



# VILNIUS

*Cushman & Wakefield*

*Global Cities Retail Guide*

***Vilnius is the capital of Lithuania and its largest city, with a population of 551,937 as of 2019. Vilnius is located in the southeast part of Lithuania and is the second largest city in the Baltic states. Vilnius is the seat of the main government institutions of Lithuania and the Vilnius District Municipality.***

Vilnius is the first stop for retail brands coming to the Baltics via Poland. Like two other Baltic capitals, Vilnius does not have a main shopping high street, however Vilnius has a lot to offer from the vast array of small local shops, dispersed all over the Old Town and New Town.

Gariunai market became a regional retail phenomenon in Soviet times. It was a huge open air kiosk area which sold almost anything and buses full of shoppers were unloaded from 4 am. This phenomenon has been carried over to independent Lithuania, though it is more organised now, inside modern pavilions. A national spirit of retailing, bargaining and deal making has survived from the old market.

Branded retail in Vilnius is mainly concentrated in a few shopping centres: Akropolis, Panorama, Ozas, Europa, Mada and BIG. There are plenty of smaller retail formats in Vilnius. Gedimino avenue, once reconstructed to be the retail high street, only now some 10 years later has started to gain retail momentum. Developments include the "GO9" shopping centre, and the reconstructed "Flagman", now called "Centro Pasazas". Old town streets such as Didzioji and Vokieciu are also important retail areas in the city.

IKEA and NØRDIKA are larger retail destination with a retail park next door close to Vilnius international airport.

An aerial photograph of Vilnius, Lithuania, showing a mix of modern skyscrapers and traditional European architecture. The city is situated along a river, with a bridge visible in the foreground. A large, semi-transparent red triangle is overlaid on the right side of the image, containing the text 'VILNIUS OVERVIEW' in white, bold, sans-serif capital letters.

## VILNIUS OVERVIEW

# VILNIUS

## KEY RETAIL STREETS & AREAS

### GEDIMINO AVENUE

Gedimino avenue is the main shopping street of Vilnius, connecting Independence Square, where the building of Parliament is located, with Cathedral Square. One may say that NOVOTEL next door to the “Centro Pasazas” shopping district is in the centre of this area’s revival. The national drama theatre is located on Gedimino avenue and should not be overlooked due to its very distinctive facade. The national opera is 3 minutes walk away.

### OLD TOWN (SENAMIESTIS)

Pilies, Didzioji and Vokieciu streets, plus Town Hall Square, comprise the main area of the Old Town. This maze of small medieval streets, has a number of hidden gems, retail included, to be discovered by tourists. The Old Town has it all – from the oldest University in the Baltics to the Easter pilgrimage site of the tiny church of The Gates of Dawn.

### GELEZINIO VILKO STREET

Gelezinio Vilko street is a unique retail area in Vilnius. At the intersection with Ozo street in the north, both AKROPOLIS and OZAS shopping centres are located. Nearby along Narbuto street is the PANORAMA shopping centre. Also in the area is Gariūnai market and further on is IKEA and NØRDIKA.

### KONSTITUCIJOS AVENUE

Konstitucijos avenue signifies modern times in Vilnius: with the multilevel shopping centre EUROPA, Vilnius Business Harbour Tower, Swedbank and HANNER office towers, plus other local high rise buildings. VCUP shopping centre is not far away – a redevelopment of former soviet era Central apartment store. The national art gallery, several international hotels and a conference centre make this location ideal for a stay away from the Old Town bustle, whilst only being a mere 10 minutes walk away. The river in between adds calm to the higher bank, where Konstitucijos avenue is located.



# VILNIUS

## MARKET OVERVIEW

KEY AREAS / STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL RENT FOR UNIT OF 200 SQM
GEDIMINO AVENUE	Premium, Luxury. Local shoppers, tourists	Zara, United Colors of Benetton, New Yorker, Sportland, SportsDirect.com, Douglas, Mango, Salamander	30 - 55 € / sqm / month
OLD TOWN/ SENAMIESTIS	Premium, Luxury. Local shoppers, tourists	Emporio Armani, Marina Rinaldi, Corneliani	35 - 65 € / sqm / month
GO9	Mass market and high end. Local shoppers	JNBY, Lindex, Rimowa, H&M, The Body Shop, About, Frank Walder	-
AKROPOLIS	Mass market. Local shoppers	H&M, Zara, Nike, United Colors of Benetton, Reserved, Mango, Pierre Cardin, Bershka, Lindex, Massimo Dutti, Mosaic, Pietro Filipi, Deichman, Ecco, ESTE, Crocs, LEGO, Douglas, Aldo, Alicante, Calvin Clein underwear, Creme de la Creme, Pandora, Stradivarius	-
OZAS	Mass market. Local shoppers	Jack And Jones, Karen Millen, Lindex, Peek&cloppenburg, Reserved, United colors of Benetton, Tommy Hilfiger, Deichman, Crocs, Ecco, Go Sneakers, Pepco, Douglas, The Body Shop, Tom Tailor, 4F, Pandora, Stradivarius, Pierre Cardin	-
PANORAMA	Mass market. Local shoppers	Esprit, Guess, Levi's, Tommy Hilfiger, Ivo Nikkolo, 4F, Pandora, Marc O'polo, Deichman, Ecco, Geox, Aldo, Douglas, The Body Shop	-
EUROPA	Mass market and high end. Local shoppers	Karen Millen, Alikante, Marc O'polo, Ecco, Douglas, Weekend Maxmara, Orsay, Marc Cain, Pierre Cardin, Gerry Weber, Michael Kors	-
VCUP	Mass market. Local shoppers	Deichman, Douglas, Mosaic, Marli Woman, Bags&more, Persicco, Rieker, Samsung, Timebar, Winner Sport, Alipine PRO, Pepco	-
CENTRO PASAZAS	Mass market. Local shoppers	Douglas, Fielman, Grizas, Manami, Cascada	-



# VILNIUS

## SHOPPING CENTRES

### AKROPOLIS

AKROPOLIS is the first large shopping centre not only in Vilnius, but also in the Baltics. Almost all brands present in Lithuania have presence in this centre. The centre also has a very large hypermarket MAXIMA, multiplex cinema, ice rink, bowling alleys and an extensive food court. Almost all of the centre is on one level – as it was the first to develop lots of available land.

### OZAS

OZAS is a project developed by German ECE group. Maxima is the anchor hypermarket. Ozas is the only place in Vilnius with the retailer “Peek & Cloppenburg” and the overall feel of the centre is like others in central European cities. The centre is surrounded by additional entertainment functions including a cinema and a sports club. Shoppers can choose from around 25 cafes and restaurants in the centre.

### PANORAMA

SLC “Panorama” was established in 2008 by “E.L.L. Real Estate” – one of the largest real estate development and management companies in the Baltic States. It is a three floor scheme with underground parking. The centre has a total floor area of 65,000 sqm and includes hypermarket RIMI, shops, coffee houses and restaurants. Around 50 different events are organised in the centre each year.

### EUROPA

EUROPA was developed together with nearby Hanner Tower and was designed as an urban centre, frequented by white collar workers. The three-storey 18,000 sqm trade centre stands out for its architecture and contains around 80 shops, plus 10 eating establishments.

### GO9

GO9 (former “Gedimino 9”) was developed in the former Vilnius City Hall and was designed as a classical city galleria. Unfortunately there was not enough of a natural shopper flow through the building and the original developers surrendered the building. The current manager is slowly putting the centre back in operation and popularity is growing again. In March 2014 renovation of the trade centre was completed and it was opened under a new name of “GO9”. At the beginning of 2019, GO9 shopping centre was essentially closed for reconstruction.

## DEVELOPMENT TO WATCH OUT FOR

### VILNIUS OUTLET

Total Size (Sqm)	Up to 60,000
Planned Opening Date	2021
Consumer Profile	Mass market, local shoppers

### ABOUT THE DEVELOPMENT

A large-scale project (Vilnius Outlet) is planned in Pilaites district, with completion expected no earlier than 2021. The building will be multi-functional, with space for retailers, catering, sports facilities and a cinema hall. The sales hall and rental premises will occupy 24,400 sqm of the building area, the catering facilities 3,380 sqm, cinema 1,830 sqm and the sports club almost 1,600 sqm of the total area.



# VILNIUS NEW DEVELOPMENT WATCH

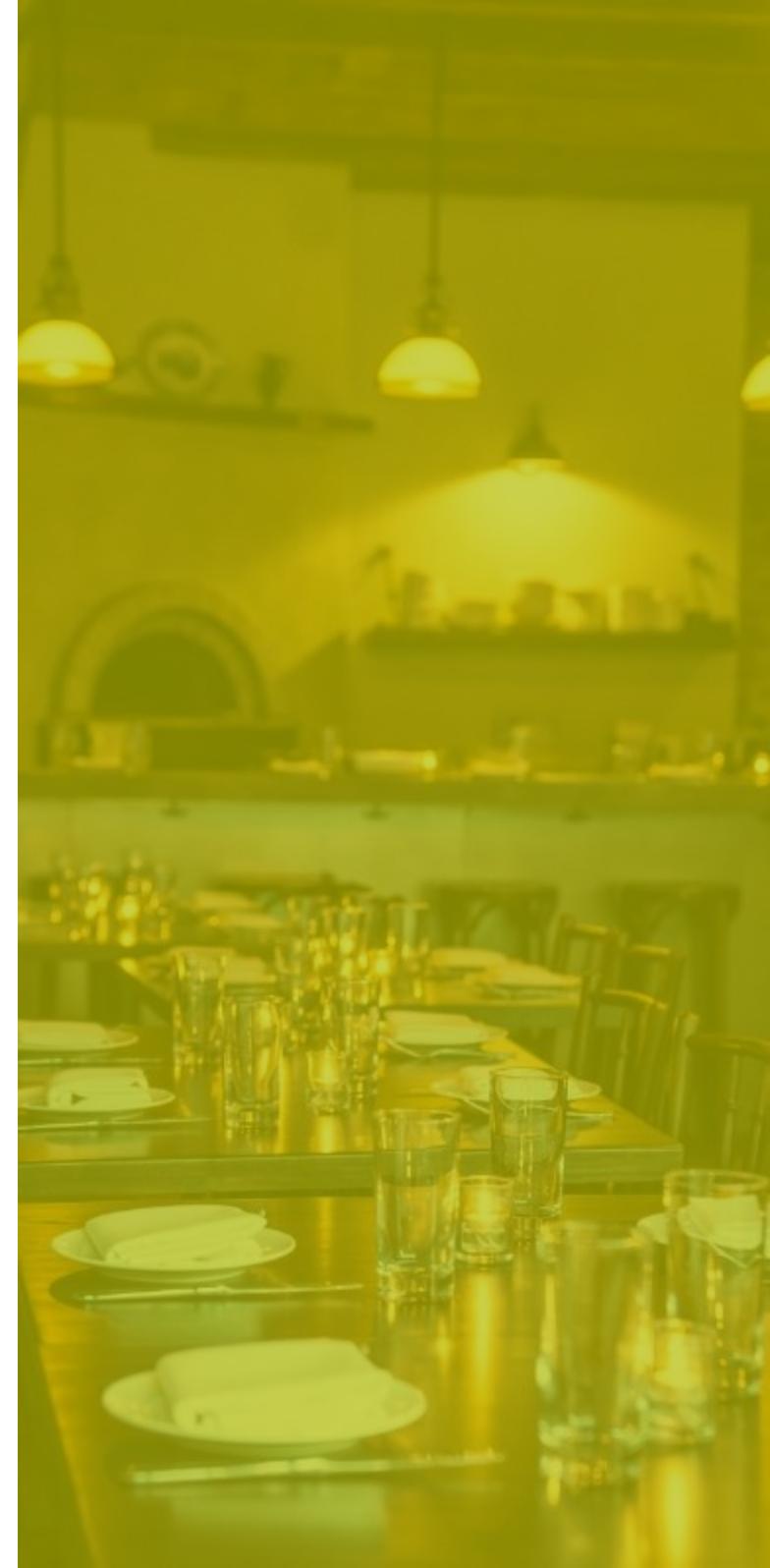
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## FOOD & BEVERAGE

***Vilnius is a place where one can expect to eat well at all times of the day. At present, there is limited choice for international cuisines, however this will grow as the international community in Vilnius expands.***

There are several local chains in Vilnius such as FORTAS, Cili pica, Can Can pizza, Amber Food and Caffeine Roasters. These operators are popular across the three Baltic countries and are widely found in the Old Town, around Gedimino and Konstitucijos avenues and in the shopping centres. For fine dining the most popular places are in the Old Town (for example Pilies and Didzioji streets) and in the areas around Gedimino avenue.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	TYPICAL RENT FOR UNIT OF 350 SQM
Gedimino Avenue	Local consumers, workers, tourists	McDonald's, KFC, Hesburger, Vero Cafe, Caffeine Roasters, local restaurants	30 - 55 € / sqm / month
Old Town / Senamiestis	Local consumers, workers, tourists	Subway, Hesburger, Vero Cafe, Caffeine Roasters, local restaurants	35 - 65 € / sqm / month
Konstitucijos Avenue	Local consumers, workers	Hesburger, Cili pica, FORTAS, Amber Food, Vapiano, Miyako, Gyoza, local restaurants	10 - 40 € / sqm / month
Akropolis	Local consumers	McDonald's, Cili pica, Amber Food, Caffeine Roasters, Grill London, Delano, Can Can pizza, Soya, Sushi express, local restaurants	-
Ozas	Local consumers	KFC, Pizza Hut, FORTAS, Can Can pizza, Manami, Meatbusters, Subway, Amber Food, Caffeine Roasters, Bonocosi, local restaurants	-
Panorama	Local consumers	FORTAS, Manami, Grill London, Grill Brazil, Huracan Coffee, Caffeine Roasters, MCCAFFEE, McDonald's, Drama Burger, local restaurants	-



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