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International Retail Leasing Hub

**3-4
NOV.
2026**

PALAIS DES FESTIVALS
**CANNES
FRANCE**

In partnership with  **CUSHMAN &
WAKEFIELD**

Retail in the City

An overview of Europe's
main high streets and
key retail opportunities
for growth

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FOREWORD



The conversation around retail continues to evolve, but one reality remains unchanged: great locations matter.

Across Europe's leading cities, retailers are becoming increasingly selective about where they invest. The strongest brands are focusing on locations that deliver visibility, relevance, customer engagement and long-term growth. As a result, demand is becoming concentrated around a relatively small number of exceptional retail destinations.

At the same time, the role of the physical store continues to strengthen. No longer simply a point of sale, it has become a brand showcase, customer acquisition tool and destination for meaningful consumer engagement. The most successful retail streets combine shopping, hospitality, culture and tourism to create places that attract both consumers and occupiers. Success today is often determined not by demand, but by access. Across many of Europe's prime retail locations, availability remains limited while competition for the best opportunities remains intense.

At Cushman & Wakefield, we are privileged to work at the heart of these markets, advising many of the retailers, landlords and investors shaping Europe's retail landscape. We hope this guide provides valuable insight into the streets, cities and opportunities that will help define the next chapter of retail growth across Europe.

Robert Travers
International Partner
Head of EMEA Retail
Cushman & Wakefield

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A scenic view of a canal in Amsterdam. In the foreground, the handlebars and front of a bicycle are visible, resting on a green metal railing. The canal flows towards a stone bridge with a single arch. The banks are lined with lush green trees, some showing early autumn colors. On the right, several bicycles are parked along the sidewalk, and a few cars are visible further down the street. The overall atmosphere is peaceful and picturesque.

Amsterdam

The Netherlands' vibrant capital

In partnership with



Amsterdam

The Netherlands' vibrant capital

Amsterdam, the Netherlands' vibrant capital, harmoniously combines its iconic canal network and historic architecture with a dynamic contemporary culture. As the country's largest city by population, it serves as a major hub for tourism, international business, and creative industries, while also standing out as a leading destination for retail, arts, and cultural events.

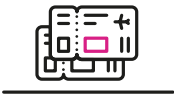
Key events: Amsterdam Dance Event (ADE), SAIL Amsterdam, International Documentary Film Festival Amsterdam (IDFA), Jumping Amsterdam, Amsterdam Fashion Week.



934K

Residents

Population in the municipal core of Amsterdam in 2025



9M

Annual Tourists

Visitors attracted by culture, arts, and events



€6.6K

Retail Spend Per Capita

High consumer spending per capita in the Netherlands



12K

Retail Stores

Diverse retail scene, from independent boutiques to popular high-street stores



128

Stores/10k residents

Among Europe's densest retail markets

Amsterdam

Focus on Kalverstraat

Stretching approximately 750 metres from Dam Square to Muntplein, Kalverstraat represents Amsterdam’s busiest and most prominent high-street shopping street. Recent development projects have enhanced pedestrian accessibility, upgraded public spaces, and improved storefront facades, reinforcing its role as a central retail hub and a key destination for both domestic shoppers and international visitors.

Signature Events: King’s Day Festivities (April), Christmas & Holiday Lighting (November–January), Summer Sales Campaigns (July).

CONSUMER PROFILE

Demographics

Broad mix of local residents aged 20–50, domestic shoppers from across the Netherlands, and international tourists (30–35% of footfall) seeking mainstream fashion, lifestyle, and accessible high-street brands.

Spending Behaviour

Average transaction : €65–€75. Peak spending during King’s Day (+120%) and holiday season. Strong preference for high-street fashion, accessories, and tourist-oriented purchases.

50K

Daily Footfall

Peak periods exceed 80,000 visitors

€6.600

Annual Spend Per Capita

15% above the Amsterdam city average

BRAND POSITIONING

Kalverstraat holds a mainstream, high-street positioning, attracting brands seeking maximum visibility and footfall rather than luxury prestige. The retail mix balances established international chains, mid-market fashion brands, and lifestyle retailers, with occasional digitally native brands opening flagship or concept stores.



150 Retail Units

Mix of high-street fashion chains, popular lifestyle brands, and tourist-oriented retailer.



25 Premium Brands

Armani Exchange, Tissot, Guess, Tommy Jeans, Ray-Ban, Kiehl’s.

Notable Brands: Uniqlo, ZARA, Gymshark, Abercrombie & Fitch, Lego, JD Sports, Oysho, Adidas.

Recent Entrants (2026): Oysho, Abercrombie & Fitch, Tezenis, Meller, Gina Tricot, Scuffers

Prime Rent (100-200 sqm units): €2,500–€2,700 per sqm annually. Best-in-class units near Dam Square and prime corners can command a 10–20% premium. Availability remains low at around 4–5%, indicating sustained retailer demand driven by high footfall.

A photograph of a busy street in Barcelona. In the foreground, several people are walking and riding scooters. In the background, a building with large arched windows is visible. The windows have signs that read 'CASA', 'BATLLÓ', 'GAUDÍ', and 'STY SIME'. The building's facade is ornate and light-colored. A black street lamp is visible on the right side of the building.

Barcelona

Historic charm and modern urban experiences

In partnership with



CUSHMAN &
WAKEFIELD

Barcelona

Historic charm and modern urban experiences

Barcelona is a vibrant Mediterranean city renowned for its stunning architecture, lively cultural scene, and scenic coastal setting. With ongoing urban development and a focus on sustainable mobility and public spaces, the city attracts millions of visitors each year, offering a unique blend of historic charm and modern urban experiences.

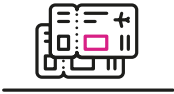
Key events: Mobile World Congress, Primavera Sound, Sónar Festival, La Mercè, Sant Jordi, Summer Sales, ISE (Integrated Systems Europe)



1.73M

Residents

Population in the city proper in 2025



16M

Annual Tourists

Visitors attracted by culture, music, and coastal tourism



€6.5K

Retail Spend Per Capita

Retail spending reflects a mix of tourist and resident consumption



+21K

Retail Stores

Diverse mix from luxury brands to local and independent boutiques



122

Stores/10k residents

High retail density compared to other Spanish cities

Barcelona

Focus on Passeig de Gràcia

Stretching approximately 1.3 kilometers from Plaça de Catalunya to Carrer Gran de Gràcia, Passeig de Gràcia stands as Barcelona’s most prestigious retail boulevard. Ongoing public-realm enhancements and continuous flagship store refurbishments have strengthened pedestrian appeal and elevated the shopping experience, reinforcing the avenue’s status as Spain’s prime high-street retail destination.

Signature Events: Sant Jordi Book & Rose Day (April), Summer Sales Campaign (July), Christmas & Holiday Light Season (November–January), Fashion & Brand Pop-Ups (Spring/Fall)

CONSUMER PROFILE

Demographics

Affluent residents aged 30–55, high-spending international tourists (c. 40% of footfall), and premium-oriented shoppers seeking luxury, fashion flagships, and lifestyle brands.

Spending Behaviour

Average transaction: €180–220. Higher spend driven by international tourists and luxury flagships, with peaks during Sant Jordi, summer sales, and the holiday season. Strong interest in flagship experiences and premium fashion categories.

90K

Daily Footfall

Peak periods exceed 150,000 visitors

€7K

Annual Spend Per Capita

17% above city average

BRAND POSITIONING

Passeig de Gràcia commands a premium position between luxury and accessible high-end, attracting global luxury houses and aspirational brands. The mix blends heritage names with contemporary fashion and digitally native labels experimenting with physical stores.



180 Retail Units

Mix of luxury boutiques, flagship stores, and lifestyle concepts



+50 Premium Brands

Such as Chanel, Prada, Loewe, Jimmy Choo, Moncler, Rolex, Chopard, Tudor, Omega, Balenciaga, Saint Laurent, Gucci, Dior, Hermès, Louis Vuitton, Maje and Sandro

Notable Brands: Zara, Nike, Lego, Adidas, Stradivarius, H&M, Pop Mart, Hackett, Massimo Dutti amongst others.

Recent Entrants (2025–26): Chloè, Patek Philippe, Onitsuka Tiger, Pop Mart, Veronica Beard, Golden Goose, Pandora

Prime Rent (100–200 sqm units): €3,660 per sqm annually, reflecting strong demand for flagship and premium retail units. Availability: 1%.



Brussels

A key hub for international institutions, tourism, and retail

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WAKEFIELD

Brussels

A key hub for international institutions, tourism, and retail

Brussels serves as Belgium’s political and cultural capital, blending historic charm with modern vibrancy. As the heart of the European Union, it is a key hub for international institutions, tourism, and retail, attracting visitors and shoppers from around the world.

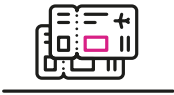
Key events: Flower Carpet, Ommegang, Iris Festival, Brussels Summer Festival, Belgian Beer Weekend, Winter Wonders



1.3M

Residents

Population in the Brussels-Capital Region in 2026*



7.4M

Annual Tourists

Annual overnight stays by tourists in Brussels in 2025*



€4.7K

Retail Spend Per Capita

Including Clothing & Footwear, Food & Beverage, Toys & Hobbies, Medical Products in 2025**



25K

Retail Stores

In 30 examined retail districts in 2025***



198

Stores/10k residents

One of Europe’s densest retail markets

Brussels

Focus on Rue Neuve

Rue Neuve is Brussels' premier pedestrian retail street, anchoring the city's central shopping district and combining historic city charm with modern high-street retail design. As Belgium's busiest shopping artery, it attracts local residents, regional shoppers, and tourists alike, while recent redevelopment projects have enhanced pedestrian spaces and revitalized commercial opportunities.

Signature Events: Winter & Summer Sales (January/July), Black Friday & Cyber Week (November), Holiday Shopping & Christmas Lights (December)

CONSUMER PROFILE

Demographics

The shopper base is approximately 60% under 30 years old, and most visitors come from elsewhere in the Brussels-Capital Region rather than living close to the district, showing the area attracts people well beyond its immediate surroundings.*

Spending Behaviour

shopping is by far the main reason people visit Rue Neuve, and more than half of the visitors come at least once a week. 52% of the visitors tend to spend under €50 per visit, with personal goods being the category bought most often.*

44K

Daily Footfall

Peak footfall Sat. at 16 a.m.
with 7,100 pedestrians*

€50-100

Spending per Visit

23% of the visitors spends €50
to €100 per visit*

BRAND POSITIONING

The street commands mainstream high-street positioning, attracting mass-market and value-oriented brands seeking high footfall and strong visibility. The retail mix balances international fashion chains, sportswear, and lifestyle brands with local boutiques, while a few digitally native brands are experimenting with physical flagship concepts.



100 Retail Units

Mix of international chains, local boutiques, and digitally native brands testing physical concepts.



35 Premium Brands

Including Zara, H&M, Primark, C&A, Pull&Bear, Mango, Bershka, Nike, Celio, Levi's, Jules

Notable Brands: Zara, H&M, Primark, Mango, JS Sports, Lacoste, LEGO...

Recent Entrants (2025-2026): Sephora (City2), Hollister

Prime Rent (100-200 sqm units): €1,750 per sqm annually. Corner units command a 20-30% premium. Availability remains below 5%, reflecting strong demand for high-footfall units.

* Hub Brussels



Lisbon

A vibrant hub for tourism, international commerce, and retail

In partnership with



Lisbon

A vibrant hub for tourism, international commerce, and retail

Lisbon stands as Portugal's political, cultural, and economic capital, gracefully combining historic charm with modern innovation. As the country's largest city, it serves as a vibrant hub for tourism, international commerce, and retail, while maintaining a rich heritage reflected in its architecture, cultural festivals, and iconic riverfront districts.

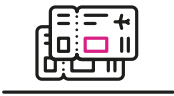
Key events: Lisbon Festivities, Web Summit, Rock in Rio Lisboa, NOS Alive.



660K

Residents

Estimated population
in the city of Lisbon
in 2025



10.4M

Annual Tourists

Visitors attracted
by tourism and
cultural events



€10.7K

Retail Spend
Per Capita

Among Southern
Europe's highest retail
spending cities



+10K

Retail Stores

Diverse mix from
luxury brands to
local boutiques and
historic shops



170

Stores/10k residents

Strong retail
presence with a high
concentration of shops

Lisbon

Focus on Chiado

Centred on Rua Garrett and Rua do Carmo, Chiado flows into Rua Augusta and Restauradores and sits a short walk from Avenida da Liberdade, with direct metro access. Historic cafés, bookshops and theatres give the district a strong cultural identity alongside the vibrant flagship stores of leading international brands, drawing tourists, locals and culture enthusiasts and sustaining some of Lisbon's highest footfall.

Signature Events: Christmas Lights (November-January), Lisbon Fashion Week (March/October)

CONSUMER PROFILE

Demographics

Local residents and workers, international tourists, and culture and art enthusiasts drawn by the district's museums, theatres and cafés, seeking premium and mass-market fashion, beauty and food & beverage.

Spending Behaviour

Spend is driven by fashion and food & beverage, which together account for the bulk of the retail offering. Strong tourist flows support impulse and gifting purchases, with peaks in the summer season and the Christmas period.

€145

Prime Rent

0%

Vacancy Rate

BRAND POSITIONING

Chiado sits at the premium end of Lisbon's high street, where roughly half of the retailers are international brands targeting a young and trendy audience. The mix combines fashion flagships and beauty with a strong, high-quality food & beverage offering and long-established traditional shops.



-50% International

Share of international retailers, balanced with traditional Lisbon shops



Fashion & F&B Led

Including Hermès, Massimo Dutti, H&M, Primor, Parfois, New Balance, Pull & Bear, Tous

Notable Brands: Parfois, Portugal Jewels, Moida, New Balance, Primor.

Notable F&B: Bairro do Avillez, Belcanto, Manteigaria, Honest Greens, Santini, Amorino

Prime Rent (Chiado): €145 per sqm monthly, with rents hitting record levels amid high demand and very limited supply.



London

A premier global retail destination

In partnership with



London

A premier global retail destination

Central London’s retail market is defined by the complementary strengths of the West End and the City. The West End encompasses some of the world’s most sought-after retail destinations, from the luxury brands of New Bond Street to the flagship-lined corridors of Oxford Street and Regent Street, while Carnaby Street has emerged as a hub for experiential and digitally immersive retail concepts. By contrast, the City’s retail environment is shaped by its business district, with demand centred on convenience, food and beverage, and services catering to a large office workforce. Together, strong connectivity, public realm investment and a diverse occupier base underpin Central London’s status as a premier global retail destination.

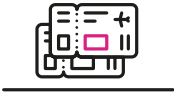
Key events: Wimbledon Championships (June-July), London Marathon (April), Notting Hill Carnival (August), London Fashion Week (February/September), New Year’s Eve Fireworks (December)



9.1M

Residents

Population of the city of London in 2026



25.4M

Annual Overnight Visits

Visitors attracted by culture, history and iconic events



GBP11084

Retail Spend Per Capita

High consumer spending and strong retail demand



C. 30K

Retail Stores

Including all types of retail, from flagship stores to small shops across the city



33

Stores/10k residents

High concentration of shops across the city

London

Focu on CITY Main Retail Districts

Oxford Street

The UK and Europe's busiest shopping street, attracting high volumes of domestic and international visitors.

Home to flagship stores, major department stores and leading high-street brands, it is one of the world's premier mass-market retail destinations.

Bond Street

London's prime luxury retail pitch and one of the world's most expensive shopping streets per sqft, with strong demand from luxury fashion and jewellery brands and very limited availability.

Regent Street

A premier retail destination linking Oxford Street and St James's, renowned for attracting flagship and first-to-market stores. Home to iconic brands including Burberry, Watches of Switzerland and Hamleys, Regent Street is one of London's leading premium shopping streets.

Carnaby Street, Soho

World-renowned retail destination, anchored by Liberty and home to a strong mix of fashion, streetwear and lifestyle brands, benefiting from its prime position between Soho and the West End.

Covent Garden

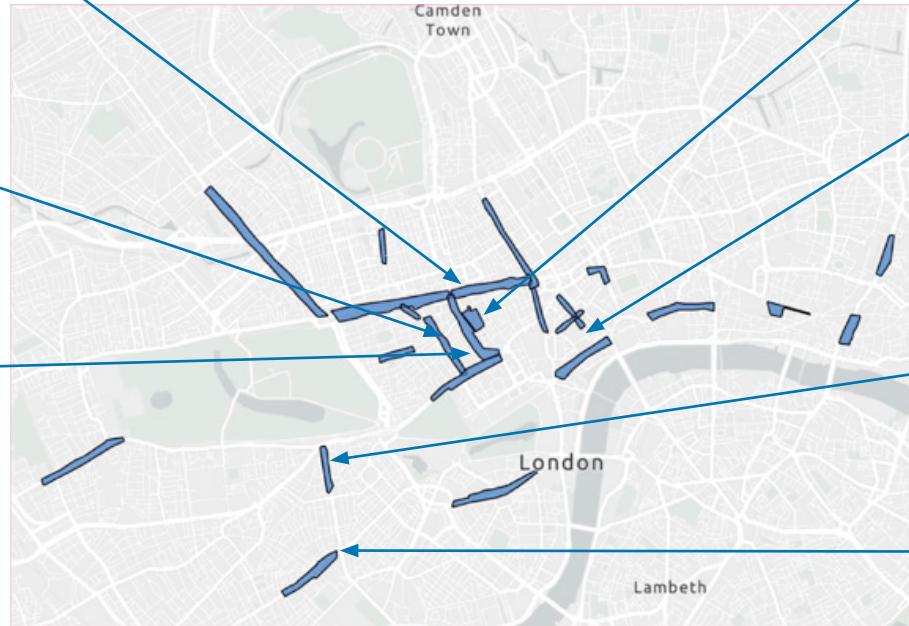
Located on the eastern edge of the West End, this established retail and leisure destination combines premium beauty, jewellery and lifestyle brands with the iconic Royal Opera House, while nearby Seven Dials is home to a mix of international flagship and concept stores.

Knightsbridge

Sloane Street and Brompton Road form one of London's premier luxury retail destinations, home to leading international luxury and premium brands including Hermès, Fendi, Burberry, Apple, ON and Zara.

The King's Road

King's Road is a prime Chelsea retail destination, anchored by Peter Jones and Duke of York Square, and home to a strong mix of premium fashion and lifestyle brands including Rixo, Alo Yoga, Farm Rio and ME+EM.



London

Focus on Oxford street

Oxford Street stands as London’s most iconic retail boulevard, blending large-scale high-street flagships with constant international footfall. Located in the heart of the UK capital, it acts as a global shopping destination driven by tourism, fashion accessibility, and continuous urban regeneration.

Signature Events: Christmas Lights Switch-On & Festive Shopping Season (November–January), London Fashion Week Retail Activations & Pop-Ups (February/September), Summer Sales Period (June–July), Major Brand Launches & Flagship Openings (Year-round).

CONSUMER PROFILE

Demographics

Mass-market local shoppers aged 18–45, international tourists (up to 40% of footfall), and price-conscious visitors seeking globally recognised fashion, beauty and lifestyle brands.

Spending Behaviour

Average transaction : £65–£90. Peak spending during summer sales and the holiday season (+30–50%). Strong focus on value-driven purchases, impulse buying, and flagship-led experiential retail.

80K

Daily Footfall

Peak periods exceed 120,000 visitors

€3.5K

Annual Spend Per Capita

~25% above London city average

BRAND POSITIONING

Oxford Street commands mass-market to mid-tier positioning, attracting global high-street and lifestyle brands seeking maximum visibility and footfall. The retail mix balances established international chains with fast-fashion leaders and experiential retail concepts appealing to both locals and tourists.



+250 Retail Units

Mix of flagships, concept stores, and experiential retail



60 Premium Brands

Including : Zara, H&M, Primark, Uniqlo, Massimo Dutti, Ted Baker, & Other Stories, Adidas Originals, Nike

Notable Brands: Adidas, Nike, Uniqlo, Miniso, Zara, Mango, H&M, Primark, Skechers, Marks & Spencer, Selfridges and John Lewis.

Recent Entrants (2023-24): Ikea, Harry Potter, Puma, Space NK, TWG Tea

Prime Rent (100-200 sqm units): £6,500–£8,500 per sqm annually. Corner units command 20-35% premium. Availability remains below 5%, reflecting very strong retailer demand.

A vibrant, narrow street in Lyon, France, filled with pedestrians. The street is lined with historic buildings featuring colorful facades in shades of yellow, orange, and blue. Traditional street lamps hang from the buildings. Various shop signs are visible, including 'Terre adélice', 'RESTAURANT LES PURES DE ST JEAN', and 'LE LAURE'. The scene captures the lively atmosphere of a major French business and retail destination.

Lyon

A major French business and retail destination

In partnership with



Lyon

A major French business and retail destination

Lyon is a major French business and retail destination, known for its gastronomy and historic city centre. The Presqu'île combines national and international retailers with department stores and independent boutiques, serving local shoppers and visitors. Rue de la République forms the core of its high-street offer.

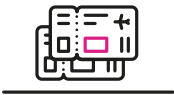
Key events: Fête des Lumières, Les Nuits de Fourvière, Les Nuits Sonores, Le Festival Lumière, La Biennale de Lyon.



519K

City Residents

519,127 residents in
Lyon municipality
(INSEE, 2026)



9.5M

Annual Tourists

(2025)



€13.1K

Annual retail spend
per household

-



3.4K

Retail Stores

-



65

Stores/10k residents

-

Lyon

Focus on Rue de la République

Running for around 1.5 km between Place Bellecour and Place de la Comédie, Rue de la République is a central shopping street on Lyon's Presqu'île and home to numerous internationally recognized mass-market retailers in a wide range of retail sectors. Fashion, beauty and department stores shape its offer. The Presqu'île à Vivre project is transforming public space and access, with a limited-traffic zone introduced in June 2025.

City-centre highlights: Fête des Lumières in December, cultural events and shopping across the Presqu'île (Biennale d'Art Contemporain, Braderie)

CONSUMER PROFILE

Demographics

Lyon has a substantial young adult population: 44.9% of residents are aged 15–39 (INSEE, 2023). The street serves city and regional shoppers alongside leisure and business visitors.

Shopping Behaviour

The retail offer supports fashion and beauty shopping, department-store visits and food breaks. Click-and-collect services connect online purchases with visits to Presqu'île stores.

30K

Daily footfall

€30.5K

Median standard of living

-

(2023)

BRAND POSITIONING

A predominantly mass-market shopping street, with national and international brands and premium labels within Printemps. The nearby Rue du Président Édouard Herriot provides a complementary luxury offer, giving the wider Presqu'île a broad range of price points.



120 Retail Units

Food & beverage, clothing, beauty/cosmetics and leisure activities.



Premium brands

Adidas, Camper, Courir, Mango, New Balance, Rituals, Undiz

Notable Brands: Nike, Fnac and Printemps on the République axis; Sephora Lyon-République nearby.

Retail services: Click-and-collect available at participating Presqu'île stores.

Prime Rent (100-200 sqm units): €2,200–€2,500 per sqm ZA annually. Availability remains around 5%, signalling sustained demand, depending on the location.

Madrid

Spain's political, cultural, and economic heart

In partnership with



Madrid

Spain’s political, cultural, and economic heart

Madrid stands as Spain's political, cultural, and economic heart, combining historic grandeur with a vibrant, modern urban lifestyle. As the country's largest city, it is a major European hub for tourism, culture, and retail, driven by strong domestic consumption, international visitors, and a diverse, high-footfall city center.

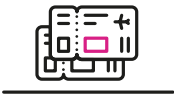
Key events: FITUR, San Isidro Festival, MADO (Pride), ARCOMadrid Art Fair, Mad Cool Festival, Mercedes-Benz Fashion Week Madrid



3.53M

Residents

Population in the city of Madrid (municipality) in Jan 2025



11.2M

Annual Tourists

Visitors driven by culture, gastronomy, events, and city-break tourism



€7K

Per-capita retail spending

High per-capita consumer spending in Europe



+42K

Retail Stores

Precision



119

Stores/10k residents

One of Europe's highest retail densities

Madrid

Focus on Gran Vía

Stretching approximately 1.3 kilometres through the heart of Madrid, Gran Vía represents the city’s most iconic and dynamic retail corridor. Recent pedestrianization and urban improvement projects including wider sidewalks, upgraded street furniture, and enhanced lighting - have created a more attractive shopping environment, reinforcing its status as a leading European retail destination.

Signature Events: Madrid Fashion Week Pop-Ups (February/September), Holiday Light Festival (November-January), Summer Sales Spectacular (July)

CONSUMER PROFILE

Demographics

Affluent locals aged 20-55, international tourists (≈40% of footfall), and young urban professionals seeking mid-market fashion, lifestyle, and experiential retail brands.

Spending Behaviour

Average transaction : €230–€260. Peak spending occurs during Madrid Fashion Week (+120%) and the holiday season. Shoppers show strong interest in flagship stores, experiential retail, and seasonal collections.

100K

Yearly footfall

Peak periods exceed 200,000 visitors

€7K

Annual Spend Per Capita

20% above the Madrid city average

BRAND POSITIONING

Gran Vía commands a strong mid-market to premium positioning, attracting international and Spanish brands seeking high-visibility flagship stores. The retail mix combines global fashion chains, lifestyle brands, and experiential stores, alongside emerging concepts targeting both tourists and affluent locals.



180+ Retail Units

Includes flagship stores, international fashion chains, and lifestyle retailers



25 Premium Brands

Including Scalpers, Karl Lagerfeld, Aristocrazy, Grassy, Lacoste, Swatch, Victoria’s Secret

Key Brands: Uniqlo, Mango, Pop Mart, Primark, Zara, Pull& Bear, WOW concept, Miniso, Nike and Adidas amongst others

Recent Entrants (2025-2026): Asics, TKO Tacos, Olive Garden, Druni, Decimas, Pop Mart, Sankaku, Myka, Pocket Ramen, Wingstop and Pampling

Prime Rent (100-200 m²): €3,460 per sqm annually. Corner units command a 20–30% premium. Availability aprox 5%, reflecting high demand and limited prime retail space.

Milan

Italy's financial and fashion capital

In partnership with



CUSHMAN &
WAKEFIELD

Milan

Italy's financial and fashion capital

Milan is Italy's financial and fashion capital, seamlessly blending historic architecture with contemporary design. As the country's second-largest city, it is a global hub for luxury retail, design innovation and international commerce.

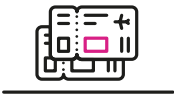
Key events: Milan Fashion Week, Salone del Mobile, Milan Design Week



3.2M

Residents

Population of the metropolitan area in 2024



9M

Annual Tourists

Visitors drawn by fashion and culture



€27.9K

Per-capita retail spending

One of the highest consumer spending levels in Europe



+10K

Retail Stores

A diverse retail offering, from luxury brands to independent boutiques.



75

Stores/10k residents

Among the highest retail densities in Europe

Milan

Focus on Corso Vittorio Emanuele II

Stretching approximately 400 metres and fully pedestrianised, Corso Vittorio Emanuele II connects the iconic Duomo with Piazza San Babila. As Milan’s most vibrant retail corridor and one of Europe’s leading shopping destinations, it attracts exceptional footfall and benefits from a strong concentration of fashion and beauty brands. Renowned as the heart of the Milanese “passeggiata”, it remains a key destination for both residents and international visitors.

CONSUMER PROFILE

Demographics

A diverse customer base comprising local consumers (students, professionals, and resident families aged 18–50), international tourists (60% of total footfall), and business travelers attracted by iconic brands and premium contemporary retail concepts.

Spending Behaviour

Average transaction value of €130, with spending peaks during Fashion Week and the holiday season. Consumers display a strong preference for experiential retail, exclusive product launches, and limited-edition collections.

29M

Yearly footfall

Visitor volumes rise markedly during Fashion Week, holiday periods, and major city events.

€30K

Annual Spend Per Capita

7.5% above Milan average

BRAND POSITIONING

Predominantly mid-market, with a strong premium brand presence attracting retailers seeking high-visibility flagship stores. The retail mix combines consolidated brands, fast-fashion leaders, and digitally native brands expanding into physical retail.



60+ Retail Units

A Blend of Flagship Stores, Concept Stores and Experiential Retail



20 Premium Brands

-

Key Brands: Rinascente department store, Nike flagship, Apple Store, ON, Swarovski, Zara, H&M, Mango, Sephora, Furla, Max Mara, Pennyblack, Adidas

New entries (2024-26): Lululemon, Longines, Levi’s, Pandora, PopMart (next opening), AloYoga (opening 2027)

Prime Rent (100-200 m²): €8,000/sqm/yr

Munich

A cultural and economic powerhouse

In partnership with



CUSHMAN &
WAKEFIELD

Munich

A cultural and economic powerhouse

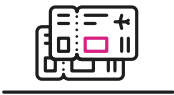
Munich stands as Germany’s cultural and economic powerhouse, seamlessly blending historic architecture with modern innovation. As the country’s third-largest city, it serves as a global hub for technology, finance, and premium retail, attracting millions of tourists each year with its vibrant festivals and rich Bavarian heritage.

Key events: Oktoberfest, Auer Dult, Frühlingsfest, Tollwood Festival.



1.6M

Residents



9.3M

Annual Tourists
in 2024 and 2025, respectively



€9.5K

Retail Spend
per Capita



11K

Retail Stores



145

Stores/10k residents

Population in the
metropolitan core
in 2025

Visitors attracted by
culture and festivals

Amongst Europe’s
highest retail spending
per capita

Diverse mix
from luxury brands
to local boutiques

Among Europe’s
densest retail markets

Munich

Focus on Kaufingerstraße / Neuhauserstraße

Stretching approximately 500 metres from Marienplatz to Karlsplatz (Stachus), Kaufingerstraße represents Munich’s busiest and most dynamic retail corridor. Recent development projects, including flagship store refurbishments and pedestrian zone enhancements, have improved foot traffic flow, modernised shopfronts, and created experiential retail spaces, reinforcing its position as a premier German high-street destination.

Signature Events: Christmas Market Pop-Ups (November–December), Summer Sales (July), Munich Creative Business Week (May)

CONSUMER PROFILE

Demographics

Affluent locals aged 30–60+, domestic shoppers with high purchasing power, and international tourists (30–35% of footfall) seeking mainstream high-street brands, flagship stores, and experiential shopping.

Spending Behaviour

Peak spending during Christmas Market pop-ups (+120%) and summer sales. High demand for flagship experiences, international high-street brands, and seasonal promotions.

140K

Daily Footfall

-

€10K

Annual Spend Per Capita

5% above city average

BRAND POSITIONING

Kaufingerstraße commands a strong high-street positioning, attracting international and domestic brands seeking high-footfall flagship locations. The retail mix balances global high-street chains with department store anchors, experiential formats, and select premium brands in adjacent streets.



70+ Retail Units

Mix of flagship stores, concept stores, and experiential retail



15-20 Premium Brands

Including Ray Ban, Rimowa, Swarovski, Villeroy & Boch

Notable Brands: Douglas, H&M, LEGO Store, Sephora, Skechers, TK Maxx, Urban Outfitters

Recent Entrants (2025-27): Adidas, Flaconi, JD Sports, Lindt Boutique (Marienplatz), New Yorker, Rituals (premium store with Mind oasis)

Retail Rent (100-200 sqm units): €340 per sqm monthly. Corner units command a 15–25% premium. Availability remains under 10%, reflecting strong demand for high-footfall flagship locations.

Paris

Where iconic monuments meet world-class art, fashion, gastronomy and economic activity

In partnership with



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WAKEFIELD**

Paris

Where iconic monuments meet world-class art, fashion, gastronomy and economic activity

Paris is France’s capital and cultural heart, where iconic monuments meet world-class art, fashion, gastronomy and economic activity. As the country’s largest city, it thrives as a global hub for tourism, luxury retail, and international commerce.

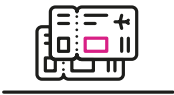
Key events: Paris Fashion Week, Foire de Paris, Paris International Agricultural Show, Paris Marathon, Fête de la Musique, Roland Garros tennis cup, Tour de France.



2.1M

Residents

Population in the city of Paris in 2025



37.3M

Annual Tourists

Annual tourists in the Greater Paris, 2025



€12.9K

Retail Purchasing Power/Capita

Amongst Europe’s highest consumer spending



+61K

Retail Stores

Diverse mix from luxury to independent boutiques



280

Shops/10k residents

One of Europe’s highest retail densities

Paris

Focus on Avenue des Champs-Élysées

The Avenue des Champs-Élysées is Paris’s most iconic shopping street, famed worldwide for its luxury boutiques, flagship stores, and vibrant retail scene, currently undergoing a transformation driven by major redevelopment projects linked to the post-2024 Olympics era and long-term urban renewal plans to invigorate the retail and public-space experience.

Signature Events: Fashion Week Pop-Ups (February/September), Summer Sales Spectacular (July), Holiday Window Displays & Pop-ups (November-January), Tour de France finish line (July), Paris Marathon start line (April)

CONSUMER PROFILE

Demographics

Primarily international tourists (≈70 % of visitors), affluent shoppers aged 25-55 with high spending power, and a mix of lifestyle-focused visitors drawn to luxury, premium and experiential retail.

Spending Behaviour

Average transaction : generally high due to luxury and flagship spending, peak spending during Fashion Week and major tourist seasons, strong appetite for experiential retail and limited editions.

200K

Daily Footfall

Peak periods exceed 300,000 visitors

€12.9K

Retail Purchasing Power/Capita

Paris average

BRAND POSITIONING

The avenue commands a premium positioning between ultra-luxury and high-end lifestyle, attracting brands seeking high-visibility flagship stores. The retail mix balances heritage luxury maisons, experiential lifestyle brands, and selected fast-fashion or digitally native concepts introducing physical flagship experiences.



100 Retail Units

Mix of flagships, concept stores, and experiential retail



60 Premium Brands

Including : Zara, Alo Yoga, Miniso, Sephora, Lululemon, Salomon, Galeries Lafayette, Foot Locker

Notable Brands: Louis Vuitton, Dior, Cartier, Montblanc, Saint Laurent, Chanel, Nike flagship, Adidas flagship, JD Sports, On Running, Apple store

Recent Entrants (2025-26): Bacha Coffee, Lancaster, Alo Yoga, Tumi, Canada Goose, Onitsuka Tiger

Prime Rent (100-200 sqm units): €15,000–€17,000 per sqm ZA annually. Corner or highly visible units often command a premium above the base range, reflecting the strong demand for flagship locations on this globally iconic high street. Availability remains under ~4%, signalling sustained retailer demand and very limited supply.

Prague

Heritage with a modern retail market

In partnership with



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WAKEFIELD**

Prague

Heritage with a modern retail market

Prague is the Czech Republic’s political, economic and cultural capital, renowned for its exceptionally preserved historic centre and strong international tourism appeal. The city combines a UNESCO-listed heritage with a modern retail market, attracting international flagship stores alongside leading Central European brands. Thanks to robust consumer spending, a growing tourism sector and limited prime retail availability, Prague remains the most attractive retail destination in Central Europe.

Key events: Prague Spring International Music Festival, Mercedes-Benz Prague Fashion Week, Christmas Markets, Signal Festival, Czech Design Week



1.41M

Residents

Population in the metropolitan core in 2026



8.3M

Annual Tourists

Visitors attracted by fashion, culture, and major events



€7.96K

Retail Spend per Capita

Among the highest in Central & Eastern Europe



+15K

Retail Stores

Mix of international chains, local retailers and luxury boutiques



106

Stores/10k residents

One of the highest retail densities in Central Europe

Prague

Focus on Na Příkopě

Connecting Wenceslas Square to Republic Square, Na Příkopě is Prague's premier shopping street and one of Europe's most expensive retail locations. The boulevard has benefited from continuous investment in flagship retail, mixed-use redevelopment and the renovation of historic buildings, creating a destination that blends luxury, premium fashion and high-street retail in the heart of the city.

CONSUMER PROFILE

Demographics

Affluent Prague residents, international tourists (around 40-50% of footfall), business travelers and shoppers from across Central Europe seeking premium and luxury brands.

Spending Behaviour

Average transaction: approximately €180. Spending peaks during the Christmas season, Easter holidays and summer tourism months. Consumers show a strong preference for international fashion brands, luxury accessories and premium beauty.

100K

Daily Footfall

Peak periods exceed 120,000 visitors

€6.8K

Annual Spend Per Capita

20% above national average

BRAND POSITIONING

Na Příkopě occupies a premium position, combining international premium and high-street retailers. The street attracts brands seeking flagship visibility within Central Europe while benefiting from exceptional tourist traffic and strong local purchasing power.



100 Retail Units

Mix of flagship stores, premium fashion retailers and mass market brands.



50 Premium Brands

Including BOSS, CHANEL Fragrance and Beauty, Bechyně, Michael Kors, Arket, Peek & Cloppenburg, Tommy Hilfiger

Key Brands: Zara, Mango, H&M, Sephora, Douglas, Peek & Cloppenburg, BOSS, United Colors of Benetton, CHANEL Fragrance and Beauty, Starbucks, LEGO, Tommy Hilfiger, Bershka, Intimissimi, Tezenis, Michael Kors

Recent Entrants (2023-26): Arket, BOSS, CHANEL Fragrance and Beauty, Starbucks, LEGO, Peek & Cloppenburg

Prime Rent (100-200 sqm units): €2,300-€2,800 per sqm annually. Vacancy remains very limited (typically below 5%), reflecting sustained demand from international retailers and luxury brands



Rome

Premier luxury shopping destinations

In partnership with



**CUSHMAN &
WAKEFIELD**

Rome

Premier luxury shopping destinations

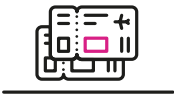
Rome blends timeless heritage with world-renowned retail. Anchored by the prestigious Luxury Tridente, the city is one of Europe’s premier luxury shopping destinations, attracting affluent international visitors and offering an unrivalled mix of flagship stores, iconic brands, and premium shopping experiences.

Key events: Italian Open Tennis, Jubilee Celebrations & major religious events, Republic Day Celebrations



4.2M

Residents



20M

Annual Tourists



€23K

Retail Spend
per Capita



97K+

Retail Stores



230

Stores/10k residents

Population of the
metropolitan area
in 2024

Number of tourists
in the province
of Rome in 2024

Estimated annual retail
expenditure per resident

Estimated fixed-location
retail businesses

Retail stores per
10,000 residents

Rome

Focus on Via del Corso

Via del Corso is Rome’s principal high street and one of the city’s most iconic shopping corridors. Stretching from Piazza Venezia to Piazza del Popolo, it captures a constant flow of international tourists, local residents, office workers and domestic visitors heading towards the Tridente district, Trevi Fountain and the Spanish Steps. Its retail positioning combines mass-market fashion, sportswear, beauty, accessories and flagship stores, supported by consistently high footfall and strong impulse purchasing. For retailers, Via del Corso provides an ideal setting for high-turnover concepts, experiential stores and flagship formats focused on visibility, accessibility and presence in Rome’s historic centre.

CONSUMER PROFILE

Demographics

A diverse customer base including international and domestic tourists, local residents, office workers, students and day visitors. The street benefits from heavy pedestrian flows towards the Spanish Steps, Trevi Fountain and Piazza del Popolo.

Spending Behaviour

Fast, discretionary purchases focused on accessible fashion, sneakers, beauty, accessories and grab-and-go food. Average basket values are relatively modest but are offset by exceptionally high transaction volumes.

25M

Yearly Footfall

Average yearly estimate, with significantly higher peaks during weekends, sales periods and the tourist high season.

€25K

Annual Spend Per Capita

5% above city average

BRAND POSITIONING

Via del Corso is positioned within the mainstream retail segment, ranging from mass-market to upper mid-market brands. The street is driven by visibility, high volumes and flagship stores, while the luxury segment is concentrated on the neighbouring streets of the Tridente district.



150 Retail Units

Small and medium-sized street-front stores (typically 20–120 sqm), flagship stores and larger multi-level retail spaces.



10+ Premium Brands

Apple, Sephora, Ralph Lauren, Zara, Uniqlo, Adidas

Key Brands: Zara, H&M, Nike Store, Foot Locker, Sephora, Pandora, The North Face, Coccinelle, Legami, Calzedonia, Levi’s, Diesel, Tommy Hilfiger, Adidas, Swarovski, Swatch, Ray-ban, Mango, Apple, Ralph Lauren

Recent Activity: Continuous turnover of flagship stores, pop-ups, sports, beauty and experiential retail concepts. Significant new entries are Crocs, New Era, Zara Man, PopMart

Retail Rent (100-200 sqm units): Approximately €6,000 per sqm annually.

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Brussels

A key hub for international institutions, tourism, and retail

In partnership with



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WAKEFIELD

Brussels

A key hub for international institutions, tourism, and retail

Brussels serves as Belgium’s political and cultural capital, blending historic charm with modern vibrancy. As the heart of the European Union, it is a key hub for international institutions, tourism, and retail, attracting visitors and shoppers from around the world.

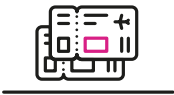
Key events: Flower Carpet, Ommegang, Iris Festival, Brussels Summer Festival, Belgian Beer Weekend, Winter Wonders



1.3M

Residents

Population in the Brussels-Capital Region in 2026*



7.4M

Annual Tourists

Annual overnight stays by tourists in Brussels in 2025*



€4.7K

Retail Spend Per Capita

Including Clothing & Footwear, Food & Beverage, Toys & Hobbies, Medical Products in 2025**



25K

Retail Stores

In 30 examined retail districts in 2025***



198

Stores/10k residents

One of Europe’s densest retail markets



Caldas da Rainha

Where the street is the marketplace

Caldas da Rainha, Portugal

Where the street is the marketplace

A fast-growing regional retail hub of nearly 59,000 residents, one hour from Lisbon, combining a compact, walkable city centre with a strong commercial tradition and creative identity. European Capital of Small Retail 2026 and UNESCO Creative City since 2019.

Key event: European Capital of Small Retail - Vibrant City (2026)



58,983

Residents
(2025)

+11.6% since 2021



1.8

Visitors per Resident
(2024)



€383M

Retail Turnover

18.2% of total local
turnover (2024)



898

Retail Establishments

10.3% of all
establishments (2024)



176

Establishments
/ 10 km²

Tourism & proximity
economy vs. 132 Oeste,
92 Portugal

Caldas da Rainha, Portugal

Focus on Historic Centre

A compact, walkable city centre where retail, culture, food and public life meet. At its heart, Praça da Fruta has brought people into the city centre every morning for more than five centuries, creating a natural anchor for the surrounding high street.

Signature Events: MESTRA · Caldas Late Night · Feira dos Frutos

DAILY CITY-CENTRE LIFE

500+ YEARS
of market tradition
Same square since the 15th century

1,598 STUDENTS
Higher education students
28.9/1,000 residents · 4× the regional average

DAILY

Praça da
Fruta Market

All year round

38

Commercial Spaces
Verified on the market

Oct 2026

BRAND POSITIONING

Ceramics, Design, Food, Local Products, Independent Retail



Retail 5.0

The city centre as a retail destination.
Physical retail, Digital integration,
Urban regeneration



Digital commercial district

Footfall data.
Multilingual marketplace & app.
Smart lockers.
Connecting physical
and digital retail

Private Investment: La Vie Caldas da Rainha acquired by Shoppings Ibéria (Point Capital), 2025

Opportunities for New Brands: Brand Stores, Ceramics & Design, Showrooms, Signature Food, Neighbourhood Services

Investor Support: Tell us your concept, target customer, floor area and maximum rent — we will assess footfall and competition with you before you choose.

Luxembourg City

A leading retail destination



Luxembourg City

A leading retail destination

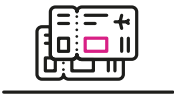
Luxembourg City is a leading retail destination and international business hub, underpinned by strong purchasing power, 137,000 residents from 169 nationalities, and a workforce of more than 167,000 employees, including over 62,000 cross-border commuters. Home to more than 2,400 shops, the city benefits from a diverse and affluent consumer base, reinforced by year-round events, tourism and a vibrant urban lifestyle.

Key events: National Day celebrations, Schuebefouer (funfair – 1,9m visits), Fête de la Musique, Winterlights and Christmas markets, ING Night Marathon and Grande Braderie.



137K

Residents



1.1M

Overnight stays



€12K

Retail Spend
per Capita



+2 400

Retail Stores



175

Stores/10k residents

Population of the
24 districts of
Luxembourg City (2025)

Annual overnight stays
in Luxembourg City
(2025) –
(+5.8% vs. 2024)

Estimated annual
retail expenditure
per resident (2025)

Estimated fixed-location
retail businesses

-

Luxembourg City

Focus on Ville haute & Gare

At the heart of Luxembourg City, Gare and Ville Haute are two of the capital’s leading shopping, dining and service destinations, attracting residents, professionals and international visitors. Together they offer a diverse mix of retail, hospitality and leisure experiences, ranging from everyday conveniences to premium brands. Their central location, excellent accessibility via Luxembourg Central Station and the country’s free public transport network, and strong daily footfall make Gare and Ville Haute highly visible and dynamic commercial hubs within the city centre.

Signature Events: Braderie, Strossemaart, Winterlights, Summer in the city

CONSUMER PROFILE

Demographics

A broad and international consumer base, including local residents, cross-border professionals, office workers, expats and tourists. The mix of daily commuters, shoppers and visitors supports high footfall throughout the year.

Spending Behaviour

Moderate average transaction values, driven by daily purchases, dining and convenience spending from residents, commuters and visitors. Additional higher-value spending is generated by premium retail, hospitality and leisure activities across Gare and Ville Haute.

95K / 97K

Daily Footfall

Ville Haute / Gare

12K

Annual Spend Per Capita

-

BRAND POSITIONING

A broad mix of international brands, local businesses, restaurants and services catering to a diverse customer base. Strong footfall and a varied retail offer make Gare and Ville Haute key commercial hubs in Luxembourg City.



1358 Retail Units

Small and medium-sized street-front stores (typically, 20–150 sqm), flagship stores, international fashion retailers and premium lifestyle brands.



60 Premium Brands

Including : Chanel, Dior, Longchamp, Max Mara, Montblanc, Natan, Les Ambassadeurs, Gerard Darel

Notable Brands: Galeries Lafayette, Uniqlo, Sephora, H&M, Mango, Louis Vuitton, Monoprix

Recent Entrants (2025-26): 105 new retail openings, including Le Creuset, Moscot, KFC and Alain Afflelou.

Retail Rent (100-200 sqm units): Variable depending on location, unit specifications, and lease conditions.

An aerial photograph of Santarém, Portugal, taken at sunset. The sky is a mix of orange, pink, and blue. In the foreground, a large, white, multi-story building with a red-tiled roof and many windows is visible. The building has several small, ornate towers on its roof. In front of the building is a parking lot with several cars. To the left of the parking lot is a large, dark evergreen tree. In the background, other buildings and a Ferris wheel are visible against the sunset sky.

Santarém

Opportunities for retail, gastronomy and leisure

Santarém, Portugal

Opportunities for retail, gastronomy and leisure

A historic city on Portugal’s Lisbon-Porto axis, with strong road and rail links. Its historic centre and riverfront regeneration offer opportunities for retail, gastronomy and leisure, supported by a dedicated municipal investment team.

Key events: National Gastronomy Festival (annual, Casa do Campino)



69,392

Residents

Municipality, 2025
INE via Pordata



69,447

Tourist guests*

Accommodation, 2025
Municipality (INE)



€8,175

Card spend / capita*

Multibanco purchases
Municipality, 2025



307

BCD establishments*

Targeted for support
Programme list, 2024

* Guest count, card payments and programme establishments are distinct measures. N/A = not confirmed.
Sources: INE/SIBS, Pordata, DGAE. Definitions and original-field gaps in notes. Research: 20 October 2026.

Santarém, Portugal

Focus on Historic centre

High street retail around Rua Serpa Pinto and Rua Guilherme de Azevedo. The Digital Commerce District has €936,850.54 in approved support.

Signature Events: Living Statues Festival (7–9 August 2026) and Verão in Santarém

CONSUMER PROFILE

Demographics

Local residents and visitors. Municipality: 69,392 residents (2025) and purchasing power index 99.10 (Portugal = 100, 2023). District breakdown unavailable.

Spending Behaviour

Municipal context: €8,175 per resident in Multibanco purchases (2025). District average basket and annual retail expenditure: not confirmed.

BRAND POSITIONING

Independent shops and Portuguese fashion/accessories brands, with cafés, restaurants and local services.



307 programme businesses*

Programme scope includes retail, restaurants and services (2024).

Notable brands: Lanidor (R. Guilherme de Azevedo, 40), Cavalinho (R. Serpa Pinto, 84) and Brancoptica (R. Guilherme de Azevedo, 6).

Recent entrants (2023–25): Unconfirmed. Municipal Market reopened 19 March 2025.

HIGH STREET SPECIALISTS EXHIBITING AT MAPIC



HIGH STREET OWNERS AND EDESTINATINATIONS EXHIBITING AT MAPIC



