

GOTHENBURG

Cushman & Wakefield

Global Cities Retail Guide

The city of Gothenburg is a breathtaking mix of coastline, islands, lakes and thick forests, offering visitors everything from lobster “safaris” and sea kayaking, to historic manor houses and art museums. West Sweden is one of the fastest growing regions.

As Sweden’s second largest city with Scandinavia’s largest port, Gothenburg is a vibrant, bustling place. Its city centre is littered with Michelin-star restaurants, is easily explored on foot and has a renowned music scene, stylish shopping and a bohemian coffeehouse culture. Best known is the Liseberg amusement park, dating back to 1923, and the largest of its kind in Scandinavia.

Gothenburg has a continental outlook; its showpiece Kungälvsvägen boulevard is often nicknamed the “Champs Élysées,” and the comparison is justified (in a low-key Nordic way). The cheerful, relaxed atmosphere is enhanced by the city’s large student population.

According to the European Commission Gothenburg is one of Europe’s most innovative regions. It continues to be a fast-growing region with high purchasing power and the lowest unemployment of Sweden’s metropolitan regions.



GOTHENBURG OVERVIEW

GOTHENBURG

KEY RETAIL STREETS & AREAS

AVENYN

Kungsporsavenyn, known locally as Avenyn, is one of Gothenburg's main boulevards for shopping and entertainment. Along this boulevard and in the adjacent streets there are exclusive fashion boutiques and select flagship stores. Stores for Tommy Hilfiger, Bang & Olufsson, Villeroy&Boch and Laura Ashley rub shoulders with a wide selection of other top fashion chain stores. On the side streets are elegant fashion boutiques, selected vintage shops, shopping arcades, and trendy neighbourhood restaurants. Avenyn extends from the grand Götaplatsen to Kungspors Bridge, by the Moat (Vallgraven). The boulevard is lined with lots of friendly cafés, renowned restaurants and popular bars. In summer, Avenyn becomes especially lively as the pavements are filled with sunny terrace bars and strolling holidaymakers.

THE INNER CITY

The charming area within "Vallgraven" (the Moat) is home to a wide range of retailers, including small specialist shops, large chain stores, department stores and Nordstan shopping centre. The main retail areas are described below and on the next page.

FREDSGATAN - Fredsgatan is one of the most popular shopping streets in Gothenburg where one of the entrances to NK department store is located. On Fredsgatan retailers such as Mango, Zara and MQ are represented. Fredsgatan is also adjacent to Nordstan, one of Sweden's leading shopping centres.

Nordiska Kompaniet, NK, is a stylish and inspiring department store offering the latest in fashion, accessories, beauty, and interior furnishings over four floors. There are exclusive boutiques and brands such as Gant, Mulberry, Marc Jacobs, Ralph Lauren, Karen Millen, Tiger of Sweden and the trendsetting NK Designers department, offering the latest in Swedish fashion. Within the same block is the Arkaden shopping centre, offering shopping opportunities for the fashion conscious.

KUNGSGATAN - Kungsgatan is an extension of the fashion cluster at Fredsgatan with well known retailers such as H&M, Weekday, MQ and Monki. This major shopping street is fully pedestrianised and stretches for around 3 km. Many clothing stores are located along the Kungsgatan and Fredsgatan.



GOTHENBURG

KEY RETAIL STREETS & AREAS

VALLGATAN / KORSGATAN/SÖDRA LARMGATAN

This area has recently become an area where mono brand stores have created a cluster with retailers such as Noa Noa, Marimekko and Nudie Jeans. Korsgatan is also where the main cinema is located. Magasinsgatan, Vallgatan and Södra Larmgatan has developed into a creative quarter where young local designers have set up business among cafés and vintage shops. Gothenburg brands such as Emma & Malena have their stores alongside accessories and design shops such as Norrgavel and Krypton Form.

HAGA - Haga is one of the oldest and most popular districts in Gothenburg. The neighbourhood has kept a lot of its original charm and the picturesque main street Haga Nygata is lined with well preserved wooden houses, boutiques and cafés. It is home to numerous small boutiques that offer an eclectic mix of old and new. There is a wonderful assortment of antiques, handicrafts, designer goods, books, children's clothing and vintage fashion. The neighbourhood merges into Linnéstaden.



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MARKET OVERVIEW

KEY AREAS / STREETS/ SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 200 SQM SEK/SQM/YEAR	RANGE OF UNIT SIZES (SQM)
Avenyn	Tourists, local shoppers	Accent, Bang & Olufsen, Oscar Jacobson, Rizzo, Nespresso		SEK 5,000-6,500	-
Nordstan Shopping Centre	Tourists, local shoppers, local business density	H&M, Desigual, Lindex, Åhlens, Clas Ohlson, Victoria's Secret	Calzedonia, Intimissimi	SEK 7,000-13,500	50-3 000
Fredsgatan	Tourists, local shoppers	NK department store, MQ, Mango, Zara, Superdry, chanel	Hugo Boss	SEK 7,000-13,500	50-700
Kungsgatan	Tourists, local shoppers	H&M, MQ, Weekday, Monki, Arket	& Other Stories	SEK 5,000-10,000	50-2 000
Vallgatan	Tourists, local shoppers	Nudie, Designtorget, Grandpa, Vallgatan 12 (concept store)		SEK 4,500-6,500	50-1 000
Södra Larmgatan	Tourists, local shoppers, local business density	Filippa K, Our Legacy, Whyred, Tiger of Sweden, Malene Birger		SEK 4,500-6,500	50-1 000
Korsgatan	Tourists, local shoppers	Marimekko, Naturkompaniet, Hope, L'Occitane	Viu Eyewear	SEK 5,000-7,000	50-1 000
Arkaden Shopping Centre	Tourists, local shoppers	Benetton, Flash, Bolia, Zara, Tesla	IEMS	SEK 7,000-12,000	30-3 000



GOTHENBURG

SHOPPING CENTRES

NORDSTAN

Nordstan is one of the leading shopping malls in Sweden with 190 stores. Retailers include H&M, Desigual, Lindex, KappAhl and Ahlens. With eight interlinked blocks under a single roof, all the leading clothing and footwear chains, as well as household electronics, sports, interior furnishings, flowers and much more are to be found. There are also 13 cafés and 28 restaurants offering everything from a cup of coffee to a lavish celebration dinner. Situated next to the central station, which is set to be one of the main urban development project areas in Gothenburg in the near future.

ARKADEN

Arkaden is a modern shopping centre that plays a central part in Gothenburg's fashion scene. 22 stores spread over three floors with the focus firmly on fashion, design and interior furnishings. Find the hottest brands in stores such as Raglady by Tara, Zara, Beyond Retro, MQ and interior design store Bolia.

FRÖLUNDA TORG

Frölunda Torg offers 180 stores, only 15 minutes from the city centre, covering everything from fashion, home décor and sporting goods to cosmetics and electronics. There are also several cafés and restaurants, as well as unique delicacies at the food hall Salutorget.

BACKAPLAN

Backaplan, located in Hisingen north of Gothenburg city centre, is one of Sweden's largest shopping areas. It covers approximately 110,000 sqm and accommodates more than 120 stores with a turnover in the vicinity of SEK 1,870 million. The infrastructure around the area is well developed, so Backaplan is easy to reach by any means of transport.

GOTHENBURG

FOOD & BEVERAGE

The city of Gothenburg is filled with stylish restaurants, offering fine dining and trendy atmosphere. Seven local restaurants have been presented with one star each in the gourmet bible Guide Michelin.

Gothenburg is still very much a busy maritime city and seaport, and this is clearly reflected in its large number of seafood restaurants and the competition for Gothenburgs' best shrimp sandwich remains.

Around Kungssportsavenyen (Avenyn), the boulevard often nicknamed the "Champs Élysées" of Sweden, there is a huge choice of restaurants and when weather permits, tables are moved outside and alfresco dining abounds.

While Avenyn is perhaps one of the more fashionable places to eat out, there are still plenty of good quality restaurants all over Gothenburg, offering menus to suit all price points.

Both the Linnégatan and the Vasagatan have plenty of restaurants, and since these areas offer less of the big-city feel, the whole dining experience is often considerably cheaper. Live music and terraces are commonplace around the Linnégatan.

The pedestrianised Haga Nygata street is where the Gothenburg cafe scene is booming and many unpretentious cafes and eateries are on this street, offering casual dining, snacks and various cheaper options, often with good views of the cobbled street itself and its shoppers passing by. There are several good restaurants on Andra Långgatan and Kaponjörgatan.

Further restaurants and eateries in Gothenburg are located within the moat area (Vallgraven) and in particularly around relatively peaceful locations, such as Kungsgatan, Kungsparken, Östra Hamngatan, Södra Hamngatan and Vallgatan. In the very heart of this part of Gothenburg, Drottninggatan is well-known for being home to an acclaimed beer restaurant, the Brasserie Ferdinand, where more than 100 different kinds of beer accompany the extensive meat and seafood dining. There are also various eateries around the cultural attractions of Götabergsgatan and the Götaplatsen, plus Karl Johansgatan.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR TYPICAL 350 SQM UNIT SEK/SQM/YEAR
Avenyn	Tourists, local residential population	Hard Rock Café, Le Pain Francais, Natur, Mr P	SEK 3,500-6,500
Kungsgatan	Tourists, local residential population, local business density.	McDonald's, Pizza Hut, Nonna, Steampunk Bar	SEK 2,500-5,000
Södra Larmgatan/Vallgatan	Tourists, local residential population, local business density	Avalon, The Foodhall	SEK 3,000-5,000

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REDEFINING THE LANGUAGE OF
RETAIL & LEISURE



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