

# BRATISLAVA

*Cushman & Wakefield*

*Global Cities Retail Guide*

***Bratislava is the political and economic hub of Slovakia and is home to many national institutions and government agencies, as well as many domestic and international companies. It has 460,000 inhabitants and is the largest city in the country.***

The Bratislava region is the wealthiest and economically most important region in Slovakia, despite being the smallest by area and having the second smallest population of the eight Slovak regions.

Bratislava has attracted many international retailers who often expand into shopping malls across the city (Eurovea, Aupark and Avion being the most important destinations for them). Retail in Slovakia is mostly concentrated in shopping malls. The high street in Bratislava has not developed well, but there have been some signs of recovery in recent years. Mainstream high street retail is located on Obchodna street and includes international retailers (H&M, Deichmann, Takko and CCC for instance). Further development of the street will be influenced by the availability of suitable properties in this location.

Despite shoppers in Slovakia and Bratislava being more aspirational than in many western countries, the relatively small tourism market and the proximity to Vienna have so far prevented the market from establishing a notable luxury retail segment. Luxury and up-market brands have tended to cluster on Laurinska street and also on the Eurovea and Aupark shopping malls.



## BRATISLAVA OVERVIEW

# BRATISLAVA

## KEY RETAIL STREETS & AREAS

### OBCHODNA STREET

Obchodna street is the only high street location in Bratislava. In the past it was popular, however with the arrival of new shopping centres, Obchodna street lost its status as the main shopping destination for the city.

While Obchodna Street is emerging as the centre of high street retail in Bratislava, the development of it is at an early stage, especially in comparison to the capitals of neighbouring countries (Vienna, Budapest, Prague).

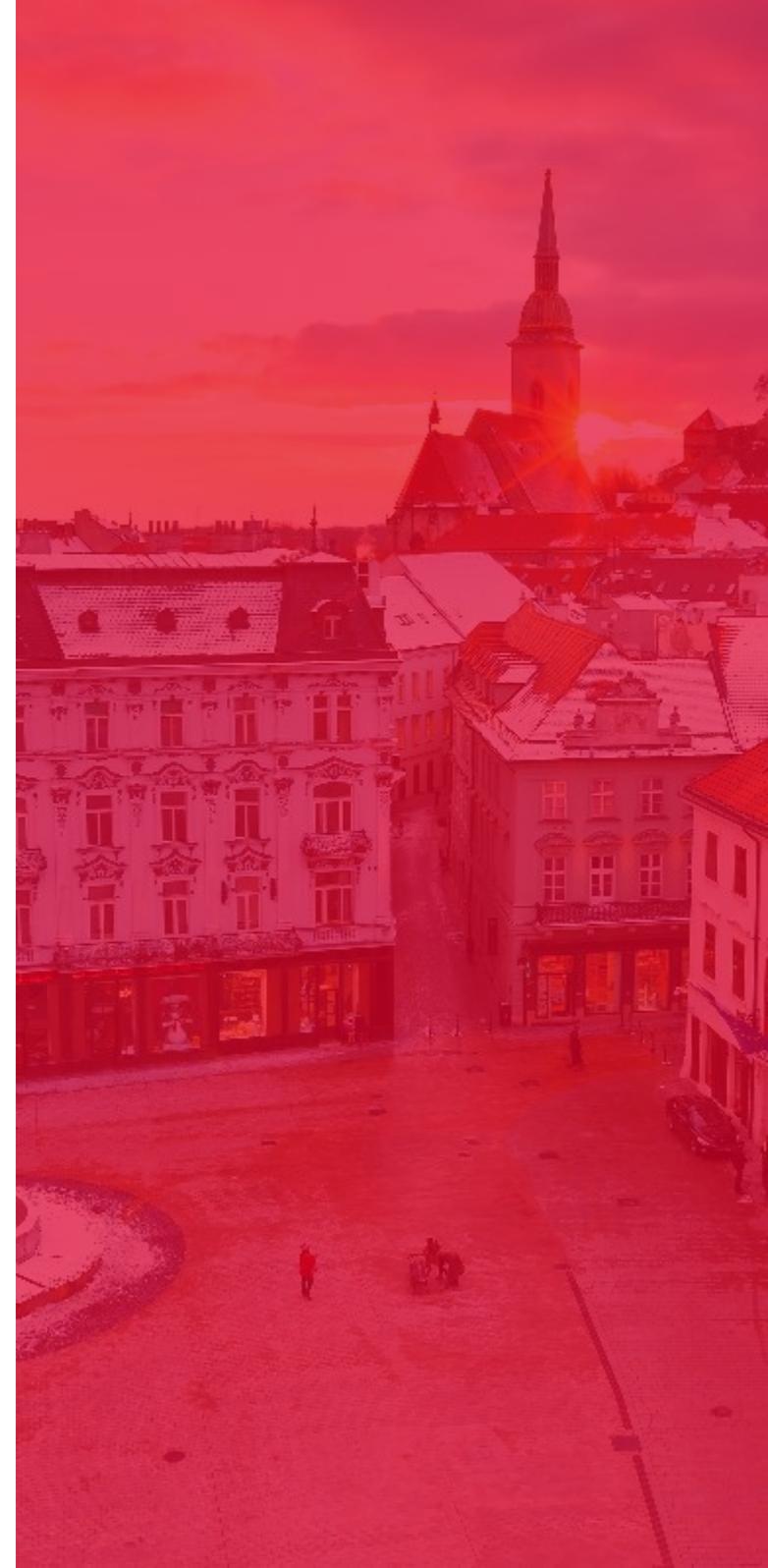
The fashion tenant mix on Obhodna Street includes brands such as H&M, CCC, Deichmann, Camaieu, Terranova and Calzedonia.

### LAURINSKA STREET

The evolution of Laurinska street has been slow as the more affluent shoppers from Bratislava have tended to do their luxury brand shopping in Vienna.

Despite having good potential due to its location (pedestrianised area of the historical city centre), Laurinska Street as a high street location suffers as many luxury and up-market brands have opened stores in shopping centres (Eurovea and Aupark), with some of them relocating from their existing shops in Laurinska Street.

Currently on Laurinska Street there are a number of monobrand shops as well as Marco Mirelli, Max Mara and a few multibrand shops with brands such as Elisabetta Franchi, Casadei, TwinSet, Chiara Boni and Simone Perele.



# BRATISLAVA

## MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Obchodna street	Mass market	H&M, McDonald's, Deichman, Camaieu, Calliope, Calzedonia, Tchibo, CCC	35-45 €/sqm/month	20 – 1,500 sqm
Eurovea	Mass market and upmarket brands	Peek & Cloppenburg, H&M, Cos, New Yorker, Sports Direct, Desigual, Reserved, Mango, Guess by Marciano, Armani Jeans, Gant, Napapijiri, Gerry Weber, Starbucks, Costa Coffee, Nespresso, Iqos, Trussardi Jeans	50 – 55 - 75 €/sqm/month	30 – 4,000 sqm
Aupark	Mass market and upmarket	Zara & Inditex brands, Peek & Cloppenburg, H&M, Mango, Terranova, Reserved, Humanic, Intersport, Starbucks, Lindex, Estee Lauder, Chaps, Calvin Klein Underwear	50 -70 €/sqm/month	20 – 5,000 sqm
Avion	Mass market	Zara & Inditex brands, Peek & Cloppenburg, H&M, C&A, Reserved, Intersport, Sports Direct, Mango, Tezenis, Quiksilver	45 – 50 €/sqm/month	30 – 3,000 sqm
Laurinska street	Luxury	Max Mara, Marco Mirelli	55 €/sqm/month	30 - 200 sqm



# BRATISLAVA

## SHOPPING CENTRES

### EUROVEA

Eurovea is a dominant shopping mall (60,000 sqm) on a river bank in a city centre of Bratislava, and is perceived as one of the main attractions for shopping and entertainment in Bratislava. Its famous promenade is perceived as the strongest F&B location in Slovakia. The project represents a milestone in shopping centre development in Slovakia and its architectural concept has been met with positive reactions retailers and consumers alike. In the last year a number of new stores from the luxury brands sector have opened on the first floors of Eurovea. As a result there is a tendency for the more up-market brands to consider Eurovea as being “the place to be”, replacing the high street (e.g. Laurinska Street) for their expansion.

Many new retailers consider Eurovea as a gateway to enter the market. It is a mixed-use scheme (retail, office, residential, hotel) on a river bank with a famous promenade. The customer profile includes mid-to-up-market/ business level and tourists.

Due to extend by some 25,000 sqm in 2021, Eurovea is set to become one of the largest shopping centres in Slovakia and due to its future Tenant mix, will become a super-regional scheme.

### AVION

Avion is currently the biggest shopping mall in Slovakia in terms of GLA (103,000 sqm), out of which 40,000 sqm is represented by IKEA. It is located in the Eastern part of Bratislava with good connections to the highway D and the airport. Since opening, Avion shopping park has been extended twice. The tenant mix includes the majority of brands already represented in the Slovak market, and the customer profile represented is mass – mid level.

### AUPARK

Aupark Bratislava (56,000 sqm) is located on the opposite bank of the Danube river, close to the largest residential area of Petržalka. Thanks to its ownership and redevelopment, Aupark represents the target for many new retailers in the market. The shopping centre opened in 2001, was extended in 2007 and partially refurbished in 2015. The scheme is also going to be extended by approximately 5,000 sqm. The customer profile represented is mass – mid level.

## DEVELOPMENT TO WATCH OUT FOR

### EUROVEA CITY

Eurovea II. Phase	25,000 sqm
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Planned Opening Date	Q2 2021
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Owner	Private owner
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### ABOUT THE DEVELOPMENT

An extension of Eurovea, the shopping & leisure scheme of 59,000 sqm with 13 million visitors yearly and another million on the promenade. This shopping mall is located in the city centre of Bratislava by the river Danube and is well known for its promenade full of restaurants, bars and terraces.



# BRATISLAVA NEW DEVELOPMENT WATCH

# BRATISLAVA

## FOOD & BEVERAGE

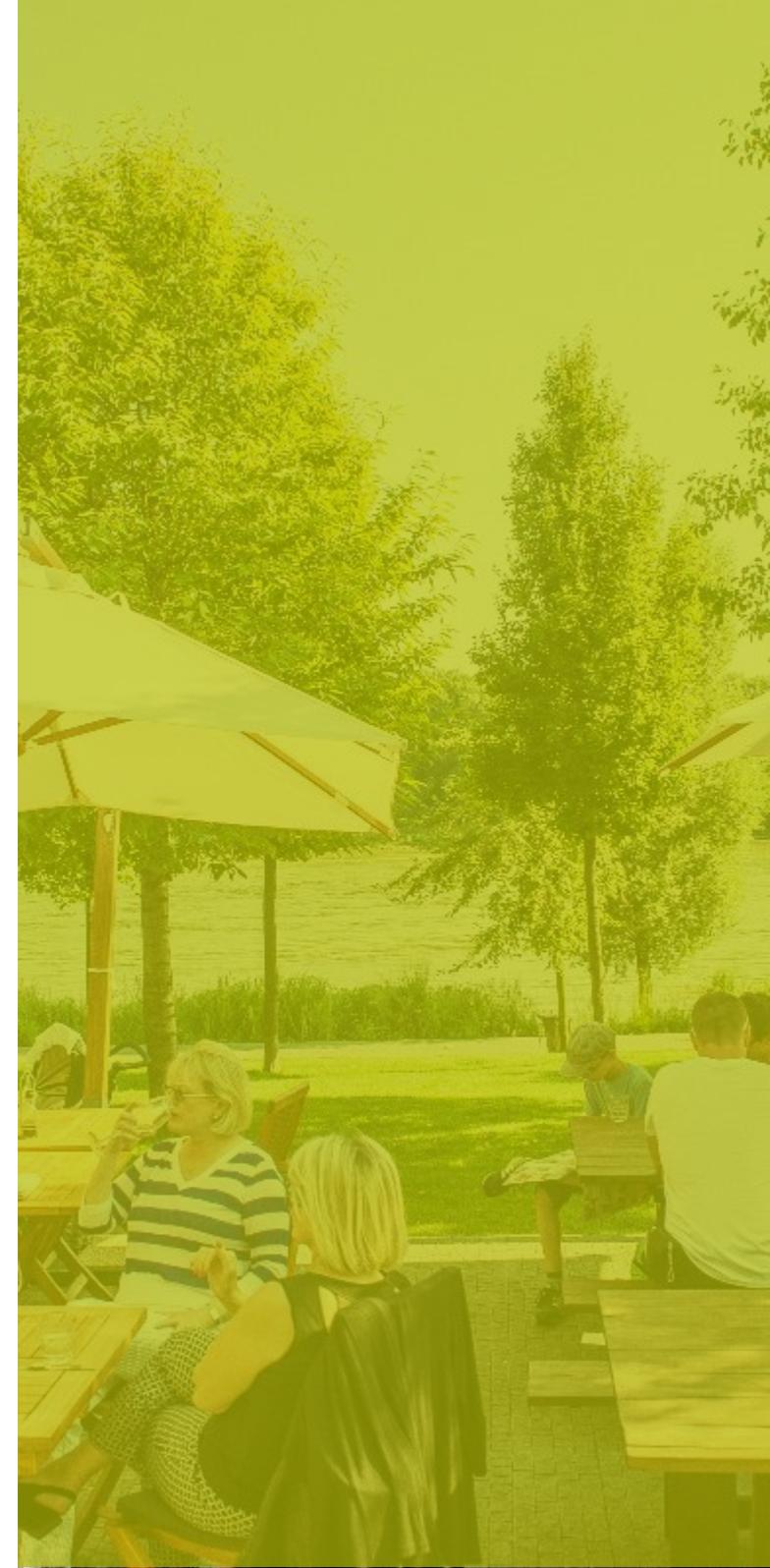
***Despite Slovakia's food and beverage market being dominated by local operators, more international brands are entering the market each year. There are hundreds of food and beverage outlets catering for all tastes and budgets. Starbucks, Costa Coffee, Burger King, Pizza Hut, KFC, McDonald's, Wagamama & Subway are all growing their portfolios.***

Slovak cuisine is very popular in typical restaurants such as pubs and in Bratislava's flagship restaurants. In recent years, several new fine dining restaurants have opened, usually offering Italian or French cuisine. Asian cuisine is also becoming one of the most popular. The well performing local restaurant group Medusa currently operates more than 25 restaurants in Bratislava.

Drinking coffee is one of Bratislava's most cherished traditions, largely a legacy of its centuries-long history as part of the Austro-Hungarian Empire. Not only are there many traditional cafes in Bratislava, but a number of chains have opened, including Coffeeshop Company, Julius Meinl, McCafes, Starbucks and Costa Coffee.

Bratislava has two main locations for food and beverage outlets: first in the old city and the second is on the promenade of the Danube River, which is part of Europea shopping mall.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Old city	Mass & upmarket	Kogo, Rio, Primi, Mondieu	35 - 55 €/sqm/month
Obchodna street	Mass	McDonalds, Slovak pub	30- 35 €/sqm/month
Europea	Mass & upmarket	Wagamama, Primi, Kolkovna, Al Faro, McDonald's Sajado, Starbucks	45 - 50- 55 €/sqm/month
Aupark	Mass & upmarket	KFC, Starbucks, Mercado, Kubu, Soho, Subway, McDonalds	45 - 50 €/sqm/month



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# WHAT'S NEXT

REDEFINING THE LANGUAGE OF  
RETAIL & LEISURE