

AMSTERDAM

*Cushman & Wakefield
Global Cities Retail Guide*

As one of Europe's most vibrant cities, Amsterdam boasts a 17th century cityscape hosting some of the world's most impressive art museums in a free spirited environment where for centuries now, all walks of life are welcome.

In recent years, the greater Amsterdam area has become an attractive destination for international headquarters, students and tourists with a fast growing residential market and an excellent shopping experience. Featuring everything from multi-storey department stores and exclusive boutiques to antiques and contemporary Dutch design, Amsterdam serves even the most demanding shoppers.

A city reputed for its innovation and creativity, Amsterdam is home to many established and upcoming talents in the field of fashion. The city has more than 863,000 inhabitants and approximately 1.0 million sqm of retail floor area. In addition to all the big brands, fashion chains and international designers, the capital city boasts numerous up-and-coming Dutch designers and independent shops. The different neighbourhoods offer distinct shopping opportunities such as the hip and happening Nine Streets area or the luxury boutiques in the Museum Quarter and vintage shops around Waterloo square, not to mention the daily open air local markets to really meet the locals who originate from all over the world.

In 2018, more than 19 million people visited Amsterdam and this number is still increasing. Important drivers behind the acceleration are outstanding connections by air (Amsterdam-Schiphol Airport, serving 71 million passengers making it the third largest airport in Europe), by land (Central Train Station with 250,000 daily travellers and by sea (Passenger Terminal Amsterdam, for cruise ships, generating 253,000 visits to Amsterdam alone).

Amsterdam' has shown a strong performance of its retail market over the past decade. The inner-city still attracts many international retailers and is seen as a stepping stone to Europe (e.g. Apple, Topshop), whereas the Kalverstraat, the most expensive retail location in the Netherlands and 17th in the world, still sees demand from all around the globe. Furthermore, the parallel Damrak and Rokin are developing quickly with the arrival of international retailers Uniqlo, Lululemon, Primark, Hudson's Bay, Under Armour and Arket.



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KEY RETAIL STREETS & AREAS

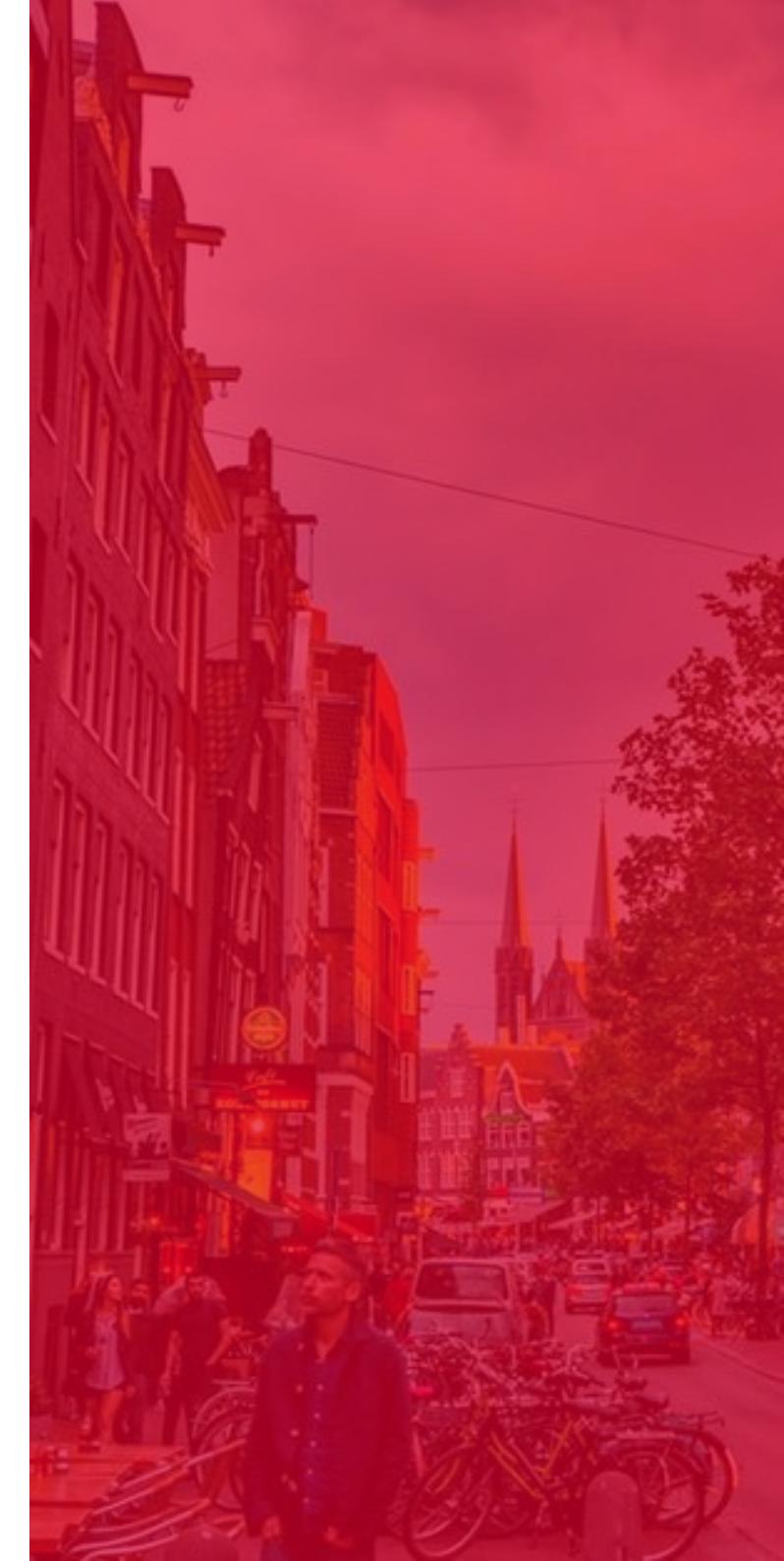
KALVERSTRAAT

The Kalverstraat is the main shopping street in Amsterdam, as well as the Netherlands. All of the major (inter)national retailers and brands are located on this street. The street mostly focuses on big brands and fast fashion, such as ZARA, H&M, Topshop and smaller labels such as Urban Outfitters, Under Armour, Kiko and Perry.

The Kalverstraat is the busiest shopping street recording the highest footfall of the Netherlands. Various international retailers hold large stores here close to Dam square, like the department stores Bijenkorf and Hudson's Bay. The latter also has an entrance at the Rokin, making this area vibrant with a mix of food & beverage, hospitality and retail. Several stores at the other side of the Dam square, like Primark, have two entrances as well connecting the Nieuwendijk with the Kalverstraat.

LEIDSESTRAAT

The Leidsestraat connects the crowded tourist Leidseplein with the Kalverstraat retail area. The square and street are still best known for the many restaurants and cafes that are located there, but has become increasingly popular with retailers looking for a more premium location in recent years because of the high footfall it generates through the Heiligeweg and Leidsestraat that leads to the Leidseplein. This is where the first Dutch Apple store was opened in 2012. Focusing slightly more on the premium market than Kalverstraat, the Leidsestraat is now occupied by retailers such as Michael Kors, Abercrombie & Fitch, Ted Baker, COS and Hugo Boss.



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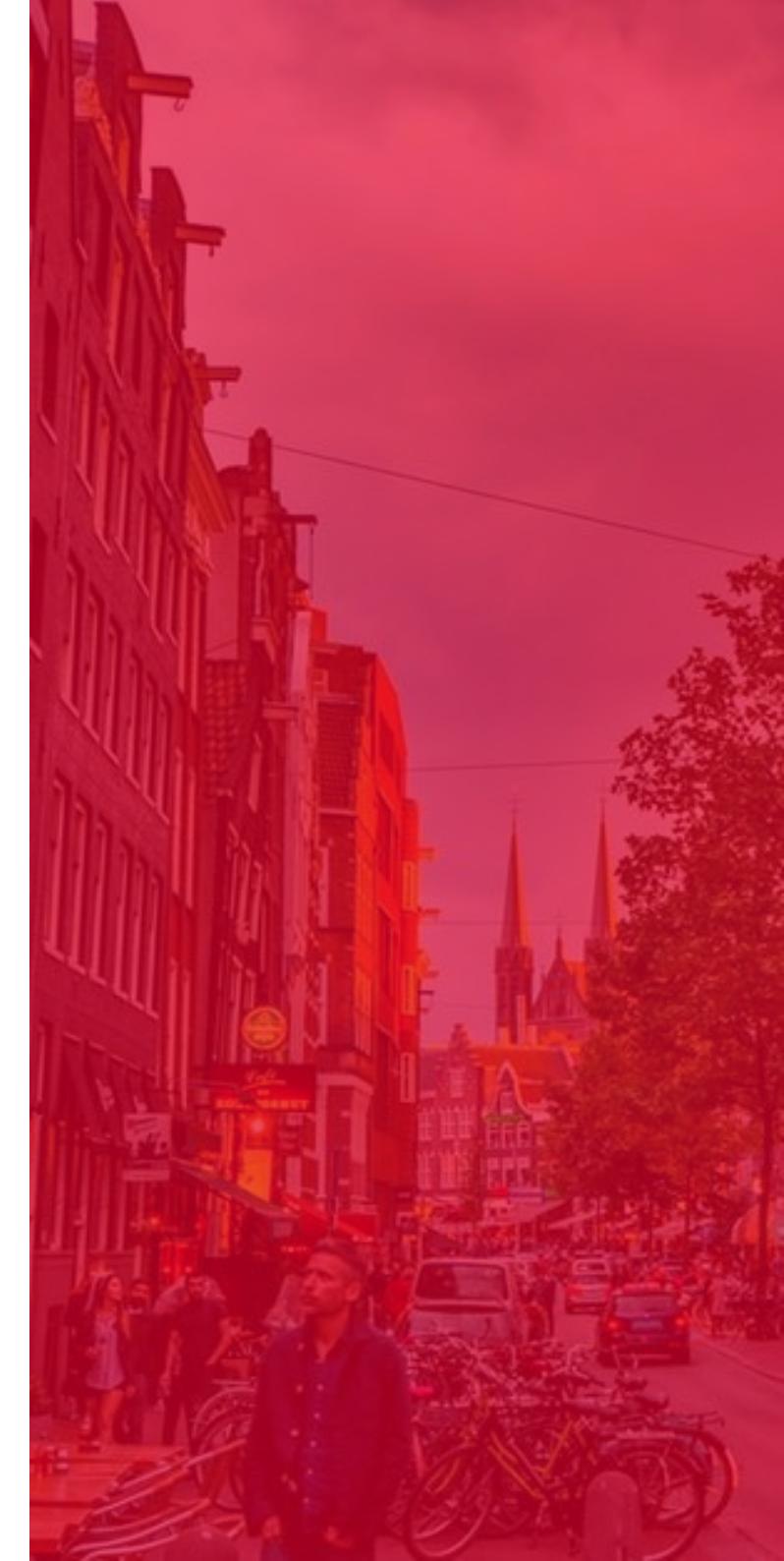
KEY RETAIL STREETS & AREAS

P.C. HOOFTSTRAAT

The P.C. Hooftstraat is situated in Amsterdam's Museum Quarter district next to the Vondelpark and close to the Leidseplein. It is best described as Amsterdam's Rodeo Drive. Luxurious and posh, it hosts the world's biggest brands, luxury clothes, shoes and cosmetics. The street benefits from its close proximity to tourist hot spots such as the Museum square with its world-class museums including the Rijks Museum, Van Gogh museum and contemporary Stedelijk. The P.C. Hooftstraat, as well as a part of the Van Baerlestraat, are the most important luxury retail locations in the country and hold various well-known luxury brands such as Gucci, Prada, Louis Vuitton, Chanel, Dolce & Gabbana, Burberry, Hermes, Bulgari, Tiffany & Co, Cartier, IWC Schaffhausen, Oger and Longchamp.

9 STRAATJES

The 9 Straatjes is an area of nine streets, located in the heart of the city's historical canal district, west of the Kalverstraat with a unique mix of food, local and international small sized shops, art galleries, jewellers, boutiques and vintage stores. Founded as a shopkeepers association in the mid-nineties by a collective of indie entrepreneurs, it has quickly grown into the largest and most well known boutique retail area of the country. Comparable retail areas in Europe include Paris' Le Marais and London's Carnaby street. Attracted by the hip and nonconformist character of the area, together with ever-increasing footfall, the 9 Straatjes is an attractive shopping area to deploy 'non mainstream' labels. Nowadays, despite the presence of shops such as Ace and Tate, Amator and Laura Dols, the area has become more mainstream over the years with several international retailers present, such as Lululemon, Dr. Martens, Timberland, Marc O'Polo, Scotch & Soda, Lee and Replay.



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MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT
9 Straatjes	Locals/ Tourists	Dr. Martens, Timberland, Marc O'Polo, Scotch & Soda, Lee, Replay, Chasin', Clarks	Lululemon	€600 - €1,300/ sqm/ year
Damrak-Dam	Locals/ Tourists	de Bijenkorf, H&M, C&A, Primark		€1,000 - €2,450/ sqm/ year
Heiligeweg	Locals/ Tourists	Diesel, Nespresso, Scotch & Soda, & Other Stories, Puma	Colourful Rebel	€1,700 - €2,400/ sqm/ year
Kalverstraat	Locals/ Tourists	Zara, H&M, Topshop, Urban Outfitters, Pull & Bear, River Island	Expresso	€2,200 - €3,000/ sqm/ year
Leidsestraat-Leidseplein	Locals/ Tourists	Michael Kors, Abercrombie & Fitch, Ted Baker, Hugo Boss, Apple	New Balance, Falke, Scalpers, Calvin Klein	€1,850 - €2,600/ sqm/ year
Nieuwendijk	Locals/ Tourists	Primark, H&M, Zara, JD, HEMA, C&A, New Yorker	Only & Sons,	€1,250 - €2,500/ sqm/ year
P.C. Hooftstraat	Locals/ Tourists	Gucci, Prada, Louis Vuitton, Chanel, Dolce & Gabbana, Burberry, Hermes, Bulgari, Tiffany & Co, Cartier, IWC Schaffhausen, Oger, Longchamp	Karmaloog, Miele	€2,500 - €3,000/ sqm/ year
Rokin	Locals/ Tourists	Urban Outfitters, Hudson's Bay, Mango, MADE.com	Uniqlo	€7,00 - €1,500/ sqm/ year



AMSTERDAM SHOPPING CENTRES

KALVERPASSAGE

Shopping centre Kalverpassage is the main covered shopping area in Amsterdam's city centre. The shopping centre of approximately 11,500 sqm is situated in between the Kalverstraat, Singel and Heiligeweg in the heart of the city. The redevelopment of the Kalvertoren into the Kalverpassage has been completed and has opened its new stores for the public. Tenants in this centre include Hema, Men at Work and Costes.

AMSTERDAMSE POORT

Shopping centre Amsterdamse Poort is located in the Zuidoost (South East) district, the second most popular office district of the city. This shopping centre is the largest shopping centre in the city, at approximately 44,000 sqm. It mainly serves local Zuidoost residents while also functioning as an alternative for tourists and fashion-orientated residents of central Amsterdam. There are plans for the shopping centre to be renovated and extended, while in the Zuidoost district a large number of residential developments will be completed in the next couple of years. Anchor tenants of the Amsterdamse Poort are H&M, New Yorker and TK Maxx. Next to the Amsterdamse Poort there is a large leisure and Arena Boulevard, around the Johan Cruyff stadium, including a multiplex cinema, a home furniture mall, a strip of Big Box retail (Decathlon, Media Markt), two entertainment venues (7,000 and 17,000 seats) and a football stadium (55,000 seats).

BOVEN 'T Y

Shopping centre Boven 't Y is located in the north of Amsterdam and is the main retail area for the district, comprising approximately 40,000 sqm. The anchor tenant of Boven 't Y is Media Markt. Nowadays the shopping centre has difficulties attracting visitors, in part due to its relatively solitary location and also because the centre could use a make over. Part of the shopping centre was renovated in the second half of 2017, welcoming the new retailers H&M, SoLow and Lidl. Currently plans are being made to further regenerate the centre and its surroundings into a new central district, with retail, leisure and education. Since 2018 the centre has a metro stop along a newly constructed metro line, which will connect this central district in the northern part of Amsterdam with the inner city, boosting the accessibility of the north and shopping centre Boven 't Y.

OSDORPPLAAT

Osdorpplein is the main shopping centre located in the southwestern part of Amsterdam. Originally built in the early sixties, the centre has been rebuilt and renovated. The last major extension is called Westmarket and features TK Maxx as its anchor tenant. Westmarket also features 22 shops and a food court. With a total surface of over 35,000 sqm, the shopping centre aims to fulfil a central function in catering to the needs of the Osdorp district residents. Nowadays Osdorpplein is the third largest shopping centre of Amsterdam and holds well-known retailers such as Media Markt, C&A, Action, H&M and TK Maxx.



AMSTERDAM SHOPPING CENTRES

GELDERLANDPLEIN

Shopping centre Gelderlandplein is located in the southern Buitenveldert residential area, in walking distance of Amsterdam's Central Business District. The shopping centre caters to the needs of its local residents and the relatively wealthy population in both Amsterdam Zuid and in Amstelveen. The shopping centre is the fourth largest in Amsterdam, at approximately 34,000 sqm, and has recently undergone a major renovation and extension. With its ample parking, it attracts visitors from the residential areas of southern Amsterdam, Amstelveen and office workers of the Zuidas district. The shopping centre contains around 100 shops which can be characterised as a unique blend of specialty shops and big brands, such as Mango, Costes, Sissy Boy, Nelson, Nespresso, Hema and convenience shops and a supermarket including AH XL, Kruidvat and Blokker.

OOSTPOORT

Oostpoort is the main shopping centre located in the district Amsterdam Oost, offering approximately 18,000 sqm of retail space. The shopping centre contains a wide variety of local and (inter)national retailers, of which the anchor tenant is H&M. The majority of the retail in the shopping centre is focused on daily goods for the surrounding neighbourhood. Within the surrounding area there are several new residential developments and area upgrades, boosting the district's attractiveness. Several well known retailers are present in Oostpoort shopping centre such as Action, H&M, Coolcat and Jack and Jones.

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FOOD & BEVERAGE

Amsterdam offers a culinary melting pot, reflective of the city itself. Whether looking for Michelin standard cuisine, a local cosy place or everything in between: from Indonesian to tapas, from Mediterranean to modern Dutch.

When it comes to bars and dining, it is impossible to walk 50 meters without stumbling across a cosy café or good restaurant. When it comes to dining, Amsterdam offers plenty of choice no matter the budget, time of the day or the style of food you are looking for. Head out to De Hallen, just west of the canal district, where an old streetcar remise has been completely transformed into a food hall including 21 stands surrounding an airy open-plan eating area. Add an extensive wine bar and a broad selection of craft beers for a great eating experience. The central district contains the largest amount of bars and restaurants in Amsterdam, although the Amsterdam west area has seen the largest growth in bars and restaurants.

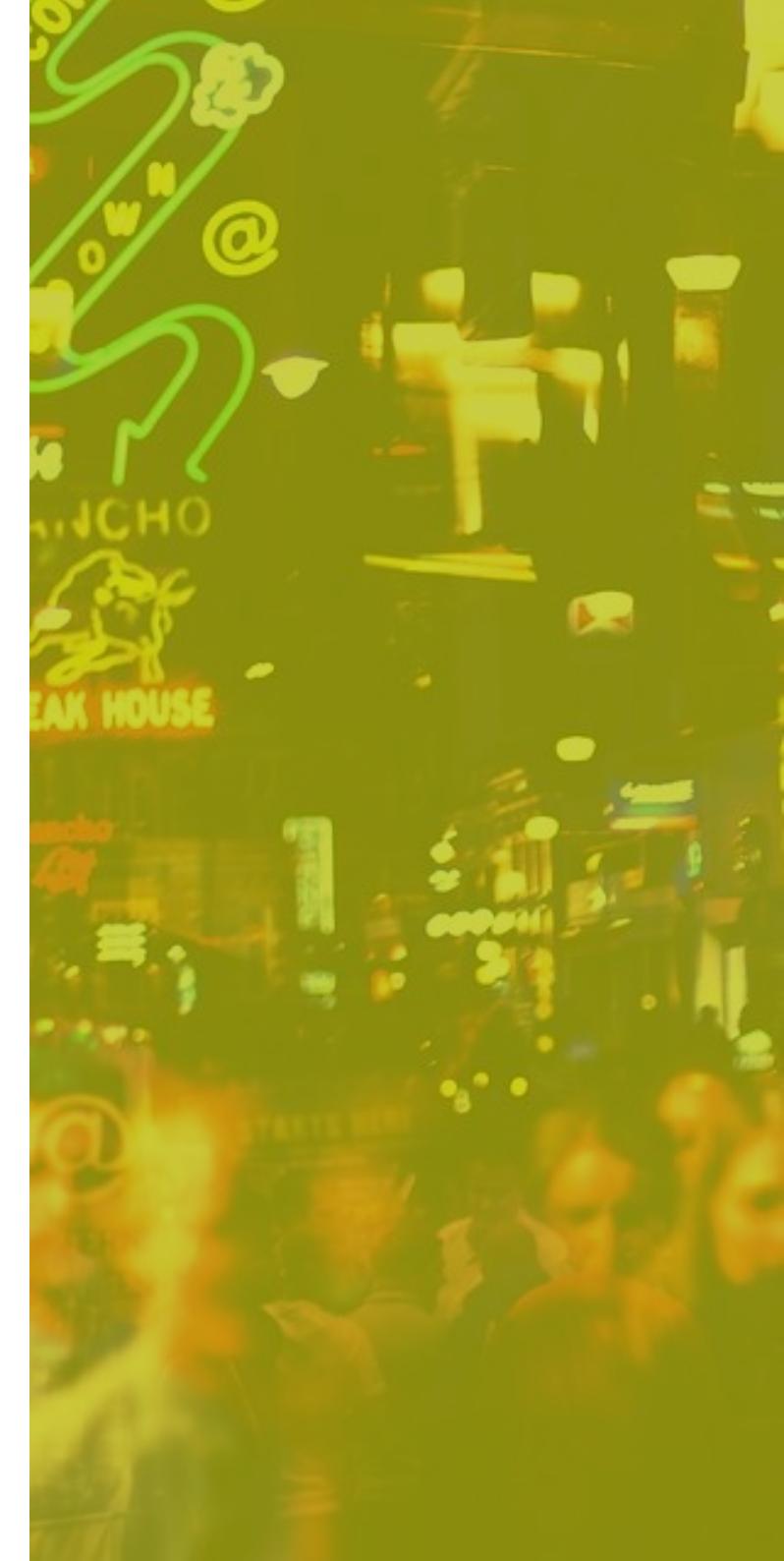
The city centre itself boasts a tasteful patchwork of pubs and restaurants. From the touristy bars and all-you-can-eat restaurant chains at the Leidseplein, Rembrandtplein and the Damrak, to Michelin star restaurants in the canal district and beyond: they can be found just next to each other and all in walking distance. Moreover, the Damrak in the centre offers a wide variety of restaurants, hotels and leisure.

Just south of the canal district situates one of the most vibrant areas of Amsterdam. This gentrified former working class neighbourhood, called 'De Pijp' is home to a multicultural community with many trendy restaurants reflecting the cosmopolitan character of its residents and visitors. Ever more often, De Pijp is often referred to as Amsterdam's Quartier Latin.

The famous Jordaan areas, once a working class neighbourhood, has become one of the most expensive, upscale areas of the city. It is home to many modern art galleries and is also dotted with specialty shops and restaurants. Alongside a collection of popular restaurants in town (Boca's, Daalder, Bordewijk, La Perla) popular culture is never far away as the neighbourhood cherishes its contribution to popular culture (Dutch music). Every night, visitors of numerous pubs resound the famous Jordan torch songs in the streets.

Like many large cities, Amsterdam also has a China Town. The Chinese and other Asian restaurants and shops are located around the Zeedijk and Nieuwmarkt. The Nieuwmarkt is also a popular area for local residents.

Finally, located on the northern IJ bank, the A'DAM tower - also known as the 'Shelltoren' by many Amsterdammers - is the latest addition to the city's nightlife. The A'DAM has just finished a massive renovation and has been transformed into an iconic multifunctional tower. It is now home to a mix of offices, cafés, restaurants, a hotel, an observation point and a revolving restaurant.





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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Rembrandtplein	Tourists	Starbucks, George Deli, Vapiano, Gauchos	€400 – €600/ sqm/ year
Leidseplein	Tourists	Gauchos, Hosokawa Restaurant, Te Pas, Restaurant Red, Palladium, Bo Cinq, Players	€400 - €600/ sqm/ year
De Pijp	Locals	Het Paardje, De Burgermeester, Bar 500, Barca, Ciel Bleu, Le Restaurant	€200 - €300/ sqm/ year
Nieuwmarkt/ Zeedijk	Locals/Tourists	New King, Geisha, Little Thai Prince, Café Bern, Café Stevens	€200 - €300/ sqm/ year
Jordaan	Locals/Tourists	Café Lowietje, Beulings, Chez Georges, Ristorante Toscanini, Boca's	€200 - €300/ sqm/ year
Rokin/ Damrak/ Singel	Locals/Tourists	De Silveren Spiegel, Toro Dorado, Restaurant d'Vijff Vlieghen,	€200 - €300/ sqm/ year

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