



THE HAGUE

Cushman & Wakefield

Global Cities Retail Guide

Although Amsterdam may be the official capital of The Netherlands, it is The Hague which houses the seat of government and is the royal residence. It offers a unique combination of city and beach life with the beaches of Scheveningen and Kijkduin reachable within 15 minutes from the historic city centre.

The Hague oozes culture and history with the most historic sites per square meter in the Netherlands. The Hague promotes itself as the city of International Law since it is home to several international legal entities such as the International Court of Justice and the International Criminal Court. Finally, the presence of all the foreign embassies give the city a significant community of expats, which is clearly reflected the shopping experience the city has to offer.

The city's retail market offers well-known department stores like Bijenkorf and Hudson's Bay within walking distance of hip fashion boutiques and brand stores around the royal palaces. Those who continue towards the sea will discover all kinds of neighbourhoods with more specialty stores, while luxury retailers can be found at the Hoogstraat. The covered shopping arcade 'The Passage' in the historical centre of The Hague is the oldest in The Netherlands, hosting one of the biggest Apple stores in Europe. The city of The Hague is a favourite among international retailers seeking to enter the market. Recent examples include Guess, Nespresso, Topshop and TK Maxx.

The Hague has approximately 1.4 sqm. retail floor per capita, which is relatively high compared to the nationwide average of 1.1 per capita. The surrounding area of the city counts as the most densely populated of the country, totalling around 2 million people within a 30 minute drive time. The total retail stock of The Hague is over 720,000 sqm, of which 190,000 sqm is located in the historical inner city where shops are open seven days a week.



THE HAGUE OVERVIEW

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KEY RETAIL STREETS & AREAS

SPUISTRAAT

The Spuistraat is one of the oldest streets in The Hague, with beautiful facades in neo-renaissance, art nouveau and art deco styles. Hosting both national and international retailers with especially smaller retail units, creating a relaxed atmosphere while the historic look gives a cosy feeling. Some of the retailers are H&M, WE, Diesel, Levi's, Perry Sport, JD Sports, Swarovski, and Kiko.

GROTE MARKTSTRAAT

The dynamic Grote Marktstraat is a shopping street of international allure, with several large department stores, including Bijenkorf, Peek & Cloppenburg and Hudson's Bay. The Bijenkorf building was constructed in 1926 and was the first building in the Netherlands with escalators. The Grote Marktstraat is a unique shopping street due to large retail units located in historic buildings. Other large retailers which are located at the Grote Marktstraat include Primark, Hema, C&A, TK Maxx, SONS, Stradivarius, Bershka and Media Markt.

PASSAGE

The Passage is the only remaining example in The Netherlands of a covered 19th century shopping street. Unsurprisingly, this monument is listed as UNESCO World Heritage, with its arcades, glass domes, walkways and decorated facades. The Passage offers an unmistakable atmosphere that is seldom to be found in modern shopping cities. Major retailers include Apple, Gerry Weber, Douglas and Men at Work. A new section of The Passage was developed recently and creates an attractive connection between Grote Marktstraat and Spuistraat. It boasts a high glass ceiling in a very light and open design and features numerous stores such as Paprika and Pandora.

VLAMINGSTRAAT

The Vlamingstraat is, together with the Spuistraat, one of the oldest streets in The Hague and lies in the extension of the Spuistraat. It has the same characteristics and cosiness as the Spuistraat and hosts international as well as national retailers. There are a lot of sports shoe stores located in this shopping street such as Aktie Sport, Sidestep, The Athlete's Foot, Shoeby, Adidas, Sneakers and New Yorker.



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KEY RETAIL STREETS & AREAS

WAGENSTRAAT & VENESTRAAT

The Wagenstraat is, together with the Venestraat, the bustling shopping heart of The Hague. Located adjacent to each other from Chinatown passing by the oldest department store Bijenkorf through the Grote Marktstraat to the oldest inn of The Hague, 't Goude Hooft. With a mix of large warehouses, fashion chains and flagship stores and astonishing historic facades, it is a must see in The Hague. It hosts several large retailers such as Bijenkorf, Douglas, H&M, Esprit, River Island, Peek & Cloppenburg, Zara, Mango, Sissy-Boy and COS.

HOOGSTRAAT

The Hoogstraat is one of the more luxury retail streets in The Hague, near to the royal palace Noordeinde the streets breathe luxury. With several exclusive, chic businesses full of the latest trends in fashion and luxury. Some of the retailers include Michael Kors, Tommy Hilfiger, Lacoste, Espresso, Mc. Gregor, Denham, Van Lier and Hugo Boss. The Hoogstraat flows seamlessly into winding medieval streets with artisan entrepreneurs, hidden historical treasures and cosy restaurants and cafés.

DENNEWEG

Denneweg, formerly a premier venue for antique shops in The Hague, is now a must for people who value lifestyle and design on an international level. Together with its narrow side streets and neighbouring canals, the Denneweg is an open air shopping mall full of specialty stores. From early morning until late in the evening one can enjoy this neighbourhood with its many trendsetting fashion and lifestyle shops, its plethora of pubs, restaurants and streetwalk cafes and its various cultural offerings.



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MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Spuistraat	Locals / Tourists	H&M, WE, Nespresso, Coolcat, Pull&Bear, JD Sports, Foot Locker, Levi's, Diesel, Perry	JD Sports, Hudson's Bay	€850 – €1,250/ sqm/ year	50 – 1,000 sqm
Grote Marktstraat	Locals / Tourists	Bijenkorf, Hudson's Bay, Peek & Cloppenburg, C&A, TK Maxx, SONS, Bershka, HEMA, Stradivarius, Primark, Topshop, Guess, River Island, Decathlon, Media Markt, Intersport, The Sting.	Stradivarius, TK Maxx, SONS, Hudson's Bay, Guess, Decathlon	€700 – €1,150/ sqm/ year	250 – 3,000 sqm
Wagenstraat	Locals / Tourists	Bijenkorf, Peek & Cloppenburg, Zara, Mexx, H&M, Monki,	Monki	€540 – €900/ sqm/ year	50 – 3,000 sqm
Venestraat	Locals / Tourists	Esprit, Douglas, Sissy-Boy, Distrikt Nørrebro, Weekday, Van Haren, COS, Mango Man, Rituals, ONLY, Dr, Martens	Distrikt Nørrebro, Dr. Martens	€810 – €900/ sqm/ year	50 – 750 sqm
Vlamingstraat	Locals / Tourists	New Yorker, Zeeman, Shoeby, Kruidvat, Wam Denim, Aktie Sport, The Athlete's Foot, Adidas, Sneakers, Claire's	-	€450 – €810/ sqm/ year	50 – 650 sqm
Hoogstraat	Locals / Tourists	Riviera Maison, Eduard Pelger, Tommy Hilfiger, Anna van toor, Claudia Strater, The Society Shop, Hugo Boss, Massimo Dutti, Mc Gregor, Michael Kors, Espresso, Lacoste, Timberland, Denham, Van Lier	Denham	€680 – €990/ sqm/ year	50 – 750 sqm
De Haagse Passage + De Nieuwe Haagse Passage	Locals / Tourists	Apple, Men at Work, Douglas, Gerry Weber, We Are Labels, Nelson, The Body Shop, Sacha, Wam Denim, Paprika, Sam Friday	We Are Labels, Sam Friday	€400 – €850/ sqm/ year	50 – 550 sqm



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SHOPPING CENTRES

SPUIMARKT

Shopping centre Spuimarkt is located in the city centre of The Hague, on the Grote Marktstraat. The shopping centre is occupied by well-known retailers such as Albert Heijn, Bershka, TK Maxx, SONS, C&A, The Birkenstockstore, and Intersport, as well as a Pathé cinema. Completed in 2007, the shopping centre offers relatively large units.

LEYWEG

Shopping centre Leyweg is located in the south of The Hague and is the largest shopping centre outside the city centre. With over one hundred shops and department stores, Leyweg contains everything from daily groceries to products from all over the world. Furthermore, the centre includes supermarkets, hairdressers, fashion stores, interiors, gifts, sports and electronics shops. Prominent occupiers are Holland & Barrett, Hema, ICI Paris, Bart Smit, Van Haren, Xenos and Jumbo

DE SAVORNIN LOHMANPLEIN

De Savornin Lohmanplein is a shopping centre located in the west of The Hague. The shopping centre is a district centre, offering various facilities to its consumers. Tenants include well known brands such as Hema, ANWB, Marskramer and Etos, while the centre is anchored by supermarkets Albert Heijn and discounter Aldi.

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FOOD & BEVERAGE

Buitenhof

Buitenhof is located opposite of the Binnenhof, which is home to the national government. Buitenhof has both cafés and restaurants and sees both tourists and locals visiting the area. Organically grown products and local goods are sold every Wednesday at the farmers market just in front of the Binnenhof.

Kettingstraat

The Kettingstraat is located just off the Buitenhof. This small street houses some restaurants such as an Italian and an Argentinian restaurant. This street is well known by locals.

Plein

Plein is located close to the Binnenhof and is a popular place. This area is characterised by smaller units and its cosy atmosphere, although the Plein square is relatively large. This area is visited by both locals and tourists and is also popular for a night out. During the winter months, the square houses a book and antique market on Thursdays. During the summer months, this market moves towards the Lange Voorhout.

Grote markt

Grote Markt is located in close proximity of the shopping streets Grote Marktstraat and Vlamingstraat. There are some cafés located on the square, which are mostly popular during the day.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Buitenhof	Tourists / Locals	Popocatepetl, Havana, McDonalds	€300 – €400/ sqm/ year
Kettingstraat	Locals	Los Argentinos, Very Italian Pizza, Leuk	€200 – €350/ sqm/ year
Plein	Tourists / Locals	Luden, Cloose, Millers	€400 – €500/ sqm/ year
Grote Markt	Tourists / Locals	De Zwarte Ruiters, de Boterwaag	€300 – €400/ sqm/ year
Denneweg	Locals	Limon, Alexander, Dekxels, Oker	€150 – €300/ sqm/ year

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