EINDHOVEN
Cushman & Wakefield
Global Cities Retail Guide
Eindhoven is the fifth largest city in the Netherlands and a municipality that is located in the south of the country, in the province Noord-Brabant. Although it is not the capital of the province, the city is the largest.

Outside of the four major cities, Eindhoven is considered as an important city for retail, similar to cities such as Maastricht, Groningen and Den Bosch. Consumers in a 10km radius are mostly focused on Eindhoven, although the city has some competition from Den Bosch, which is relatively nearby and benefits from its historic city centre. Nonetheless, Eindhoven is considered as a more important retail centre, due to the larger number of well-known global retailers that are present in its market.

Main occupiers in the city centre include department stores de Bijenkorf and V&D, as well as well-known international brands such as Zara and Primark. Furthermore, there are several occupiers in the fashion industry and some specialty stores that are important for the city centre as well. The city centre has a good tenant mix; both national and international retailers as well as well-known independent retailers are present. The most important traditional shopping streets are the Demer and Rechtestraat. Furthermore, the city centre of Eindhoven also houses two shopping centres: Piazza Center and Heuvel - both roofed shopping centres in the centre of the city.
**EINDHOVEN**

**KEY RETAIL STREETS & AREAS**

**DEMER**
Demer is the most important shopping street in Eindhoven housing various national and international retailers. A major part of the shopping street was destroyed during the second world war and as a result the street is characterised by buildings from the 1950’s. Furthermore, as a result of more recent construction work there are also some buildings with more contemporary designs located along the street. Among others Pull & Bear, Stradivarius, WE, Levi’s, Dr. Martens and Chasin are present on this street. On Tuesdays, parts of the Demer and 18 Septemberplein are used for a weekly market.

**RECHTESTRAAT**
Rechtestraat is an extension of the Demer and is marked by the department store V&D - located at the junction where Demer becomes Rechtestraat. Although this street is less important than the Demer, as a result of the lower footfall, the Rechtestraat is larger in terms of the number of present retailers. Some key tenants include Scotch & Soda, Mango, Bershka, Tommy Hilfiger, Monki, JD Sports, Snipes, Rituals and Swarovski among others.

**KLEINE BERG**
The Kleine Berg is a niche area of Eindhoven accommodating some high-end fashion retailers as well as restaurants and bars. Retailers such as Vanilia, Suitable and Superdry are located here. This area is mostly popular for locals, although domestic tourists have found their way to this area of the centre as well.
## Eindhoven Market Overview

### Key Areas/Streets/Shopping Centers

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<tr>
<td>Demer</td>
<td>Locals and tourists</td>
<td>C&amp;A, The Sting, Pull &amp; Bear, Stradivarius, WE, Levi's, Dr. Martens, Chasin</td>
<td>Dr. Marten, Levi's, Lola Liza, Only &amp; Sons</td>
<td>EUR 1,000 - EUR 1,200</td>
<td>50 - 1,000 sqm</td>
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<tr>
<td>Shopping Center Piazza</td>
<td>Locals and tourists</td>
<td>De Bijenkorf, Zara, H&amp;M, Decathlon, WE, Perry, Bever, ICI Paris XL</td>
<td>-</td>
<td>EUR 350 - EUR 1,100</td>
<td>50 - 1,000 sqm</td>
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<td>Rechtestraat</td>
<td>Locals and tourists</td>
<td>Scotch &amp; Soda, Mango, Bershka, Tommy Hilfiger, Monki, JD Sports, Snipes, Rituals, Swarovski</td>
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<td>Shopping Centre Heuvel</td>
<td>Locals and tourists</td>
<td>H&amp;M, TK Maxx, Intersport, Costes, Hugo Boss, Aspact, Douglas, Paprika, Guess, Rituals,</td>
<td>Gabor</td>
<td>EUR 225 - EUR 675</td>
<td>50 - 1,000 sqm</td>
</tr>
<tr>
<td>Kleine Berg</td>
<td>Locals and tourists</td>
<td>Vanilia, Suitable, Superdry</td>
<td>-</td>
<td>EUR 225 – EUR 350</td>
<td>50 – 500 sqm</td>
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EINDHOVEN
SHOPPING CENTRES

HEUVEL
Next to shopping centre Piazza Center, the city centre of Eindhoven holds another shopping centre. Shopping centre Heuvel has a GLA of approximately 25,000 sqm and is located at one of the most important squares of the city for food & beverage and leisure. Among others the shopping centre houses retailers such as H&M, Guess and Rituals. Furthermore, the centre is well-known for housing a casino and a music centre (Frits Philips Muziek Centrum). As a result the Heuvel has always had an important function in the centre of the city.

PIAZZA CENTER
The shopping centre Piazza Center (31,000 sqm) is located at the 18 September plein, close to the railway station. The Piazza was reopened in 2005 after a major redevelopment. At present, main tenants include Decathlon, Zara, H&M, ICI Paris XL and Esprit, while the well-known Dutch department store de Bijenkorf is located opposite the shopping centre. The 18 September plein connects the Piazza to the Demer and therefore achieves high footfall.

WOENSEL XL
The partly-covered shopping centre Woensel XL (30,430 sqm) is located in the north of Eindhoven in the district Woensel. The shopping centre houses various retailers, including supermarkets Albert Heijn, Aldi, Lidl and Jumbo, giving the centre an important food anchor. Furthermore, retailers such as Hema, H&M, WE and C&A are present in the shopping centre.
There are five main areas in which to enjoy variety of different food and drink offers in Eindhoven. These areas are covered by a range of outlets to suit all tastes and budgets.

The Markt is the centre of the city and various restaurants and cafés are located here. Next to shopping centre Heuvel are four restaurants with large terraces that cover the main part of the Markt during the summer. Besides the restaurants, two fast-food restaurants, McDonald’s and KFC, are situated at the Markt as well. In addition, Taco Bell opened the first restaurant in the Netherlands at the nearby Rechtestraat.

The Dommelstraat is located in the city centre, just outside the main shopping area yet next to the railway station. The Dommelstraat is fully occupied by restaurants and cafés. The restaurants vary in price range, though the more expensive restaurants are located in other areas. Furthermore, the largest cinema of Eindhoven is located in this street.

The Kleine Berg is well-known as a more niche area and covers a mix of fashion, restaurants and cafés. The street houses generally higher end restaurants and is therefore popular with young professionals. Because of its location just outside of the main shopping area, this F&B area has quite a cosy feel, which makes it an attractive area for both locals and tourists.

The Wilhelminaplein is a square that is also located outside of the main shopping area of Eindhoven. Compared to other food & beverage areas, the Wilhelminaplein is relatively small and mostly visited by locals.

The Stratumseind is the largest pub street in the Netherlands and is therefore a well-known area. The area is focused on bars and as a result it is mostly popular on Thursday, Friday and Saturday evenings. However, at Stratumseind and in the direct vicinity of the street, there is an increasing number of restaurants.
# EINDHOVEN

## FOOD & BEVERAGE MARKET OVERVIEW

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<th>RENT FOR 350 SQM UNIT €/SQM/YEAR</th>
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<tr>
<td>Markt</td>
<td>Locals/Tourists</td>
<td>Queens, de Vooruitgang, de Wildeman</td>
<td>EUR 250 - EUR 350</td>
</tr>
<tr>
<td>Dommelstraat</td>
<td>Locals/Tourists</td>
<td>Ilios, Dommel 18, Si Senor, the Trafalgar Pub, Lounge 8, het Spiegelbeeld</td>
<td>EUR 250 - EUR 350</td>
</tr>
<tr>
<td>Kleine Berg</td>
<td>Locals/Tourists</td>
<td>Spoon, Mangiare, KB23, Kreeftenbar, Wiesen, Berlage, Panini</td>
<td>EUR 200 - EUR 300</td>
</tr>
<tr>
<td>Wilhelminaplein</td>
<td>Locals</td>
<td>Auberge Nassau, The Prince, De Gaper, Boon, Mi Dica Cucina Italiana</td>
<td>EUR 200 - EUR 300</td>
</tr>
<tr>
<td>Stratumseind</td>
<td>Locals/Tourists</td>
<td>Thomas, Spijker, Lempke, de Rechtbank, Kitsch</td>
<td>EUR 200 - EUR 300</td>
</tr>
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</table>
WHAT'S NEXT

REDEFINING THE LANGUAGE OF RETAIL & LEISURE