

# LJUBLJANA

*Cushman & Wakefield*

*Global Cities Retail Guide*

***Ljubljana is a picturesque pint-sized city centred round a hilltop castle. It is located on the crossroads of the two main pan-European transport corridors 5 (stretching from Venice to Kiev) and 10 (stretching from Salzburg to Thessaloniki).***

Ljubljana is the cultural, educational, economic, political and administrative centre of Slovenia with 7.9% registered unemployment rate in March 2019 and an average gross monthly salary of €1,730. Like most countries, Slovenia is experiencing rural to urban migration, and the population of the city and surrounding area is growing slowly.

Approximately 50% of Ljubljana's retail space comprises converted industrial buildings in the BTC retail park. Although the space is compromised in terms of parking, frontage and depth, the park benefitted from being in the right place at the right time when Yugoslavia collapsed, and it is now the largest retail destination in the region with 22 million visitors per year. Ljubljana benefits from cross border shoppers, predominantly from Italy and Croatia.

The Ljubljana retail market is centred in three main areas; BTC, the town centre and Rudnik. They are all situated within the ring road that circles the city. There is a shortage of quality retail space in Ljubljana, and only one of the four pipeline schemes is making any progress, so it is unlikely that the lack of space will be alleviated in the short term.



## LJUBLJANA OVERVIEW

# LJUBLJANA

## KEY RETAIL STREETS & AREAS

### **BTC**

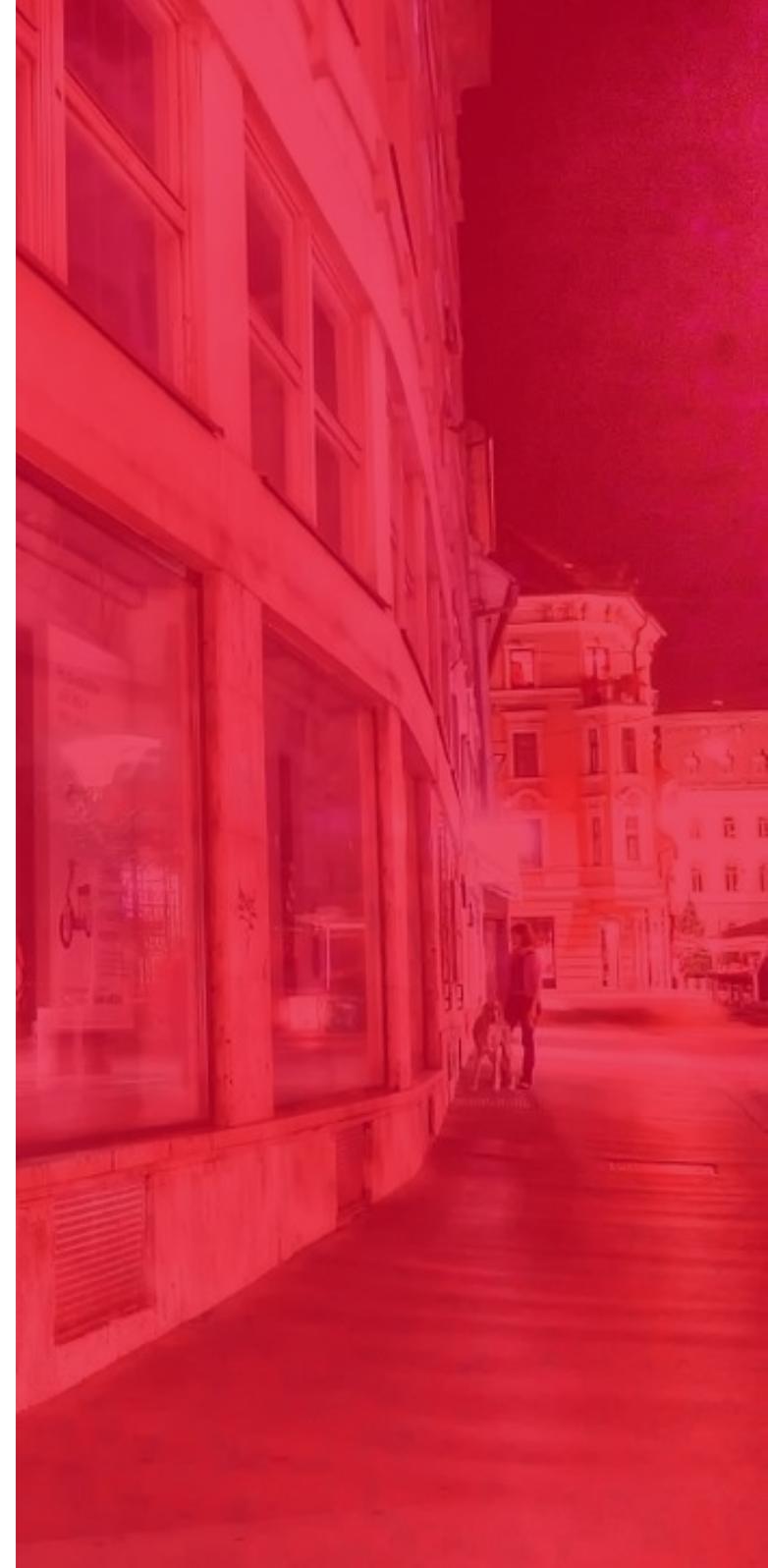
BTC was the largest logistics centre in ex-Yugoslavia and was converted into a retail park approximately 20 years ago. It now consists of over 450 shops selling 10,000 brands, and over 70 bars and restaurants, occupying over 130,000 sqm. Retailers include Spar, Merkur, Zara, Chicco, Roberto Cavalli, Hugo Boss, Primark, Tommy Hillfiger, Calvin Klein, Pal Zileru, DKNY, S.Oliver and Lidl. Some 22 million visitors are attracted to the park each year.

### **SLOVENSKA STREET**

The town centre is characterised by quality brands and offers approximately 21,000 sqm of retail space set mainly on Slovenska Street, Čopova, Kongresni Square and Stari trg, a pedestrian street in the old town. The main shopping street, Slovenska cesta, is only 1,400m long and is occupied with many other buildings such as offices, residential, the main post office, the stock exchange etc. Finding vacant premises on Slovenska is very difficult and most brands looking to enter Slovenia with a flagship store in downtown Ljubljana are invariably disappointed. Retailers on Slovenska include Zara, Mango, Nama (a six storey department store), Intersport, local travel agents and bookshops. Slovenska has approximately 90 stores, but most are small, and there are very few internationally recognised brands.

### **RUDNIK**

Rudnik can best be described as a big box retail park, and offers one recent purpose built mall on two levels (Supernova), a large Leclerc supermarket with mall, an Obi DIY big box, and various other retailers accommodated in strip malls. The total retail space comprises approximately 70,000 sqm. There is adequate parking in Rudnik, unlike BTC.



# LJUBLJANA

## MARKET OVERVIEW

KEY AREAS/ STREETS/SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT	RANGE OF UNIT SIZES
BTC	Wide profile of shoppers	Zara, Mango, H&M, Sportina, Emporium, Spar, Mercator, Benetton, Tus, Big Bang	Gap, PittaRosso, Mango, Springfield, Giorgio Armani Beauty, Primark	€15-45/ sqm/ month	30-2,000 sqm
Town centre	High affluence shoppers, students and tourists	Nike, Mango, Zara, H&M, Emporium, Lush, Swarovski	Mango, Gap, Springfield	€30/ sqm/ month	30-500 sqm
Rudnik	Consumers looking for mid-range brands and typical big-box offer such as DIY	Leclerc, Peek and Cloppenburg, Humanic, H&M, Mercator	PittaRosso, The Athlete's foot	€8-12/ sqm/ month	30-2,000 sqm



# LJUBLJANA

## SHOPPING CENTRES

### **CITYPARK, BTC**

Citypark is Ljubljana's premier mall, located in the BTC retail park on the city's ring road. It opened in 2002 with 53,000m<sup>2</sup> and was extended twice in 2007 and 2009 to provide an additional 10,500m<sup>2</sup>. It comprises 125 stores which retail predominantly mass-market quality brands such as Desigual, H&M and Gap, and a few multibrand designer stores. Primark opened a 4,250m<sup>2</sup> store in Citypark on June 13<sup>th</sup> 2019. The mall is well served with food and beverage outlets with the upper floor largely given over to small restaurants offering Thai food, pizzas, Balkan specialties and more. There are only two international food brands, Burger King and The Coffee Shop Company from Austria. There is a waiting list for retail space and low turnover of tenants.

### **SUPERNOVA, RUDNIK**

Supernova opened in 2008, with 35,000m<sup>2</sup> and 70 stores. Supernova accommodates the only Peek and Kloppenburg store in Slovenia, along with a Mercator supermarket and mass market and mid brands offering textiles, sportswear, cosmetics and accessories etc.. An extension of 25,000m<sup>2</sup> is planned, the anchor tenants are expected to be Zara, Mango, Desigual, Hervis and DM. It is not clear when construction of the extension will go ahead.

### **EMPORIUM, CITY CENTRE**

Emporium is a multi branded fashion store, selling primarily mid market and luxury textiles and accessories. It occupies a 5-storey 5,200m<sup>2</sup> historical building in the heart of the old town. It opened in 2010 after a complete refurbishment, with brands including DKNY, Dolce & Gabbana, Furla, Bally, Boss, Ralph Lauren, Twinset, Ugg, Valentino and others. The property was designed by a famous Austrian architect in 2012 following an earthquake that devastated Ljubljana. It is considered one of the most beautiful buildings in the city.

## DEVELOPMENT TO WATCH OUT FOR

### SHOPPING CENTER ŠIŠKA

Total Size (sqm)	32,000 sqm
Planned Opening Date	2019
Consumer Profile	Mass market

### ABOUT THE DEVELOPMENT

Construction work has started, after 10 years of delays in obtaining planning permission. The project is on schedule and due to open in 2019. SES Shopping centres is the developer, investor and will operate the centre once it opens. It will have 90 shops, restaurants and service providers in 32,000 sqm of leasable area, with 1,600 parking spaces. SES Shopping Centres partially owns, and operates, the Citypark mall and it is expected that there will be no lack of retailers willing to commit to this project. The site is in a good location, on the main ring road, in a densely populated area. It will no doubt provide stiff competition to Mercator Center Šiška, a few hundred metres north.



# LJUBLJANA NEW DEVELOPMENT WATCH

# LJUBLJANA

## FOOD & BEVERAGE

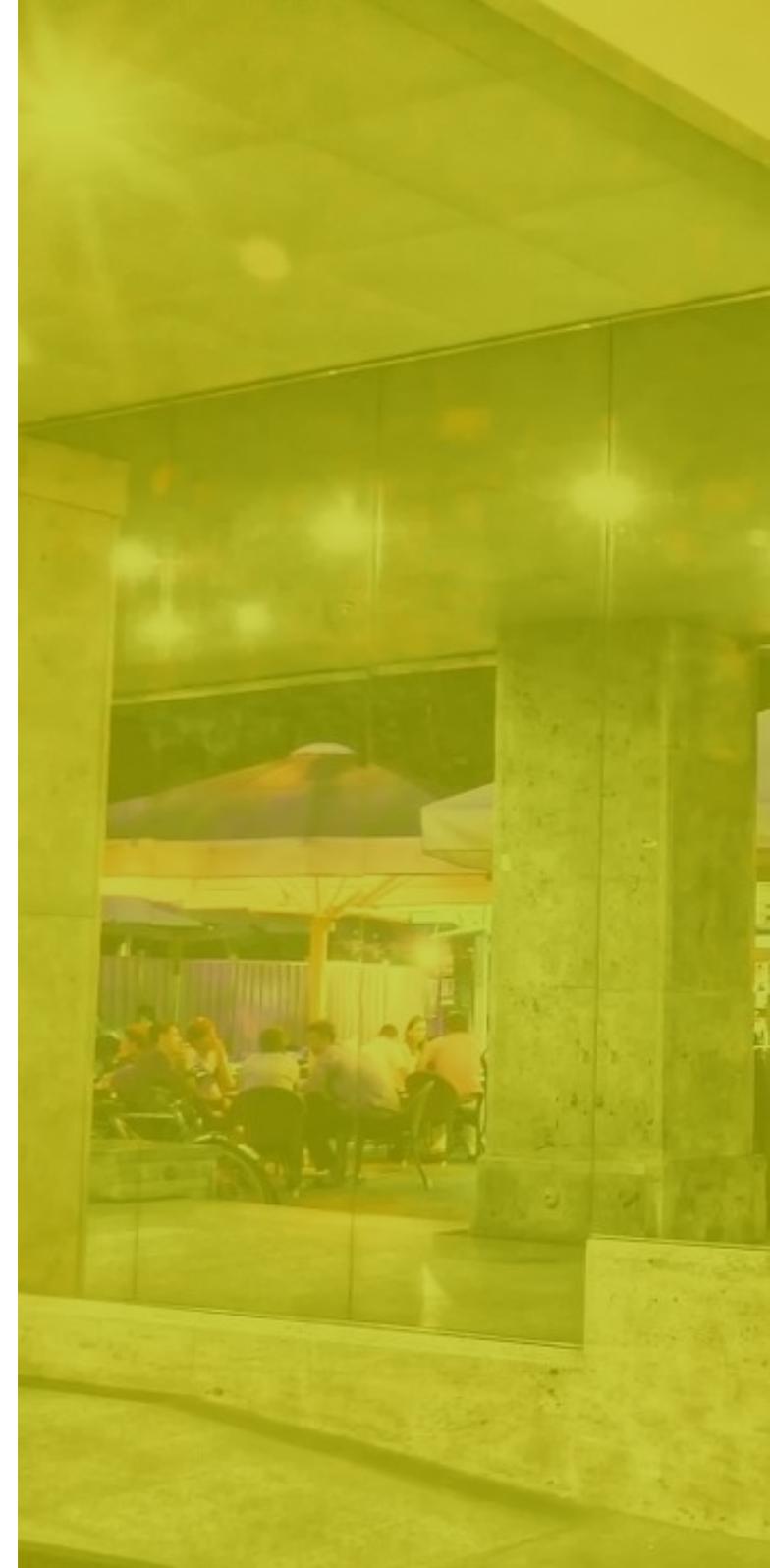
***There is no shortage of restaurants and bars in Ljubljana. Ljubljana's food and beverage sector is not surprisingly shaped by the city's proximity to the Mediterranean and the Balkans, whose cuisines, often fused with classic Slovenian fare, are very popular.***

Most office workers like to enjoy a sit down lunch and many restaurants offer an affordable daily menu.

Restaurants in Ljubljana can typically be characterised as mid-range. Exclusive fine dining is limited to a few establishments such as Strelec, JB, Cubo and Valvasor. Themed restaurants offering ethnic food, such as Mexican, Argentinian, Thai and Indian have become popular over the last 15 years.

Global fast food brands are so far limited to McDonald's and Burger King, although more market entrants are expected. There are many coffee shops in Ljubljana offering good quality, cheap coffee, making it difficult for premium global brands to enter and compete.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT PER MONTH
Town centre	Workers, tourists, students	Predominantly local operators, McDonald's	€10,500
Central business district	Workers	Predominantly local operators	€4,200
BTC	Shoppers	Two main local operators, Teman and Kratochwill, McDonald's, Burger King	€4,200
Rudnik	Shoppers	Predominantly local operators with the exception of McDonald's	€4,200
Suburbs	Local residents	Predominantly local operators offering typical Slovene fare in "Gostilna" type restaurants	€3,000



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# WHAT'S NEXT

REDEFINING THE LANGUAGE OF  
RETAIL & LEISURE



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