

COPENHAGEN

Cushman & Wakefield

Global Cities Retail Guide

Copenhagen is not only the capital of Denmark, but it is also a major regional centre of culture, business, media, science, education, and shopping. Copenhagen is a “prototype” for a Nordic metropolitan city. The city is linked to Sweden via the Øresund rail and road bridge bringing shoppers from Malmö, southern Sweden and beyond.

The city's population is growing as well are the tourist number. Copenhagen attracts visitors from all over the world for business and leisure purposes. Copenhagen is a city with a high standard of living, happiness, job opportunities, and a great shopping environment. The city attracts many visitors for business and conferences. Copenhagen has numerous times been in the world's top ten destinations. Copenhagen has been ranked as “the best city to visit right now” by Lonely Planet in 2019. The city also has the largest cruise port in northern Europe with over 875,000 passenger arrivals annually.

Whilst being a metropolitan city, Copenhagen retains the character of its well-preserved and beautiful architecture. Public transport is easily accessible in Copenhagen, although all shopping areas can be accessed by foot or by bicycle. The city is a forerunner for many different projects but particularly distinguishes itself by focusing on a green economy. Copenhagen was awarded the international climate prize in 2013, 2016 and 2017.

Copenhagen, along with the other big Danish cities such as Aarhus and Odense has a solid interest in prime locations on main shopping streets. Also within its shopping centres, there are a high demand from both domestic and international retailers.



COPENHAGEN OVERVIEW

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KEY RETAIL STREETS & AREAS

STRØGET

Besides being one of the main attractions for tourist in Copenhagen, Strøget is also one of the largest pedestrianised shopping street in the world. Strøget runs from Rådhuspladsen (City Hall Square) to Kongens Nytorv and it covers Frederiksberggade, Nygade, Vimmeskafte, Amagertorv, and Østergade. The streets are lively, highly accessible by public transport and the pedestrian flow is very high. The average unit size in this area is relatively small.

KØBMARGERGADE

Købmargergade is a major shopping street in the heart of Copenhagen and is connected to Strøget. Købmargergade is just as popular as Strøget and offers many well-known domestic and international brands including Golden Goose, Benetton, Tod's and Valentino. Copenhagen's Postgaarden is located here; a recently opened vibrant retail destination within the city's old post office.

“SECONDARY AREA”

Pilestræde, Kronprinsensgade, Grønnegade, Antoniogade, Sværtegade, Ny Østergade, and Christian IX Gade are the popular "off pitch" streets where the more "edgy" shops are located. This area is definitely an interesting retail submarket with brands such as ACNE, Christian Louboutin, Ganni, Marc Jacobs, Boii, Wood Wood, Tiger of Sweden, Filippa K, Lacoste, Isabel Marant, BOYY and many more.

GAMMEL KONGEVEJ AND THE “BRO” STREETS

Each of the following streets represents the main shopping street within each of Copenhagen's districts: Gammel Kongevej, Østerbrogade, Vesterbrogade, Amagerbrogade and Nørrebrogade. Gammel Kongevej is the most exclusive of these streets.

OTHER

There are no shopping centres in the prime retail area however, two large department stores Magasin & Illum, are located respectively on Strøget and Kongens Nytorv.

Frederiksberggade links Rådhuspladsen to Gammel Torv. Retailers such as New Yorker, Vero Moda, and Monki have stores along this high footfall section.

Amagertorv and Vimmelskafte are generally characterised by more mass market, high-volume fashion stores. In the vicinity of the Illum department store, there are a number of long-established upmarket retailers such as Illum Bolighus and Georg Jensen.

The number of high-end brands increases along Østergade, particularly with proximity to Kongens Nytorv. Retailers such as Louis Vuitton, Mulberry, Gianni Versace, Gucci are all located here.



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MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 200 SQM	RANGE OF UNIT SIZES
STRØGET					
Strøget : Frederiksberggade, Nygade, Vimmelskiftet, Amagertorv, Østergade	Tourists, local shoppers, workers	Gucci, Louis Vuitton, Hermes, Moncler, Mulberry, Burberry, Hugo Boss, Sephora, Disney, Lego, Georg Jensen, Zara, H&M, Marina Rinaldi, Zadig & Voltaire, Hotel Chocolat, Sketchers	Michael Kors, Prada (TBC), Sportmaster, Hunkemöller, Uniqlo, Arkk Copenhagen	DKK 7,500 – 24,000 / sqm	50 - 1,500 sqm
KØBMAGERGADE					
Købmagergade	Tourists, local shoppers, workers	Valentino, Superdry, Monki, Diesel, Gina Tricot, Benetton, Vans, H&M, The Bodyshop, MAC, Monkii	Jimmy Choo, Golden Goose Deluxe Brand, Saint Laurent, Imerco, Ecco	DKK 6,000 - 24,000 / sqm	50 - 1,500 sqm
SECONDARY AREA					
Secondary Area: Ny Østergade, Grønnegade, Kronprinsensgade, Pilestræde, Sværtegade, Christian IX Gade etc.	Tourists, local shoppers, workers	ACNE, Agent Provocateur, Munthe, Ganni, Adidas, Day Birger & Mikkelsen Stig P, Wood Wood, Christian Louboutin, North Face, Tiger of Sweden, Envii, Lagkagehuset, Hope, Brunello Cucinelli, Marc Jacobs, Boii, Shamballa Jewels	Bitte Kai Rand, Boyy, Isabel Marant, Custommade, Rabens Saloner, Gani, Vagabond, NN07, North 66, Aura, Clarks, Won Hundred	DKK 7,500 - 22,500 / sqm	25 - 500 sqm
OTHER STREETS					
Gammel Kongevej	Local shoppers, workers	Imerco, Intersport, Matas, Wolford, Filippa K, Stig P, Ganni, Sophie Schnor, Nué Cph	Rains, Garodkin, Julie Nielsdotter	DKK 2000 - 3,500 / sqm	30 - 1,500 sqm
Østerbrogade	Local shoppers, workers	Normann, Fona, Vero Moda, Vila, Filippa K, Message, BabySam, Sportmaster, Flying Tiger	Føtex Food	DKK 1,500 - 3,500 / sqm	30 - 800 sqm
Vesterbrogade	Local shoppers, workers	Vero Moda, Only, Humac, Jysk Sengetøjslager, Change, Sportsmaster, Cykel Banditten	Louis Nielsen	DKK 1,000 - 2,500	30 - 1,500 sqm
Amagerbrogade	Local shoppers, workers	Hunkemøller, Saint Tropez, Elgiganten, Flying Tiger, Zizzi	Ecco, Louis Nielsen, Lidl	DKK 1,000 - 2,500 / sqm	30 - 1,000 sqm
Nørrebrogade	Local shoppers, workers	Sportsmaster, Elgiganten, Matas, Vero Moda, Moss Copenhagen, Lidl,	Boii, Helsam	DKK 1,000 - 2,500 / sqm	30 - 1,500 sqm



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SHOPPING CENTRES

FISKETORVET

A shopping centre close to the city centre; just twenty minutes walk from Rådhuspladsen. It has 111 stores and is home to retailers such as Føtex, The Body Shop, Humac, Bahne, Calvin Klein Underwear, McDonald's, Foot Locker, Bang & Olufsen, Pilgrim, Monki, Superdry, and Motivi.

FIELD'S

Located on Amager between the city centre and the Øresund bridge close to the airport, Field's is a 79,300 sqm shopping centre which is also part of the new Ørestaden City Development. It has some 145 stores leased to Esprit, Magasin, H&M, Zara and many other domestic and international retailers.

LYNGBY STORCENTRE

A popular shopping centre in Lyngby just 25 minutes from Copenhagen. Lyngby attracts customers with high spending power and consequently many retailers are located here including Tommy Hilfiger, Tiger of Sweden, Sand, Ilse Jacobsen, Summerbird and Arket.

FREDERIKSBERG CENTRET

A very popular local shopping centre in Frederiksberg with a metro station in the basement. This shopping centre has just been extended adding a third floor and 25 new shops, including & other stories, Sand, Tiger of Sweden, and COS.

CITY 2

A popular shopping centre in Høje Taastrup just 30 minutes from Copenhagen. This shopping center has high focus on customer satisfaction. Their vision is to create a clean shopping experience for the whole family. Copenhagen Designer Outlet is located next to City 2, which is Denmark's biggest outlet shopping centre.

BIG SHOPPING

BIG Shopping is an out-of-town retail centre covering more than 45,000 sqm and is located in Herlev, approximately 11 km north-west of downtown Copenhagen. This retail destination is easily accessible via existing motorways and has a mix of retail, leisure and F&B offerings.

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FOOD & BEVERAGE

Restaurants in Copenhagen offer everything from pizza and hotdogs to impressive gastronomic experiences. 27 restaurants have been awarded a Star by the Michelin Guide.

Geranium, which has been awarded three stars by the Michelin guide, is also located in Copenhagen.

In Copenhagen, restaurants are not clustered together in key shopping areas. It is always possible to find good, trendy restaurants and cocktail bars in the non-prime retail areas. What goes as prime locations for retail does not guarantee a good business for restaurants, as Danes do not mind walking around secondary areas to find the food they want .

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Israels Plads	Tourists, local population	“Torvehallerne”	DKK 1900 - 2600 / sqm
Secondary Area	Tourists, local population	Wokshop, Madklubben, Joe & the Juice, Cofoco	DKK 2000 / sqm
Nyhavn	Tourists, local population	Many local Danish restaurants	-
Kødbyen	Local population	Fiskebaren, Pate Pate, Gorilla, Mother, Warpigs	DKK 1500 / sqm
Reffen	Local population	Copenhagen Street Food	-
Gråbrødre Torv	Tourists, local population		-
Axel Towers	Tourists, local population	Restaurant Trio	-
Højbro Plads	Tourists, local population	TGIF, Wok on, Espresso House	-



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RETAIL WAREHOUSING/ BIG-BOX RETAIL

IKEA TAASTRUP

This retail park has a small collection of big-box retailers located in close proximity to IKEA Taastrup. The tenant mix is primarily targeted at families with children and includes retailers such as Jysk and Toys'R'Us.

RETAIL WAREHOUSE/ BIG-BOX RETAIL	CONSUMER PROFILE	RETAILERS PRESENT	TYPICAL RENT FOR UNIT OF 1,000 SQM	RANGE OF UNIT SIZES
IKEA Taastrup	Mid-affluence families	Toys'R'Us, Jysk, Adidas Outlet	DKK 1,450,000 per annum	850-2,400 sqm



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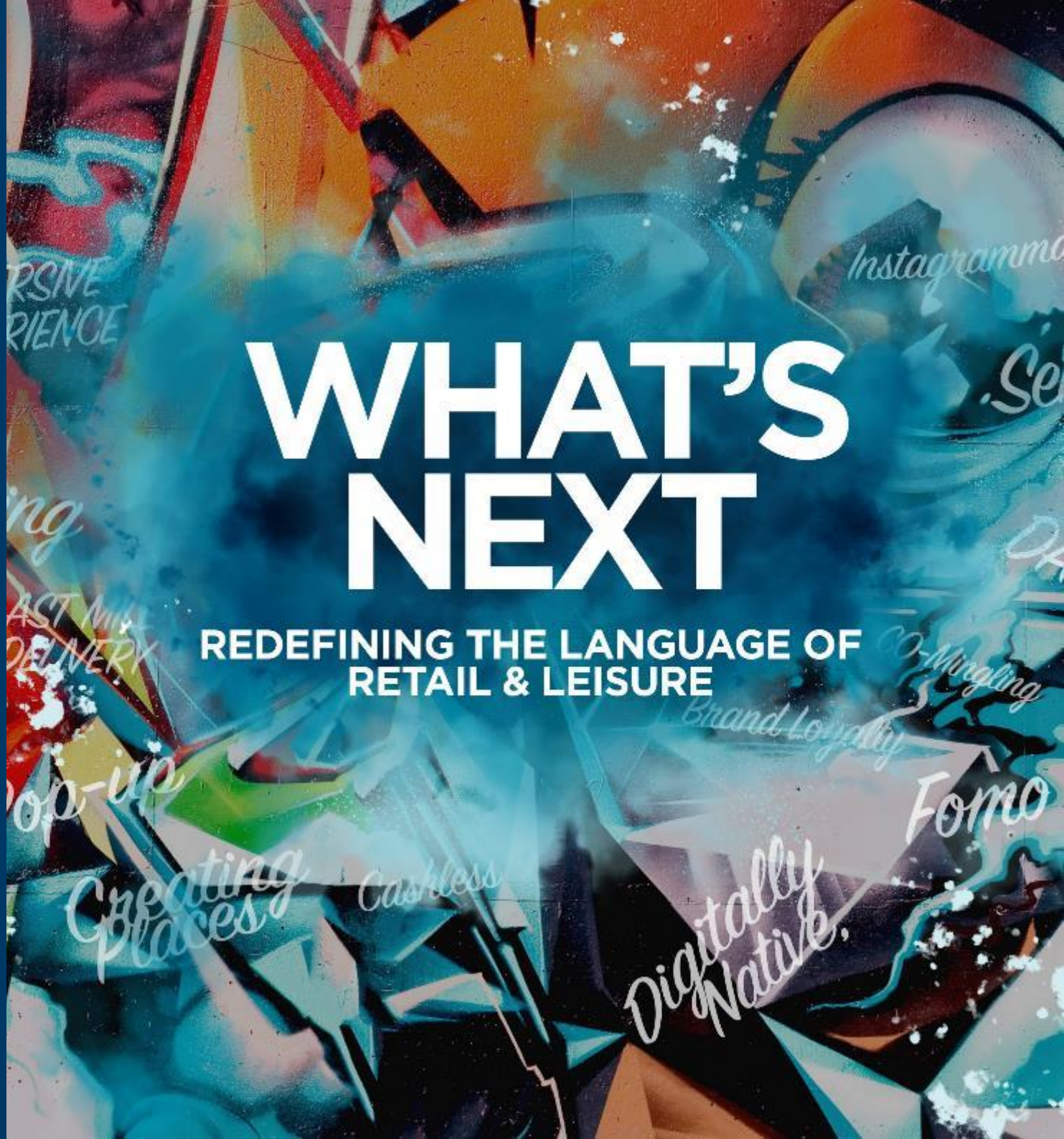
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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
RETAIL & LEISURE



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