



MALAGA

Cushman & Wakefield

Global Cities Retail Guide

Malaga is located on the south coast of Spain in the Andalusia region, approximately 100km east of the Gibraltar Strait. The city has a population of 571,026 (2018) and it is the sixth largest city in the country.

The important cultural infrastructure and the rich artistic heritage culminated in the nomination of Malaga as a candidate for the 2016 European Capital of Culture.

The most important business sectors in Malaga are tourism, construction and technology services, but other sectors such as transportation and logistics are beginning to expand.

Malaga's high street retail scene, despite being very limited (only two short main high streets) still receives considerable interest. Calle Marqués de Larios is the prime high street and the most sought after retail location by both national and international retailers.

An aerial photograph of Malaga, Spain, showing a dense urban landscape with numerous multi-story buildings and a prominent cathedral with a tall spire. The image is partially covered by a large, semi-transparent red triangle that points towards the bottom right corner. The text 'MALAGA OVERVIEW' is written in white, bold, sans-serif capital letters across the red area.

MALAGA OVERVIEW

MALAGA

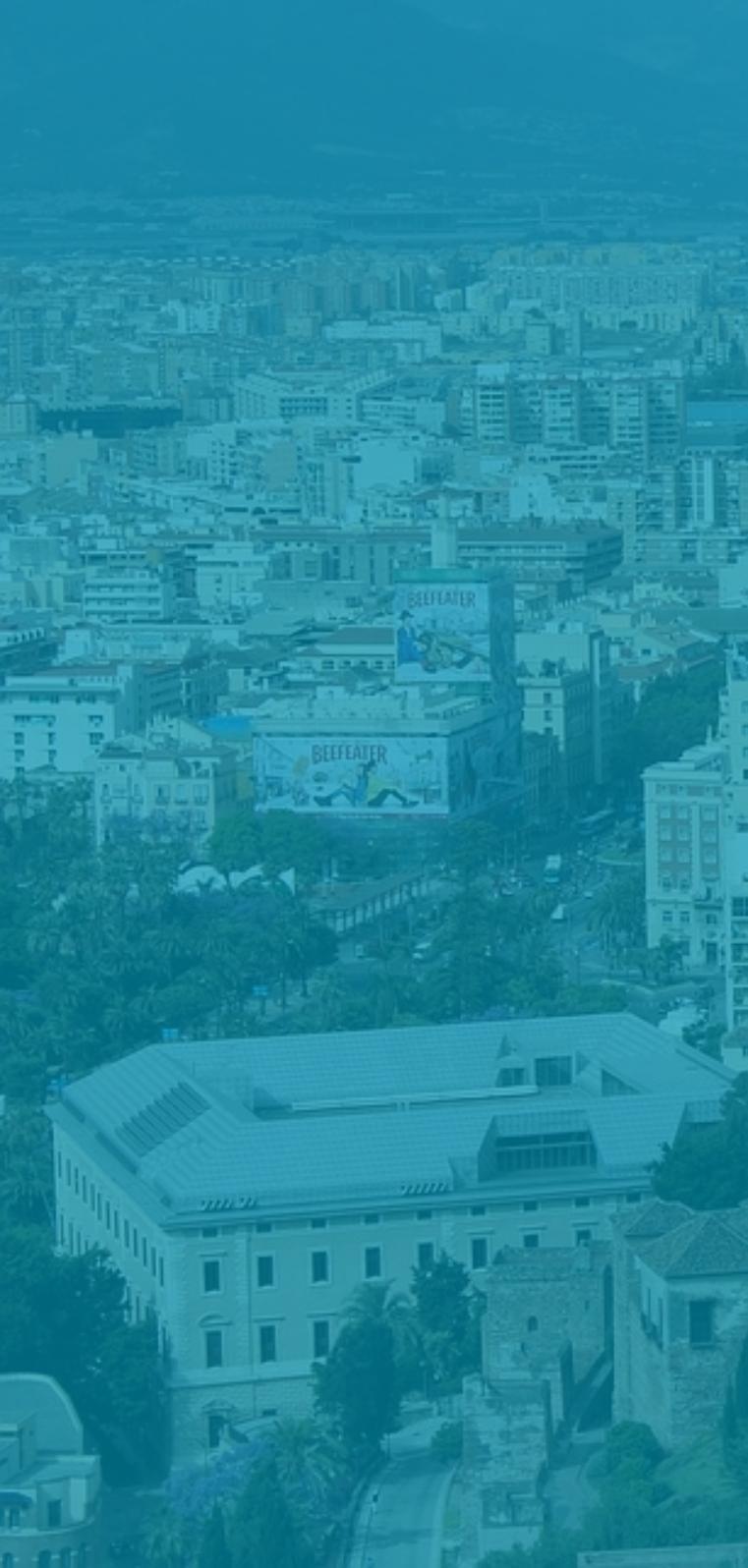
KEY RETAIL STREETS & AREAS

CALLE MÁRQUES DE LARIOS

Marqués de Larios is a short pedestrianised street which runs northwards from Alameda Principal up to Plaza de la Constitución. Current occupiers include a number of the Inditex brands, Benetton, Desigual and Mango in addition to several local retailers. There are also many bank branches still present.

KEY AREAS/ STREETS/	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Calle Márques de Larios	Mass market	Bershka, Massimo Dutti, Mango, Primor, Claire's, Bimba y Lola, Cos, & Other Stories	€170/ sqm/ month	40 – 600 sqm
Nueva	Mass market	Pimkie, Springfield, Stradivarius, Quiksilver, Gocco, Marypaz	€70/ sqm/ month	20 – 1,000 sqm
Constitución	Mass market	Benetton, Mango, Tintoretto, Hoss	€100/ sqm/ month	20 – 800 sqm
Larios Centro	Mass market	Zara, Dunnes Store, Punto Roma, Mango, Disney Store	€35/ sqm/ month	20 – 4,500 sqm
Vialia Malaga	Mass market	Zara, H&M, Stradivarius, Blanco, Media Markt, Cortefiel, Sfera	€32/ sqm/ month	20 – 3,000 sqm
Plaza Mayor	Mass market	Zara, H&M, C&A, Cortefiel, Bershka, Blanco, Springfield, Camaieu	€38/ sqm/ month	20 – 3,000 sqm
Muelle Uno	Mass market	Deichmann, Kiko, Lacoste, Decimas, Extart & Panno	€35/ sqm/ month	20 – 800 sqm





MALAGA

SHOPPING CENTRES

LARIOS CENTRO

This is one of the oldest shopping centres in Malaga, having opened in March 1996. The centre is in the heart of the city, just a few minutes' walk from the main train station. Refurbished during 2003 and 2004 this centre has an annual footfall of over 10 million visitors.

Larios shopping centre has more than 45,000 sqm GLA and 1,300 parking spaces. With over 102 shops, the majority are top fashion and accessories brands, such as Primark, Zara, Bershka, Pull & Bear, Shana, The Disney Store and Stradivarius. There is also a wide variety of restaurants including Burger King, Pans & Company, 100 Montaditos and Café & Té.

VIALIA MALAGA MARÍA ZAMBRANO SHOPPING CENTRE

Vialia Málaga Shopping is located within the local and long distance train station, in one building with two floors and provides a variety of shops. Vialia benefits from the tremendous footfall of rail passengers.

Opened in 2006, it offers 110 shops, along with a selection of bars and restaurants, with a total GLA equal to 47,241 sqm. Its main anchors are Mercadona, Media Markt, H&M, Zara, Sfera, Cortefiel, Bershka, Juguetería Poly, Blanca and Massimo Dutti.

The shopping centre includes a varied selection of restaurants such as Yelmo cine, Vips Ginos, Latinos, Burger King, Foster's Hollywood, Oriente Express and Taco Bell, along with a 13 screen multiplex cinema.

PLAZA MAYOR

The first phase of this centre opened primarily as a leisure destination in 2002. The second, retail based phase opened in 2008 and has attracted a considerable number of visitors. The relatively small, but well let extension continues to be in demand from both national and international retailers and thus an extension across part of the leisure element of the centre is planned for the near future.

Plaza Mayor has a GLA of 53,082 sqm. Main anchors are Mercadona, Media Mark, Zara, H&M, C&A, Bershka, Nike Factory, Shell, Massimo Dutti and Cortefiel. It also contains several restaurants such Big Fun, La Posada de Brasil, La Tagliatela, Burger King, McDonald's and La Sureña.

MUELLE UNO

This open-air centre opened in the recently refurbished and repositioned port area of the city, just a short walk from the main retail district. It has a mixture of retail and restaurants which are very popular with both locals and tourists alike. With a total of 15,617 sqm of GLA the scheme was opened in 2011 and with 21 retail shops, including Deichmann, Primmor, Mandrágora, Oteros Sport, Candyland, along with several restaurants such as Big Fun, La Posada de Brasil, La Tagliatela, Burger King, McDonald's, La Sureña, Foster Hollywood and Smilo.

MALAGA

FOOD & BEVERAGE

As well as being a cultural centre, Malaga is also a great place to eat out.

The cuisine of Malaga is rich in variety and flavours; there are restaurants, beach bars, tapas bars, tour of wineries - where you can taste the very best wines - and also restaurants with Michelin-star chefs.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Avenida de la Constitución, 11	Tourist/ local	Café Central
C/Strachan	Tourist/ local	Gorki, Strachan, Mesón la Cepa
C/La Bolsa	Tourist/ local	La Reseva 12, La Dehesa, El Rescoldo,
Plaza de Uncibay	Tourist	Sacacorchos, Ajo Blanco, Sosúa



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REDEFINING THE LANGUAGE OF
RETAIL & LEISURE



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