

# FRANKFURT

*Cushman & Wakefield*

*Global Cities Retail Guide*

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 COMFORT

***With a population of 5.5 million in the greater Frankfurt area, the city is one of Germany's most important economic hubs and also a major international financial centre.***

Around 380 financial institutions are located here, half of these from abroad. The European Central Bank (ECB), the German stock exchange and the Federal Financial Supervisory Authority (BaFin) are also based in the Frankfurt market area.

It is the centre of the prospering Rhine-Main area which has been recording excellent demographic, economic and job market developments with the highest positive commuter flow in Germany with over 280,000 employees commuting every day. The city on the river Main is a destination for business travellers and tourists alike. In 2018, the city attracted 10.1 million tourist visits. Frankfurt's world-famous trade fair venue accommodates events including Frankfurter Buchmesse and the International Motor Show (IAA) and contributes to this excellent result, as does the geographical location of the city at the heart of both Germany and Europe, many tourists start their journey here. Frankfurt International Airport contributes to the city's global reputation and is the largest in Continental Europe with nearly 70 million passengers in 2018.

Frankfurt's CBD is the hot spot and centre of the Rhine-Main region's retail landscape. With a retail area of approx.281,000 sqm and a turnover share of approximately one third of the entire city, the centre is clearly the main retail location in Frankfurt and, thanks to its rich variety, one of the most important modern shopping areas in Germany.

The city's most famous and most-frequented pedestrian zone is Zeil with more than 20,000 people visiting hourly on peak Saturdays. While Zeil is characterised by department stores and national and international retail chains catering to the midmarket segment, the retail scene on Goethestraße is characterised by luxury fashion brands and designer boutiques such as Versace, Louis Vuitton and Armani. Further notable retail streets are Schillerstraße, Große Bockenheimer Straße, Biebergasse / An der Hauptwache and Steinweg. The growing significance of Kaiserstraße between Roßmarkt and Kaiserplatz constitutes a positive development that has been continuing. Over the past years more and more chain stores have opened outlets in this area such as Depot, Rton and Edited.

Due to the international nature of the city and the outstanding basic parameters, there is immense demand for investment objects that is not nearly covered by the market. This extreme demand surplus has been causing prices to skyrocket, while special locations such as Goethestraße fetch collector's prices. This development is unlikely to change in the near future.

An aerial photograph of the Frankfurt skyline, featuring several prominent skyscrapers. The image is partially covered by a large, semi-transparent red triangle that points towards the bottom right corner. The text 'FRANKFURT OVERVIEW' is overlaid in white on the red area.

## FRANKFURT OVERVIEW

# FRANKFURT

## KEY RETAIL STREETS & AREAS

### GROSSE BOCKENHEIMER STRASSE / FRESSGASS

Various bars, cafés and restaurants await the shopper in the adjacent Große Bockenheimer Straße, which locals simply call “Fressgass” (feeding alley). In summer, the atmosphere is almost Mediterranean as is the atmosphere in Schillerstraße especially while the popular weekly Schillermarkt is taking place. Change has come as a result of increasing number of fashion outlets setting up in the area, partly on newly developed large spaces. Demand from tenants is increasing and therefore the growth in rents has been above average over the past few years.

### ZEIL

The prime pitch for retail in central Frankfurt - the pedestrianised Zeil. Footfall on this street is one of Germany’s highest with figures of approximately 14,000 people per hour on normal Saturdays. The Zeil is characterised both by department stores such as Galeria Kaufhof and Karstadt and by national and international retail chains catering to the mid-market segment. Retailers such as New Yorker, Adidas, Swarovski and Primark are represented. This mainstream mass market street is also the location of flagship stores of H&M, Zara and Douglas.

The pedestrian zone of Zeil was restructured, giving a general face-lift, including a very wide pedestrian zone lined with plane trees and food stalls, and elevating the shopping atmosphere considerably.

### ROSSMARKT / KAISERSTRASSE

Kaiserstraße is one of the few places in Germany where you can still find authentic 19th century buildings. While the part of the street that leads to the main station is famous for its adult shops and for its nightlife, the other end of Kaiserstraße towards the city centre, has retailers such as Bang & Olufsen, MAC, Rituals and Muji.

### NEUE KRÄME

Neue Kräme is a pedestrian zone and links Frankfurt’s prime pitch, Zeil, and the tourist attractions of the old town, the cathedral, Römer square and Alte Brücke. The number of retail chains locating in Neue Kräme has slowly risen over recent years and include Depot, Butlers and Jack Wolfskin. In the neighbourhood as a new retail destination the Dom Römer Quarter was established with around 30 small shops hosted in refurbished historical buildings.

### STEINWEG / BIEBERGASSE

Steinweg and Biebergasse are part of Frankfurt’s web of prime pitches. They link Fressgass and Goethestraße with Zeil. Footfall is high, demand for retail space is high and rents are accordingly stable. Long-term tenants are Görtz, Hugendubel and Marc O’Polo.



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## KEY RETAIL STREETS & AREAS

### GOETHESTRASSE

Goethestraße is Frankfurt's luxury prime pitch, where shoppers enjoy an elegant and relaxed atmosphere. It is a clearly defined luxury location with low footfall as is typical for its type. The street benefits from its proximity to Große Bockenheimer Straße, Hauptwache and the Banking District. The target market is very different to elsewhere in the city centre. Retailers and luxury brands on the street include Chanel, Cartier, Bulgari, Tiffany & Co., Versace and Hermès.

The streetscape which is characterised by historic prestige architecture has seen a number of refurbishments in recent years. ONE-Goethe Plaza is the most prominent asset completed in recent years. The mixed-use concept with some 4,900 sqm retail of GLA forms the entrance to Goethestraße from Goetheplatz. The modern building accommodates the flagship stores of Louis Vuitton and Nespresso among others. As an extension of Goethestraße Myaro quarter was established in the last few years and a new development is coming up: FOUR.

### SCHILLERSTRASSE

In the same area, Schillerstrasse is home to some 40 mid-market retailers such as The Body Shop, Mavi Jeans and Lorey. It also hosts a market with around 50 stalls every Friday, a hotspot for lunch in Frankfurt's CBD.



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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
Große Bockenheimer Straße / Fressgass	Mid-market	Apple, Zara Home, Repeat, Petit Bateau, Seiko, Stuart Weitzmann, Häagen Dazs	Devialet, Leonidas	€200 / sqm / month	50 - 500
Zeil	Mid-market	Galeria Kaufhof, Karstadt, Appelrath & Cüpper, Douglas, H&M, Primark, Adidas, Timberland	Sephora, New Yorker (relocation), Abercrombie & Fitch, G-star Raw, Reserved, Vodafone, Samsung, IQOS	€290 / sqm / month	80 - 20,000
Schillerstraße	Mid-market	Lorey, The Body Shop, Mavi Jeans, Maserati / Hessengarage		€100 / sqm / month	100 - 1,200
Kaiserstraße / Rossmarkt	Mid-market	Urban Outfitters, MAC Cosmetics, Golfino	Eterna, Coffee Fellows, Fielmann	€110 / sqm / month	100 - 1,200
Liebfrauenstraße / Neue Kräme	Mid-market	Butlers, Jack Wolfskin			80 - 200
Biebergasse / Steinweg	Premium Location	Scotch & Soda, Stefanel, Max Mara, Hugendubel, Faber Castell, Marc O'Polo, Wempe	Franck Muller	€185 / sqm / month	300 - 2,000
Goethestraße	Luxury Location	Versace, Gucci, Hermès, Chanel, Prada, Cartier, Louis Vuitton, MCM, Hublot	Furla, Audemars Piguet, Céline, Apm Monaco	€285 / sqm / month	60 - 300

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## SHOPPING CENTRES

### MYZEIL

Myzeil, located right in the heart of Frankfurt and in the city's most-frequented shopping prime pitch Zeil, opened in 2009 with 44,000 sqm rental space. Modern, eye-catching architecture and an interesting tenant mix that caters for the medium-to-upscale segment pulls crowds of shoppers from the pedestrian zone into this eight-storey complex. The tenant mix is also attractive to younger shoppers. Among Myzeil's tenants are Anson's, Saturn, Neo, Bershka, Gant, Guess, Hollister, Napapijri, Superdry and The North Face. New food court "Foodtopia" opened in Spring 2019.

### SKYLINE PLAZA

Skyline Plaza is the newest shopping centre in Frankfurt having opened in 2013. It is located just outside the CBD in the newly-developed Europaviertel submarket and close to the trade fair and exhibition centre. Skyline Plaza provides some 38,000 sqm of rental space accommodating 170 shops. Numerous retail concepts new to Frankfurt, such as the Inditex label Pull & Bear and the Italian brand Nero Giardini (shoes) with its first German store. Further tenants include Sergent Major, Strellson and the bookstore Osiander. Major tenants include Saturn and H&M. A further highlight in addition to retail and the enticing food court is the publicly accessible roof terrace, Skyline Garden.

### NORDWESTZENTRUM

The NordWestZentrum is located in the district Frankfurt-Heddernheim. It opened in 1968 and has a current rental space of 90,000 sqm on two floors, accommodating around 150 shops, as well as several restaurants and social and communal spaces. Among the tenants are TK Maxx, Zara, Primark, Peek & Cloppenburg and Media Markt. The centre has its own train station and an in-house bus terminal. From 2017 onwards the centre is undergoing renovations which are set to last two years in order to house 45 more shops.

### HESSEN-CENTER

Hessen-Center is among the five biggest shopping centres in the Frankfurt area. It opened in 1971 in Bergen-Enkheim, a district in the east of Frankfurt. The centre currently houses 115 shops and restaurants on three floors. Among the tenants are C&A, Galeria Kaufhof, H&M, P&C, TK Maxx. At the moment, an intensive restructuring and modernisation of the centre (current rental space 38,000 sqm) takes place.

### MAIN-TAUNUS-ZENTRUM

The largest shopping centre in the Frankfurt region is the Main-Taunus-Zentrum with 91,000 sqm rental space, built in 1964 as Germany's first and Europe's first out-of-town, shopping centre. Today Main-Taunus-Zentrum belongs to the absolute top shopping centres in Germany. Among the 170 shops are Appelrath & Cüpper, C&A, Breuninger, Galeria Kaufhof, Karstadt, Apple, Esprit and Guess.

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## FOOD & BEVERAGE

***Frankfurt's gastronomy scene is as local as it is international. Traditional Frankfurt restaurants (Apfelweinlokal) serving local dishes are renowned among tourists, business people and locals as are Frankfurt's restaurants offering cuisine from all over the world.***

As is typical for any German metropolitan region, the range is broad, from system catering to Michelin-starred restaurants. Given Frankfurt's affluent clientele, the city is home to a number of top restaurants. Currently nine restaurants in Frankfurt hold at least one Michelin star. They are located across the city, from the high-end Westend neighbourhood to the traditional Sachsenhausen city district. Tiger-Gourmet restaurant by Christoph Rainers, located just outside the CBD and Villa Rothschild Kempinski by Christian Eckhardt located in Königstein im Taunus a very affluent suburb of Frankfurt hold two Michelin stars.

Within the CBD, Frankfurt's Fressgass is a famous gastronomy hotspot. Employees from the adjacent banking make Fressgass a vibrant pedestrian zone, particularly at lunch times. Delicatessen stores such as Meyer Feinkost are located next to gastronomy concepts such as Maredo and various cafés (including Starbucks) and smaller restaurants. Around Fressgass, the range of restaurants includes steakhouses, Italian, Sushi, Thai and local restaurants to mention but a few.

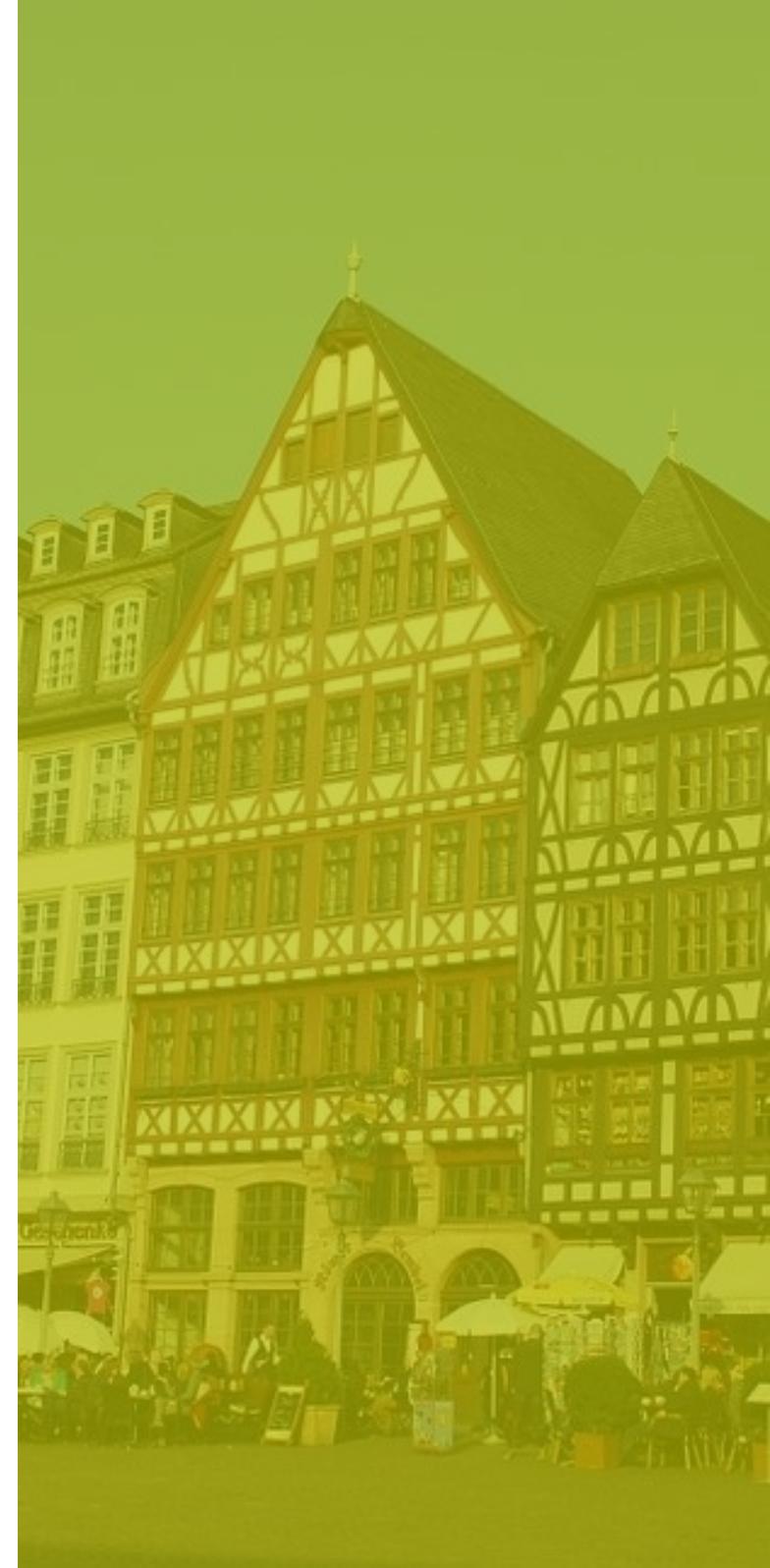
Frankfurt's station area is characterized by its very diverse gastronomy scene. Most restaurants serve international food. Thai, Vietnamese, Turkish and Indian restaurants dominate the vibrant street scene. The station area not only attracts many tourists, but also many business people on weekdays at lunch time. An additional attraction is the Kaisermarkt market, held twice a week on Kaiserstraße. In addition to the Michelin-starred restaurants, the city is home to many more top quality restaurants serving high-end cuisine.

Locals, business people and tourists enjoy the great variety of restaurants, pubs and bars in Frankfurt's southern city district of Sachsenhausen. Local restaurants are popular lunch and dinner destinations throughout the entire week. The famous Klappergasse, well-known for its traditional architecture, is a hot spot for bars, clubs and restaurants.

As Frankfurt is a major business destination, it comes as no surprise that its range of upscale bars and lounges is impressive, the majority located within the CBD.

Typical for Frankfurt and Germany in general is the high proportion of owner-occupied restaurants, cafés and bars, nevertheless, the number of chain operated premises is slowly rising. Among the most well-known chain restaurants operated in Frankfurt are Maredo and Blockhouse which focus on steak dishes. Vapiano and Osteria offer Italian food, while MoschMosch and Coa are featuring Asian dishes. The number of Burger restaurants is impressive in Frankfurt and still rising. Well-known operators are Urban Kitchen, Yours and Die Kuh die Lacht.

As Frankfurt is one of Germany's major cities and also a business and tourist hotspot, national and international gastronomy chains such as McDonald's, McDonald's Café, Burger King, Pizza Hut, KFC, Subway, Gosch Sylt and Nordsee are located within the city's boundaries.



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## FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Große Bockenheimer Straße/Fressgass	Employees, shoppers, tourists	McDonald's, Starbucks, Häagen-Dazs, Maredo, Meyer's, Stella, Eberts Suppenstube, Zarges,
CBD general	Employees, shoppers, locals tourists	Francais (Michelin Star), Gregorelli's, Garibaldi, Coa, MoschMosch, Vapiano, Bull&Bear, Starbucks, McDonald's
Sachsenhausen	Tourists, locals	Carmelo Greco (Michelin Star), Holbein's, Coq au Vin, Gerbermühle, Apfelwein Wagner, Zum Feuerrädchen, Kanonestepl, Fichtekränzi

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## RETAIL WAREHOUSING/ BIG BOX RETAIL

### RHEINHESSEN-CENTER

The Rheinhessen-Center is located in Alzey, just south-west of Frankfurt. Built in 1973 with a total GLA of 43,517 sqm and anchored by Real Supermarket and Hornbach Home Improvement along with several other smaller retailers such as: BÖ Schuhe and Carglass. There are 1,260 parking spaces at this scheme.

### FACHMARKTZENTRUM FULDA

The Fachmarktzentrum retail park is located in Fulda, just north-east of Frankfurt. Built in 2004 with a total GLA of 31,670 sqm and anchored by Obi Home Improvement and Aldi along with several smaller retailers such as Tegut and Adler. There are 1,300 parking spaces at this scheme.

### RING-CENTER OFFENBACH

The Ring-Center Offenbach retail park is located in Offenbach, just immediately south-east of Frankfurt. Built in 2012 with a total GLA of 29,447 sqm and anchored by Toom Home Improvement along with several smaller retailers such as Orsay, REWE, Reno, Staples and dm. There are 1,200 parking spaces at this scheme.



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# WHAT'S NEXT

REDEFINING THE LANGUAGE OF  
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