in just five years) and the job market (an increase of 21% in five years, ahead of all other Top-7 metropolises). Even though the unemployment rate is safely in the single digits, its retail purchasing power still remains below average.

As a shopping metropolis, Berlin takes advantage of a vast natural catchment area with more than 5 million inhabitants. Its status as an European centre of tourism additionally draws external visitors, counting nearly 33 million tourist overnight stays in 2018, approximately 46% of whom came from abroad. The number of overnight stays has nearly doubled over the course of the past decade. Its polycentric urban structure gives Berlin an extraordinary variety of locations. The prime locations of City West, in particular on Kurfürstendamm, Tauentzienstraße and eastern Alexanderplatz, continue to be in great demand among potential retail tenants. This is largely due to inquiries from international chain stores. There is high demand for modern, high-grade retail spaces in the consumer, premium and luxury segments alike.

On Kurfürstendamm, in particular the finishing of Upper West, the project construction of Neue Gloria and the planned Kudamm-Karrée refurbishment will establish a link between the luxury and consumer segments. This will further strengthen City West as a retail location. In March 2018 Hines' ZOOM project opened on Joachimsthaler Straße. Its anchor tenant is the fashion chain Primark, finally bringing the Irish label to City West. The centre planning of the long-standing Karstadt outlet on "Kudamm" has been partially cut in favour of office spaces.



BERLIN OVERVIEW

These developments are also changing the urban design of Breitscheidplatz, Kurfürstendamm and Joachimsthaler Straße. Görtz opened a new flagship store in Upper West, creating an important link between Bahnhof Zoo/ the Zoom project and Kurfürstendamm. This will further consolidate the status of City West as the vibrant heart of the metropolis. The quarter of the city around Hackescher Markt is characterised by a high level of dynamism. The successful mix of retail trade, gastronomy and entertainment makes this district unique in Berlin. The demand for space is accordingly high. Friedrichstraße has been in high demand especially between Bahnhof and Unter den Linden. Demand for the area south of Unter den Linden has dropped. Alexanderplatz remains the most important established retail location in the east of the city on account of its high footfall (300,000 people per day). The CENTRUM project Alexanderhaus, a modern redevelopment of the entire retail section, will increase the attractiveness of the location even further in the summer of 2018.

Moreover, strong retail pitches can be found in most of Berlin's city districts, catering to the local community and offering a wide range of products. Good examples are Wilmersdorfer Straße in Charlottenburg and Schloßstraße in Steglitz.

Berlin is the undisputed shopping capital of Germany with more than 40 shopping centres. In 2018 Eastside Gallery in Friedrichshain with a metropolitan status and Schultheiss-Areal in Moabit with a clearly more local focus opened. It is followed by other locally oriented plans such as or the revitalisation of the Tegel-Center on 8,800 sqm of retail space, which will have Karstadt as its anchor tenant – the second new opening of this department store chain in 30 years.

The most renowned centres are Potsdamer Platz Arkaden (48,000 sqm), Alexa at Alexanderplatz (56,200 sqm), Gropius Passagen (93,760 sqm) and Boulevard Berlin (96,000 sqm). The Mall of Berlin opened in September 2014 at the historical Leipziger Platz as the second-largest shopping centre in the city with some 100,000 sqm of GLA. Another grand shopping centre opening was that of Bikini Berlin. The 20,000 sqm refurbishment of former Zoobogen, located in the heart of Berlin's City West near Kurfürstendamm and Tauentzienstraße, adds more excitement to Berlin's retail landscape. Plans for retail parks in Prenzlauer Berg (Schlachthof-Areal) and Spandau (Postgelände: Spandauer Uferstadt) with 10,000 or 6,000 sqm of rental space each will further expand the availability of retail spaces.



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KEY RETAIL STREETS & AREAS

KURFÜRSTENDAMM AND TAUENTZIENSTRASSE

Kurfürstendamm and Tauentzienstraße are Berlin's top locations. On Tauentzienstraße the focus is on the southern section between Wertheim and KaDeWe. While the eastern strip of Kurfürstendamm is characterised by mass consumption, the western strip is traditionally a top location for luxury retailers and is visited by many tourists and local affluent customers. Latest entrants are Five Guys and Muji. Kurfürstendamm is home to brands including Hermès, Yves Saint Laurent, Valentino, Rolex, Mulberry and Bottega Veneta. The highest footfall is between Tauentzienstraße / Wittenbergplatz and Kurfürstendamm at the intersection with Uhlandstraße. Although some luxury retailers have moved to Friedrichstraße in Berlin's Mitte submarket, Kurfürstendamm has been able to maintain its position as the top luxury destination in Germany's capital.

HACKESCHER MARKT

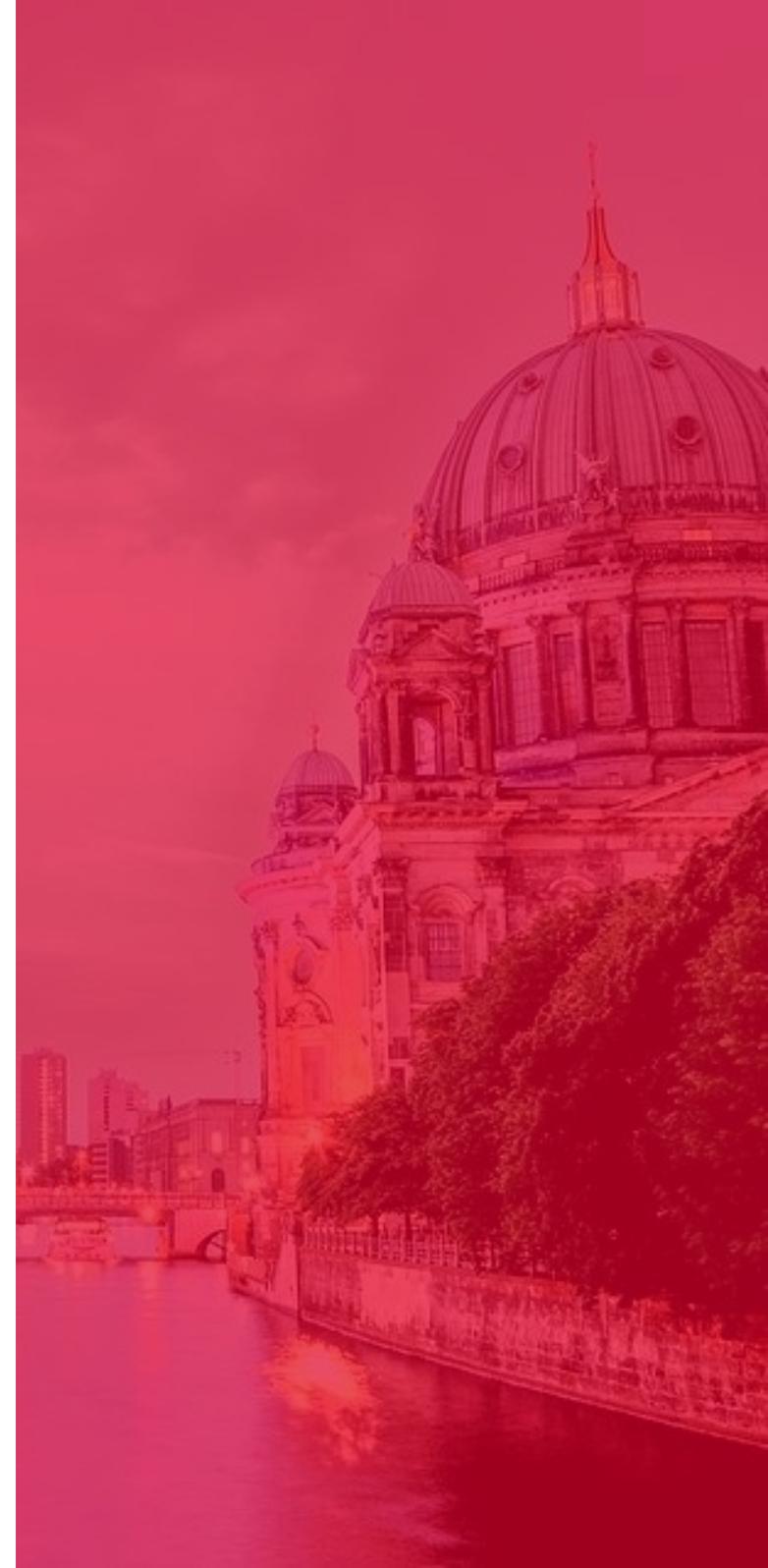
The area around Hackescher Markt in Berlin's South West is a hot spot for national and international fashion brands which uses this location to present their latest store concepts and fashion trends. Hackescher Markt is a favoured location for high-end retailers and fashion designers offering trendy and creative products for young, urban customers. Hackescher Markt is not only a trendy location for locals, but it is also highly frequented by tourists from around the globe.

ALEXANDERPLATZ

Alexanderplatz is the location with the highest future potential. It is outstandingly well-connected in terms of its infrastructure with 300,000 footfall each day. The retail landscape around the popular square is in an ongoing development process. This location is favoured by retailers focusing on mixed-premium to mid-market. Over the past few years new developments especially those of Alexa Shopping-Centre, the new Kaufhof department store, the refurbishment of former Saturn and the completion of mixed-use complex Alea 101 have given the location a boost in retail attractiveness. Moreover, Primark's move to Alexanderplatz has strengthened it as a retail destination and so did the opening of 6,000 sqm sports store by French retailer Decathlon. CENTRUM's new Alexanderhaus retail development has added to the area's upmarket appeal. New tenants there include UNIQLO, Foot Locker, denn's BIOMARKT and NYX.

FRIEDRICHSTRASSE

In the second most important shopping area in the eastern part of the city, consumers and premium providers can be found in great abundance. In Friedrichstraße, the high-profile Galleries Lafayette and art-deco-style Quartier 206 provide a pleasant contrast to mass consumption shopping. Additionally to Galerie Lafayette, Zara, H&M, Kulturkaufhaus Dussmann are other key outlets. Latest entrants to this vibrant shopping area are Samsonite and Marcell von Berlin. Other tenants like Lacoste, Hugo Boss complete the picture of Friedrichstraße as one of Germany's most favoured locations for luxury goods.



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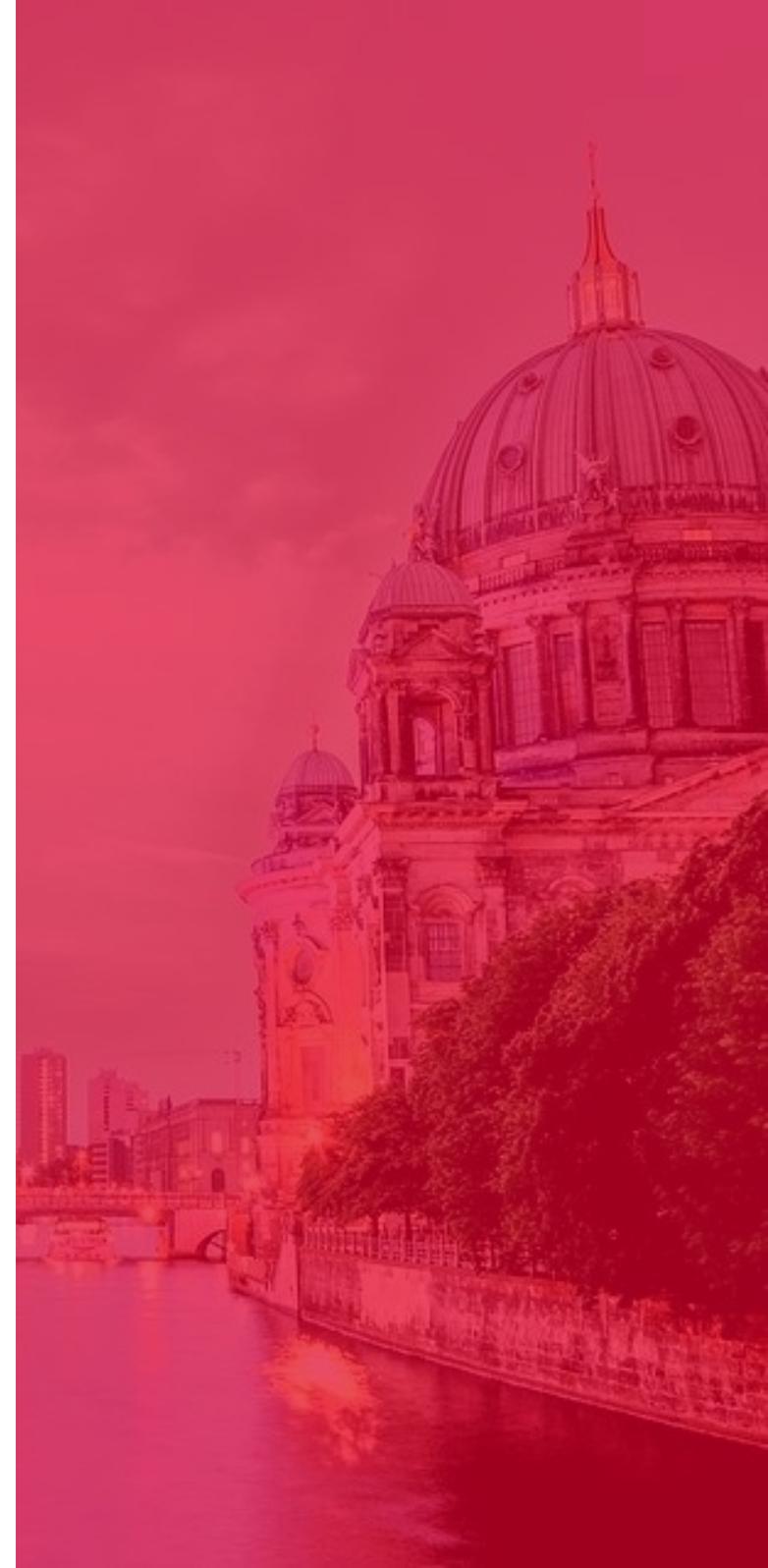
KEY RETAIL STREETS & AREAS

WILMERSDORFER STRASSE

Wilmsdorfer Straße is the only pedestrian zone among Berlin's top locations. Most customers come from the core catchment area. Large scale retailers such as Karstadt, C&A, P&C and TK Maxx department store set the tone of the retail scene in this area as much as Wilmsdorfer Arcaden shopping centre. Several shops in the lower price segment in combination with other diversified retailers create a wide range of shopping opportunities for their customers whose shopping focus is on the mid-market segment, while several well-established restaurants make it a pleasant place to spend time. The Wilmsdorfer Arcaden shopping centre is being extensively remodelled.

SCHLOSSSTRASSE

Schloßstraße is Berlin's only top location apart from City West, City East and Friedrichstraße / Mitte, a trendy and fashionable location for the national and international young retail sector. Located approximately 5 km south of Kurfürstendamm in Berlin's well-established Steglitz city district, Schloßstraße is one of Berlin's largest retail destination with over 200,000 sqm of shopping space. New brands tend to prefer to open up in this lively quarter of the city. Over the past few years, the refurbishments of the Karstadt and C&A department stores plus the opening of the Boulevard Berlin shopping centre has boosted the overall attractiveness of this well-established retail location. On the west side there are four large shopping centres. Rental prices have stabilised after declining on account of a surplus of available spaces, demand is increasing.



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MARKET OVERVIEW

KEY AREAS / STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 80-120 SQM UNIT	RANGE OF UNIT SIZES
Tauentzienstraße	Focus on the southern section between Wertheim and KaDeWe.	Desigual, Adidas, Benetton, P&C, KaDeWe, Uniqlo, Mango, Zara, Bershka	Lush, CCC-Schuhe, Granit, ecco, WMF, Hallhuber	€380 / sqm / month	80 - 4,000
Kurfürstendamm ("Ku-Damm")	Eastern strip is characterised by mass consumption, the western strip is traditionally a top location for luxury retailers.	Burberry, Louis Vuitton, D&G, Prada, Hugo Boss, H&M, C&A, Porsche Design, Udo Walz	Görtz, Arket, Lululemon, Oliver People, Only, Schiesser, Betty Barclay, Dior, Askania, Roberto Cavalli, Bär Schuhe, ittala, Liu Jo, Wempe, Pikolinos, Furla, Five Guys, Muji	€300 / sqm / month	100 - 500
Alexanderplatz	Location with the highest future potential. The Alexa shopping centre has given the location a boost in retail attractiveness, as has Alea 101.	Saturn, Galeria Kaufhof, Primark, Esprit, TK Maxx, C&A, Decathlon	Uniqlo, Foot Locker, Dm Drogerie-markt, NYX, Denn's Biomarkt, Vodafone	€280 / sqm / month	100 - 4,000
Friedrichstraße	Focused on mid to upscale retail. Some luxury brands have moved from Kurfürstendamm to Friedrichstraße or established a second store here.	H&M, Zara, Gina Tricot, Stefanel, Gucci, & Other Stories	Gregory's, Samsonite, Vapiano, Marcell von Berlin	€230 / sqm / month	100 - 600
Hackescher Markt	Hot spot for international fashion brands and youth-oriented labels.	Adidas, Hugo Boss, Monki, El Ganso, Weekday, Drykorn, Fred Perry, COS	Samsonite, Sonos, Ivy & Oak, Daniel Wellington, Zalando Beauty Station	€150 / sqm / month	100 - 400
Schloßstraße	Berlin's only top location outside the CBD.	Karstadt, H&M, Sport Scheck, Orsay, Primark	Miniso, Hema, Sir Plus, Rossman	€105 / sqm / month	100 - 3,000
Wilmerdorfer Straße	Only pedestrian zone among Berlin's top locations.	Karstadt, C&A, P&C, TK Maxx, 11teamsports	Hema, Dm Drogerie-markt, KIK, Decathlon, Müller Drogeriemarkt, Miniso, Burger King	€85 / sqm / month	100 - 3,000



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SHOPPING CENTRES

MALL OF BERLIN

Berlin's second-largest shopping mall was opened in the heart of Berlin near Potsdamer Platz in 2014. Mall of Berlin has some 85,000 sqm rental space and comprises two historical building complexes linked via a grand hall. Modern interior architecture and upscale design attract locals and tourists alike. The centre focuses on the medium to upscale segment. The mall currently has some 270 retail stores and various gastronomy offerings and is at the heart of a major mixed-use complex which also comprises hotel, residential and office use. Main tenants are P&C, Hugo Boss, Bershka, 1-2-3, Hollister, Guess, Karl Lagerfeld, Rich & Royal, Coco California, Zara, H&M.

POTSDAMER PLATZ ARKADEN

The Potsdamer Platz Arkaden opened in 1998. The approx. 130 shops, restaurants, cafés and bars are spread over three levels with a rental space of around 40,000 sqm. Every day around 42,000 visitors come to the arcades. Main tenants are H&M, s.Oliver and Mango. In the next years the centre faces an extensive remodelling in the direction of improving the quality of stay.

ALEXA

The Alexa Shopping Mall opened in 2007 in the City East near Alexanderplatz. With its 47,000 sqm rental space and about 180 shops it is one of Berlin's largest shopping centres and the biggest shopping centre in the City East. Among the tenants: H&M, Media Markt, Deichmann, Mango, Marc O'Polo, Rossmann. In 2018 a modernisation and enlargement of the centre's food court took place.

BIKINI BERLIN

Bikini Berlin is one of the capital's most innovative concept malls. The 25,000 sqm refurbishment of the former Zoobogen is located near Tauentzienstraße and embraces modern, almost minimalistic architecture and pop-up retail. The mall is home to international and local fashion designers, many new to the German retail landscape, and it offers high quality leisure space and new gastronomy concepts.



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SHOPPING CENTRES

BOULEVARD BERLIN

After a four-year refurbishment period Boulevard Berlin opened in 2012 and is the third largest shopping centre in Berlin (80,000 sqm rental space). It is located in Steglitz, one of Berlin's main sub-centres. There are over 90 shops, 12 restaurants and a fitness centre, accommodated on four storeys. Karstadt (25,000 sqm), Saturn (10,000 sqm on 3 floors), Holmes Place (4,000 sqm) and Karstadt Sports (4,000 sqm) are the anchor tenants.

DAS SCHLOSS

Das Schloss is a shopping centre in the Berlin district of Steglitz with 43,000 sqm rental space and opened in 2006. It is located on the corner of Schloß- / Grunewaldstraße and partially encloses the Rathaus Steglitz, whose inner courtyard was integrated as a restaurant area into the shopping centre. In addition to around 90 retail outlets, the castle is also home to the Cultural Office and the city library Steglitz-Zehlendorf ("Ingeborg-Drewitz-Bibliothek"). Main tenants are Anson's, H&M, Media Markt, New Yorker

GROPIUS PASSAGEN

Gropius Passagen is the largest shopping centre in Berlin (90,000 sqm rental space). The building has four storeys, accommodating over 140 stores and several restaurants. The centre has undergone an extensive refurbishment with a new gastronomy concept a.o. The centre has its own subway-station and provides 2,200 parking lots in three different parking deck buildings. Main tenants are Galeria Karstadt, Media Markt, Kaufland, Peek & Cloppenburg, C&A, New Yorker, Drogerie Müller and UCI.

BERLIN

SHOPPING CENTRE DEVELOPMENTS

Opened in 2018

EAST-SIDE MALL

Total Size (sqm)	38,000
Rental Space (sqm)	24,800
Planned Opening Date	2018
Number of Car Parking Spaces	760
Consumer Profile	Mass-market, local residents

ABOUT THE DEVELOPMENT

Anchor tenants include Rewe, FitX-Fitness, Zara, Aldi, Pull & Bear and Denn's Biomarkt.

SCHULTHEISS-QUARTIER

Total Size (sqm)	36,000
Rental Space (sqm)	30,000
Planned Opening Date	2018
Number of Car Parking Spaces	400
Consumer Profile	Mass-market, local residents

ABOUT THE DEVELOPMENT

Anchor tenants include Kaufland, MediaMarkt, dm-Drogeriemarkt, H&M and FitX-Fitness.

In development

TEGEL-CENTER

Total Size (sqm)	50,000
Rental Space (sqm)	38,000
Planned Opening Date	2019 / 20
Number of Car Parking Spaces	600

ABOUT THE DEVELOPMENT

Anchor tenants include Karstadt

BERLIN

FOOD & BEVERAGE

The food and beverage landscape in Germany's capital is as diverse as its retail scene. Next to countless cafés you can find any type of food offering. From Turkish kebabs to Jamaican / European fusion cuisine, from simple dishes to 7-course dinners at a Michelin-starred restaurants.

There are 15 restaurants in Berlin currently holding at least one Michelin star. The capital thus leads the national ranking ahead of Munich (11) and Hamburg (8). The five top restaurants in Berlin which have recently been awarded two Michelin stars are Lorenz Adlon Esszimmer in Hotel Adlon Kempinski by Hendrik Otto, Reinstoff by Daniel Achilles located in the Mitte submarket, Fischers Fritz by Christian Lohse near the Gendarmenmarkt, Tim Raue located in the Rudi-Dutschke-Straße in Kreuzberg and Facil by Michael Kempf located in the Potsdamer Platz area.

With Berlin being a hot spot for the media and particularly the film industry, many restaurants are highly-frequented by international celebrities e.g. Borchardt and Grill Royal, both located in Berlin Mitte.

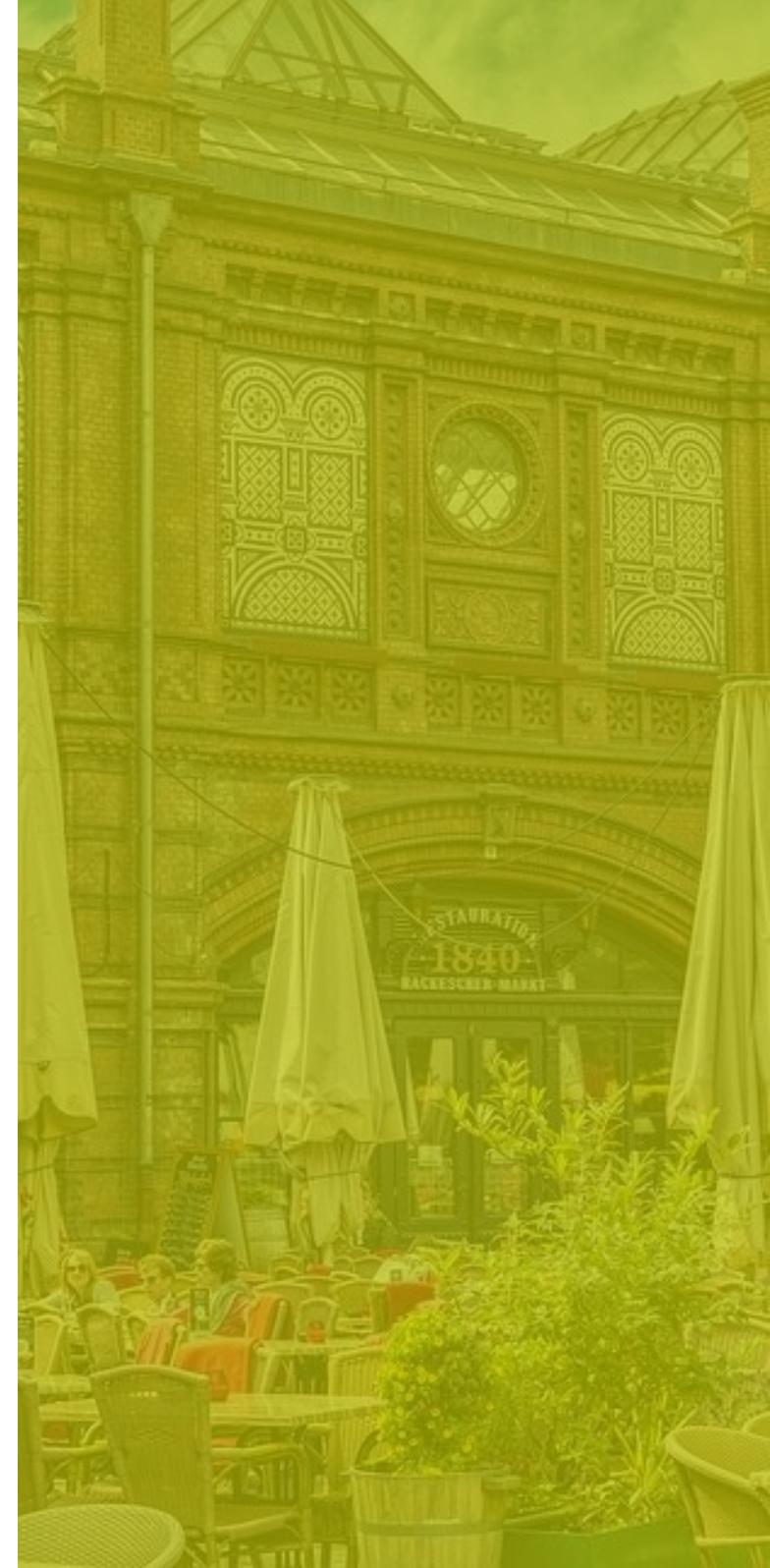
The City of Berlin currently lists some 5,000 cafés, restaurants and bars on its webpage. Many of these are owner occupied, but the number of chain restaurants and cafés is slowly rising.

As in most German cities, the number of chain operated cafés (similar to the Starbucks concept) is rapidly increasing. Berlin's most popular coffee shop chains are Caras, Barcomi's, Einstein, Coffee Shop and World Coffees. Starbucks entered the Berlin market a couple of years ago. Their most well-known store in Berlin is located at Hackescher Markt.

The number of chain restaurants is rising slowly. The most well-known of these are Vapiano, Block House, Maredo and Coa. As in many other German cities, burger restaurants are very popular and a number of chains operate in Berlin, including Hans im Glück and Schiller Burger.

International food and beverage operators in Berlin include McDonald's, Burger King, Subway, Häagen-Dazs and Dunkin Donuts.

A hot spot for international tourists is the area around Potsdamer Platz and particularly the Sony Center. Various bars and restaurants complete this vibrant area which is also well-known for its entertainment facilities including Cinestar Imax, LEGOLAND Discovery, Stage Theater am Potsdamer Platz and the Stage Bluemax Theater.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Potsdamer Platz	Potsdamer Platz with its Sony Center and Potsdamer Platz Arkaden is a shopping and entertainment hotspot. Chains and gourmet restaurants such as FACIL are located here.	Desbrosses, FACIL, Coa, Vapiano, Maredo, Sushi Express, Dunkin' Donuts, Andy's Diner Bar, Corroborree, Josty, Lindenbräu, Billy Wilder's, Midtown Grill, Mesa
Gendarmenmarkt	Affluent shopping and dining area. Highly frequented by politicians, celebrities, tourists and locals. Mixed restaurant landscape.	Borchardt, Aigner, Lutter & Wegner, Malatesta, Fassbender & Rausch, Quchnia, Amici, Maredo, Café Konzerthaus, Löwenbräu
Hackescher Markt	Urban and trendy. Fashion and retail destination for tourists and locals. Many restaurants catering to tourists. However, some exclusive restaurants also in the area.	Pauly Saal, Dos Palillos, Oxymoron, Barcomi's, Lutter & Wegner, Weihenstephan, Rocco, Maredo, Caras, Curry 61, Meilenstein, Oliva, Romeo und Julia
Kurfürstendamm	Kurfürstendamm is highly frequented by shoppers and tourists. Next to Potsdamer Platz it is the area with the highest chain restaurant penetration, however some fine dining restaurants are also located here.	44, Ottenthal, Kempinski-Grill, Neni, Hard Rock Cafe, Vapiano, Sushi Circle, Maredo, Block House, Vapiano, McDonald's, Dunkin Donuts, Subway

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RETAIL WAREHOUSING/ BIG BOX RETAIL

BIESDORF-CENTER

The Biesdorf-Center is located in Marzahn-Hellersdorf community just east of Berlin. The retail park opened in 2003 with 30,000 sqm of total GLA, with 35 retail shops, and with 1,850 parking spaces. It is anchored by a Kaufmarkt Supermarket, Intersport, Karstadt Multimedia, Das Futterhaus and Müller.

SCS STADTTEILCENTER SÜDKREUZ

The SCS Stadtteilcenter Südkreuz retail park is anchored by IKEA, and is located south of Berlin near the State Park. Opened in 2008 with 21,600 sqm GLA, with 1,000 parking spaces and also co-anchored by Bauhaus Home Improvement and Chalet, and it has a total of 47 shops.

SIEMENSSTADT-PARK

The Siemensstadt-Park centre is located west of Berlin just south of the Berlin Tegel Airport. Opened in 2010 and has a GLA of 21,000 sqm. Largest tenants are Multipolster Furniture, Obi, Bettenhaus and Küchenstudio.

IKEA LANDSBERGER ALLEE

IKEA Landsberger Allee retail park is located in Lichtenberg, just east of Berlin and is solely occupied by a 21,000 sqm IKEA. The development opened in 2010 and boasts 1,600 surface parking spaces.



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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
RETAIL & LEISURE