

GENEVA

Cushman & Wakefield

Global Cities Retail Guide

With more than 498,000 residents, Geneva is the second most populous canton in Switzerland (after Zürich), with a high percentage of foreign residents (46.7%).

Geneva is a worldwide financial, commodities and oil trading centre, as well as a centre for diplomacy, due to the presence of numerous international organisations such as the UN, ICRC, CERN, IKRK, WHO, IAO, ISO, ITU, WIPO, WMO, WOSM, WTO and UNHCR.

For many years, Geneva has been ranked as one of the world's most expensive cities with the highest cost of living and the highest quality of life. Purchasing power is also very high in Geneva. The high standard of living combined with a cosmopolitan resident mix, and a large contingent of consumers from the Middle East, makes Geneva an ideal location for major international retailers and more particularly for luxury brands.

FACTS ABOUT CITY

48.50% - Proportion of household revenue dedicated to consumption expenses (including housing & energy)

CHF 12,000 - Average monthly revenue per household (2.32 persons) in Geneva

More than 3 million – number of hotel stays in Geneva hotels in 2017



GENEVA OVERVIEW

GENEVA

KEY RETAIL AREAS

RUE DU RHÔNE

The Rue du Rhône is the most emblematic luxury retail street in Geneva. This street located in the Geneva CBD, and close to the lake, hosts many famous luxury brands such as Hermès, Dior, Chanel and Louis Vuitton, as well as world famous watchmaker and jewellery stores such as Patek Philippe, Piaget, Van Cleef & Arpels, Boucheron, Harry Winston, plus many more.

RUE DE LA CONFEDERATION / RUE DU MARCHÉ / RUE DE LA CROIX D'OR / RUE DE RIVE

Located on the left bank, these streets are parallel to Rue du Rhône and go from Place Bel-Air to Cours de Rive. In contrast to Rue du Rhône, many mass-market international brands are located on these streets, such as Apple, Desigual, Esprit, FNAC, H&M, Benetton, Intimissimi and Zara etc.

RUE DU MONT-BLANC

Although not as fashionable as the city centre, there is an equally large selection of clothing and jewellery retailers along Rue du Mont-Blanc, and within the surrounding streets. These include Franck Namani, Ladurée, Swatch, Four Seasons Hotel des Bergues, Zbinden, B&B, plus many restaurants.

RUE DE LA ROTISSERIE / RUE DE LA MADELEINE / RUE DU VIEUX COLLEGE / RUE DE LA FONTAINE

This area mainly consists of Rue de la Rôtisserie and Rue du Vieux Collège, located between Geneva Old Town and the mass market area of Rue du Marché / Rue de la Croix d'Or. Many well known upper-mass and premium retailers are located here, including Zadig & Voltaire, Agent Provocateur and Comptoir des Cottonniers.

PLACE DE LA FUSTERIE / PLACE DU MOLARD / RUE NEUVE DU MOLARD / RUE DU PORT / RUE D'ITALIE / RUE PIERRE FATIO

This area is made up of many pedestrianised streets located between Rue du Rhône and Rue de la Confédération / Rue du Marché / Rue de la Croix d'Or / Rue de Rive. Retailers on these streets are a mix of mass market and luxury brands, such as Zara, Burberry, Armani, Paul & Shark, Maje and Sandro.



GENEVA

MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE/ RETAIL MIX	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Rue du Rhône	Luxury brands	Boucheron, Louboutin, Jimmy Choo, Bulgari, Tiffany, Louis Vuitton, Chopard, Christian Dior, Loro Piana, Chanel, Hermès, Prada, Zegna, Yves Saint Laurent		CHF 1,250-6,000/ sqm/ year	80-500 sqm
Pedestrian streets : Rue de la Confédération Rue du Marché Rue de la Croix d'Or Rue de Rive	Mix of mass market and upper-mass retailers	Marionnaud, Foot Locker, Victorinox, Hugo Boss, H&M, Bershka, C&A, Longchamp, Zara Home, Apple, Fnac. Diesel, Guess, Beldona, Cos		CHF 1,000-2,500/ sqm/ year	80-900 sqm
Rue du Mont-Blanc (Pont-du-Mont-Blanc area)	Mix of mass market and upper-mass retailers	Four Seasons Hotel des Bergues, Frank Namani, several watchmakers	Ladurée	CHF 800-2,000/ sqm/ year	80-400 sqm
Place de la Fusterie / Place du Molard / Rue Neuve du Molard / Rue du Port / Rue du Prince / Rue d'Italie, Rue Pierre Fatio	Mix of mass market and upper-mass retailers	Audemars Piguet, Burberry, Hublot, Paul & Shark, Starbucks, Maje, Gucci, Sandro, Alain Afflelou, Acuitis		CHF 900-1,700/ sqm/ year	80-300 sqm
Rue de la Rôtisserie / rue de la Madeleine / rue du Vieux Collège / rue de la Fontaine		H&M, Zadig & Voltaire, The Kooples, Ba&sh, Comptoir des Cotonniers, Peak Performance, Gérard Darel, Not Shy		CHF 600-1,000/ sqm/ year	50-200 sqm
Balexert Shopping Centre	Mix of mass market and upper-mass retailers	Migros, Globus, FNAC		CHF 600-1,250/ sqm/ year	80-5,000 sqm
La Praille Shopping Centre	Mix of middle and mass-market retailers	COOP, Zara, Massimo Dutti, C&A, Esprit, Gant		CHF 600-1,500/ sqm/ year	From 80 sqm
Chavannes Centres	Families (middle and upper class, expats)	H&M, Manor, Esprit, Lacoste, Nespresso, The Body Shop		N/A	50-1,000 sqm



GENEVA

SHOPPING CENTRES

LEFT BANK / LA PRAILLE

This shopping centre was developed as part of the Geneva stadium area development and opened in 2002. It is located on the left bank of Geneva, close to the Geneva city centre. This centre is part of the “Stade de Genève” comprising a stadium, a hotel and a shopping centre. The centre hosts approximately 80 retailers over 32,000 sqm. Part of the centre is dedicated to leisure (fitness, bowling, cinemas) and restaurants. The last published turnover for the centre was CHF 185 million (-5.8% compared to 2015), representing a turnover of CHF 9,125/ sqm. The distance to the city centre / main train station is around 4.5 km (ca. 21min by public transport).

RIGHT BANK / AIRPORT

The Balexert shopping centre is the biggest centre in Geneva and one of the oldest (inaugurated in 1971). It is located on the right bank of Geneva, close to the Geneva Airport. This centre has been transformed and extended many times and today totals to 50,000 sqm. It provides both retail and leisure (cinemas, fitness etc.). The 2016 turnover was approx. CHF 406 million (-2.6% compared to 2015), representing a turnover of CHF 8,100 / sqm. The distance to the city centre / main train station is approx. 4.5 km (ca. 16 min by public transport).

CHAVANNES CENTRE

This centre is located on the right bank in the Chavannes-de-Bogis area (10 minute drive from the Geneva) and located in the canton of Vaud. This centre is directly located along the motorway A1 and in the immediate vicinity of the French border. The centre has been developed by the Swiss retailer Manor and delivered in 1992. The centre has been transformed and refurbished many times (last time in 2014) and counts today more than 40 retailers. Due to the tenant mix and the high purchasing power of the local population living in the area, this centre, even smaller than many other centres, is known as one of the most profitable shopping centres in the French speaking part of Switzerland.

GENEVA

FOOD & BEVERAGE

The food and beverage sector in Geneva is fragmented and dominated by independent operators.

The largest fast food operators in the city include McDonald's and Migros, which operates restaurants, take-aways and coffee shops. Starbucks and Le Pain Quotidien are also represented in the city.

Geneva is often regarded as the culinary capital of Switzerland and in some respects not typical of the country. There is a not surprisingly strong French influence given its proximity to France. Geneva is one of the country's main nightspots with a multitude of bars and clubs. Many bars and restaurants also provide local folk entertainment.

Local specialties include fondue, raclette, lake fish dishes, smoked sausage and a variety of casseroles. As an international city, Geneva also offers visitors the chance to sample food from around the world. Although many of Geneva's most refined gourmet restaurants are expensive and formal, diners can also enjoy Geneva's more relaxed café culture at a reasonable price.

The key areas for food and beverage are around Lac Léman and along both sides of the River Rhône. The hotels and eateries around the lake feature some of the most decadent restaurants in Geneva with stunning views and first class service. The luxury hotels include Swissôtel Métropole; Four Season's Les Bergues, Le Richemont, Beau Rivage, La Paix, Hôtel d'Angleterre, Kempinski, Président-Wilson and Mandarin Oriental etc.

The city centre extending from the banking district to Eaux Vives, the parallel streets of Rue du Rhône and Rue du Marché (becoming Rue de Rive further east) make up Geneva's most famous shopping district and also have many food and beverage outlets, including in the Confédération Centre.

The Pâquis is Geneva's most international district in terms of cuisine and is where some of Geneva's well-known restaurants are located. Particularly prevalent are Arabic, Thai, African and South American cafes offering value-priced cuisine. It is also home to trendy vintage clothing stores and interesting ethnic boutiques.

The many winding alleys of the Old Town area of Geneva are home to traditional Swiss restaurants and French cafes, while Italian cuisine is to be found in the Eaux-Vives district.

Plainpalais is a university student area with many lower-priced options including take-away foods, while Carouge is home to the most trendy and experimental restaurants in the area.

New food and beverage areas are developing, corresponding to the future CEVA train stations. This train line is under construction and will link the French border on the left bank to the Geneva main station on the right bank. The stations are now under construction and the marketing of the retail / F&B surfaces has been launched.



GENEVA

FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Confédération Centre	Locals, tourists	Lipp, Capocaccia/ Matsuri
The Old Town	Locals, tourists	Les Armures, Restaurant de l'Hôtel de ville etc.
City Centre /Place du Molard	Locals, tourists	Café du Centre, Molino, Globus food, BG Café etc.
Rue du Rhône	Locals, tourists	Marjolaine, Arthur's Rive Gauche, Chez Philippe etc.
Along Lac Léman/River Rhône	Locals, tourists	Au Phil du Temps, Cottage café and several 5* Hôtel restaurants etc.
Rue du Mont-Blanc	Locals, tourists	Wine & Beef, Café de Paris, Pasta Prima, Starbucks, Mc Donald's etc.
Pâquis	Locals, tourists	Boeuf Rouge, l'Entrecôte Couronnée etc.
Eaux Vives	Locals, tourists	Le Goût des Autres, l'Adresse, Da Paolo etc.
Plainpalais	Students	Le Lyrique, La Comédie, Le Dorian, La Broche, Duchessa etc.
Carouge	Trendy locals, tourists	Café des Négociants, Dix Vins, Olivier de Provence, Via Roma etc.

GENEVA

RETAIL WAREHOUSING/ BIG-BOX RETAIL

LITTORAL PARC – ETOY

The Littoral Parc area is the most important retail park area in the French speaking part of Switzerland. Located along the motorway A1, between Geneva and Lausanne, this area originally developed with the installation of Ikea in 1979 and the construction of the Littoral Centre shopping centre. The retail development continued with the opening of major retailers like Hornbach. The retail development of this area is now stopped due to the decision of the local authorities to limit the nuisances (traffic).

NAME	CONSUMER PROFILE	RETAILERS PRESENT	F&B AND LEISURE TENANTS	TYPICAL RENT FOR UNIT OF 500 SQM	RANGE OF UNIT SIZES
Littoral Parc Etoy	Families	Ikea, Hornbach, Migros, Orchestra, Casa, Maisons du Monde etc.	Migros, Duchessa	CHF 240/ sqm/ year	200-3,000 sqm



CAROLINE RIEBEN

Consultant, Retail Services
SPG Intercity Geneva SA
Route de Frontenex 41A
CH - 1207 Geneva
Tel: +41 22 707 46 70
Mob: +41 79 604 12 55
caroline.rieben@spgintercity.ch

BERTRAND MAAG

Director, Head of Valuation & Consulting
SPG Intercity Geneva SA
Route de Frontenex 41A
CH - 1207 Geneva
Tel: +41 22 707 46 88
Mob: +41 79 754 94 70
bertrand.maag@spgintercity.ch



No warranty or representation, express or implied, is made to the accuracy or completeness of the information contained herein, and the same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions imposed by our principals.

© 2019 Cushman & Wakefield LLP. All rights reserved.



WHAT'S NEXT

REDEFINING THE LANGUAGE OF
RETAIL & LEISURE