

ROTTERDAM

Cushman & Wakefield

Global Cities Retail Guide

Eccentric, cutting-edge, ‘coolest city in the Netherlands’ - Ever more visitors are discovering The Netherlands’ second city: Rotterdam.

Rotterdam has a young population compared to other major cities in the country with a total of 645,000 inhabitants, and is the second retail city of the Netherlands. After Rotterdam’s historic city centre was lost during World War II, city planners took the opportunity to imagine a futuristic modern industrial metropolis. Over the past few years, the aesthetics have become ever more inventive by adding hotspots, like the massive arch of the Market Hall, Rem Koolhaas’ vertical city “De Rotterdam” and a complete overhaul of Rotterdam Central train station, to the city’s skyline.

As befits a true multicultural and cosmopolitan ‘World City’, Rotterdam is an incredible place to shop. The extensive collection of available shops ranges from the international fashion chains to concept stores to trendy local shops. Downtown, most shops are open 7 days a week. The city boasts a retail floor area of approximately 950,000 sqm. This comes down to 1.5 sqm per capita, significantly above the national average of 1.1 sqm per capita.

For a long time overlooked by the Dutch, Rotterdam was more famous for its seaport rather than its shopping possibilities. The industrial legacy is still quite visible in the streetscape. The city is surrounded by the Rijnmond area or Greater Rotterdam area; a conurbation surrounding Rotterdam, which has a combined population of approximately 1.2 million. Being a popular migrant destination, the consumer potential also consists of a diverse palette of relatively young consumers.

Although the city may not have the historic look and feel that many other Dutch cities have, it does have the advantage of generally larger shops in comparison to standard dimensions. Rotterdam is a popular destination for international retailers like Hudson’s Bay, JD Sports, Primark, TK Maxx and Zara.



ROTTERDAM OVERVIEW

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KEY RETAIL STREETS & AREAS

LIJNBAAN AND BEURSPLEIN / BEURSTRAVERSE (“KOOFGOOT”)

The Lijnbaan and Beurstraverse in the vibrant commercial heart of the city and is bustling with shoppers and visitors seven days a week. On the Lijnbaan area (the first developed pedestrian shopping centre in Europe) and Beurstraverse, all of the leading global retail chain stores can be found in one area. From international brands such as H&M, Zara, Hudson's Bay, Saks Off 5th, Tommy Hilfiger and Mango to the more traditional retailers like Bijenkorf and HEMA. This area attracts the highest footfall of the city. The Lijnbaan connects directly to the Beurstraverse (“Koopgoot”) and Binnenwegplein. The Koopgoot is an important shopping street that is located below street level. The street is located at an eastern angle from the Lijnbaan and runs underneath the Coolsingel towards the Hoogstraat, connecting the different retail high streets. Furthermore, the Koopgoot has a metro stop and facilitates multiple entrances for the flagship stores of international retailers.

COOLSINGEL / FORUM ROTTERDAM

The Coolsingel is the signature street of Rotterdam, hosting a broad variety of shops. Mostly international brand stores like Decathlon and Zara Home are found here, but also the luxury department store Bijenkorf with shop-in-shops of large, predominantly fashion, brands.

Forum Rotterdam is the latest addition to the city's retail stock. The c.30,000 sqm scheme is currently under construction but is projected to open in 2019. New tenants include Primark, Hollister and Five Guys.

HOOGSTRAAT

The Hoogstraat runs from the Koopgoot towards the Binnenrotte (square) and Markthal. The Markthal, a massive arch above a market, has become a hotspot and anchor of the city of Rotterdam, boosting the image of the Hoogstraat area. The high footfall on this street comes partially from pedestrians that are heading from or towards the well known daily market on the Binnenrotte. With the opening of Markthal an important new car park opened in the centre of Rotterdam. It is foreseen that this will have a positive impact on the footfall in the Hoogstraat, since consumers may now enter the centre from the car park at Markthal and then walk via the Hoogstraat towards both the Beursplein / Beurstraverse and the Lijnbaan.

BINNENWEGPLEIN

The Binnenwegplein is located on the south side of the Lijnbaan and is well known for its large-scale retail units. TK Maxx, Zara, H&M, Media Markt, Jack & Jones, Mango and Monki are located at this square. While it houses many well known retailers, it is also an important connection to the Oude Binnenweg, a retail area that features more specialist boutique shops rather than the aforementioned mainstream retail high streets.



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KEY RETAIL STREETS & AREAS

OUDE BINNENWEG

The Oude Binnenweg is a charming historic street. The shopping street lies somewhat hidden in the shadows of the Lijnbaan with its large chain stores. The shops here are smaller and more focused on specific lifestyles. Shops range from contemporary clothing and lifestyle label Sissy Boy, to edgier brands such as Vans.

DE MEENT

De Meent is a long street which crosses the inner city from the east to the west. The street runs parallel with the high streets Hoogstraat and Beurstraverse. De Meent is a boutique area combined with food, also seen as hip and happening. Retailers within this area are, in general, independents, but there are also several international occupiers such as Scotch & Soda, Supertrash, G-Star Raw, State of Art and Guess.



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MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT
Beurstraverse/Beursplein (Koopgoot)	Locals/ Tourists	Zara, H&M, Hema, Hudson's Bay, Swatch, Esprit		€1,200 – €1,600/ sqm/ year
Binnenwegplein	Locals/ Tourists	Mango, Media Markt, New Look, H&M, Zara, TK Maxx		€600 – €1,200/ sqm/ year
Coolsingel	Locals/ Tourists	de Bijenkorf, C&A, Zara Home, Decathlon	Primark	€350 – €600/ sqm/ year
De Meent	Locals/ Tourists	Suit Supply, Scotch & Soda, Dante6, Food Locker Kids, Samsoe Samsoe	Ace & Tate	€600 – €1,200/ sqm/ year
Hoogstraat	Locals/ Tourists	Sephora, Hunkemöller, Foot Locker, Søstrene Grene		€350 – €1,250/ sqm/ year
Korte Lijnbaan	Locals/ Tourists	Vero Moda, Björn Borg, The Society Shop, Top Shop.		€675 – €1,300/ sqm/ year
Lijnbaan	Locals/ Tourists	Mango, G-Star Raw, Pull & Bear, Hugo Boss, JD Sports, Aspact	Dsquared, Nelson, Snipes, Kiko	€1,350 – €1,600/ sqm/ year
Oude Binnenweg	Locals	Emporio Armani, Adidas, Blue Blood, Sissy Boy		€250 – €600/ sqm/ year



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SHOPPING CENTRES

BEURSTRAVERSE / BEURSPLEIN ("KOOFGOOT")

Located in the heart of the city centre, the Beurstraverse / Beursplein ("Koopgoot") shopping centre does not necessarily feel like a shopping centre, but more like a high street. The shopping centre comprises approximately 30,000 sqm and houses well known retailers such as H&M and Zara. Furthermore, Hudson's Bay and Saks Off 5th have recently entered the retail area.

ZUIDPLEIN

Zuidplein shopping centre is one of the Netherlands' largest shopping centres, with approximately 70,000 sqm, and the largest shopping centre of Rotterdam. Located in the south of the city, the shopping centre houses many well known national and international retailers. Its estimated number of visitors per week stands at 150,000, with the busiest area in the shopping centre counting approximately 32,000 visitors on an average Saturday. Occupiers include Primark, Zara, TK Maxx, Hema, Jack & Jones, Vero Moda, Douglas, H&M and C&A.

ALEXANDERIUM

Alexandrium is a shopping centre in the north of Rotterdam. With a large scale retail location and a retail warehouse located next to the shopping centre, this retail destination is one of the largest of the country. The 45,000 sqm shopping centre is the second largest in the city and houses well known retailers such as Primark, Zara, C&A, H&M, Mango, Esprit and The Sting. On an average Saturday there are approximately 27,500 visitors in shopping centre Alexandrium.

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FOOD & BEVERAGE

Rotterdam can be seen as one of the most hip and happening cities of the Netherlands, combining great architecture with its historical industrial harbour. It has previously taken the fifth spot in the world top 10 'Best in Travel' from Lonely Planet. With the completion of its food hall, the Markthal, Rotterdam added another iconic building to its portfolio, that even won the ICSC award in 2017 for 'Best Shopping Centre in the World'.

In the Pannekoekstraat area and the adjacent street Meent there is a small cluster with several bars and restaurants. This area is a popular area for a young and trendy crowd. Dudok, Bagels & Beans, Picknick and BED are well known places in this area. Many of the bars serve a simple lunch and / or dinner and turn into bars at night.

In the Scheepvaartkwartier, which is one of the more historic areas of Rotterdam, there are many more high-end restaurants. A well known restaurant in this area is Z&M which is located adjacent to the beautiful historic Veerhaven (harbour). Other restaurants in the Scheepvaartkwartier are Zinq, Loos, Zeezout and La Pizza. Furthermore, the former Katendrecht waterfront warehouse now hosts the Fenix Food Factory which contains fresh Dutch cheese, bread and baked goods, locally grown fruit and vegetables, Rotterdam-roasted coffee, craft beer and more; along with rotating food trucks.

Two smaller clusters are the Noordplein area where establishments like Destino and Lof der Zoetheid are located, and the Witte de Withstraat, which offers a variety of bars, cafes and restaurants. Well known places in the Witte de Withstraat include Bagel Bakery, Gusto, Café Hopper, Bazar, Oliva, Rodin and De Eendracht.

There are four restaurants in Rotterdam with a Michelin star. The most famous one is Parkheuvel which has two Michelin stars. Another Famous restaurant with a Michelin star is Restaurant Ivy (one Michelin star) - this restaurant experiments with molecular cooking. The two other restaurants with one Michelin star are Fred and Amarone.

Rotterdam also has a small Chinatown; this area is located nearby the city centre around the West-Kruiskade, Kruisplein and Schouwburgplein. Next to several large Chinese and Asian restaurants there are also some Asian supermarkets and shops in this area.

Particularly fashionable in Rotterdam are the new pop-up restaurants. These restaurants open for only a short period before moving on to another location.

The most recent addition to Rotterdam's retail market is the food hall Markthal. The covered food market of approximately 10,000 sqm shaped like a giant arch opened in the second half of 2014, located just east of the Hoogstraat. Housing various food retailers, restaurants, bars and a supermarket, the Markthal is the first Dutch food market. After opening, the centre, with its striking appearance, became a popular tourist hotspot.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Pannekoekstraat/ Meent area	Locals	Amarone, Dudok, Bagels & Beans, Picknick, Mimosa, Level	€250 – €350/ sqm/ year
Scheepvaartkwartier	Locals	Zinq, Loos, Zeezout, La Pizza, Z&M, Parkheuvel, Smaak, La Stanza	€200 – €300/ sqm/ year
Chinatown	Locals	China Town Fastfood, De Lange Muur, Yamato, Kiem Foei, Dado	€150 – €250/ sqm/ year
Noordplein area	Locals	Destino, Lof der Zoetheid, Tony's Place, Hoi Fa	€200 – €300/ sqm/ year
Witte de Withstraat	Locals/Tourists	Bagel Bakery, Gusto, Café Hopper, Bazar, Oliva, Rodin, De Eendracht, Toko94	€200 – €300/ sqm/ year

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