



BARCELONA

Cushman & Wakefield

Global Cities Retail Guide

Barcelona is Spain's second largest city and the capital of Catalonia, the country's most visited province. It is the centre of a dynamic metropolitan area which comprises a population of 5.5 million inhabitants.

The city boasts a prosperous economic centre (named Europe's fourth best city for business), and one of the Mediterranean's key ports and a starting and ending point for cruise ships around the Mediterranean.

Barcelona is one of Europe's favourite tourist destinations, ranking as the 12th most visited city in the world. It is a vibrant city and its architecture, bustling nightlife, museums, galleries, beaches and amusements attract many tourists.

The principal shopping location in the city is around Plaza de Catalunya, home to many Spanish brands as well as international retailers. Barcelona is a fashion-conscious city that caters to both tourists and the local shoppers. Major retailers in Barcelona include Zara, H&M, Desigual, Adidas, Nike, Chanel, Gucci, Louis Vuitton, Burberry, Dolce & Gabbana, Pull & Bear, Massimo Dutti, Intimissimi, Bershka, Mango, Apple, El Corte Ingles and Replay.

BARCELONA OVERVIEW



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KEY RETAIL STREETS & AREAS

PORTAL DE L'ÀNGEL

Portal de l'Àngel is a pedestrian street targeted towards mass market. It is located in the Ciutat Vella district next to Plaza Catalunya and is one of the city's most visited streets. Portal de l'Àngel is Barcelona's and Spain's most expensive retail street with rents of €285 per sqm (as of June 2018). Retailers include El Corte Ingles, most of the Inditex Group brands, H&M, Benetton and Cortefiel. There are other adjacent streets such as Cucurulla and Portaferrisa where you will also find a variety of shops, restaurants and hotels.

PASSEIG DE GRÀCIA

Passeig de Gràcia is one of the most prestigious streets and a mandatory stop on any tourist route through Barcelona. It is one of the major avenues in Barcelona and one of its most important shopping and business areas, containing several of the city's most celebrated pieces of architecture. It is located in the central part of Eixample, stretching from Plaça Catalunya to Carrer Gran de Gràcia. It is the chosen location for many flagship stores such as Zara, Mango, Apple and H&M together with luxury brands Gucci, Prada, Dolce & Gabbana, Cartier and Ermenegildo Zegna. The street includes La Pedrera & Casa Batlló (two Gaudi buildings which are some of the most visited tourist sites in Barcelona) together with leading hotels. Passeig de Gràcia although increasingly mass market is currently the only established location for premium/luxury brands in the city.

PELAI

Pelai is located between Plaza Universidad and Plaza Catalunya. This is not a traditional tourist area and is mostly frequented by local shoppers. The street is dominated by international and national fashion retailers such as Inditex Group, Mango and C&A.

LES RAMBLES

Les Rambles is popular because of the flower shops, artisans, human statues, theatres and museums; all of them located where Las Rambles links Plaça Catalunya with Barcelona harbour. Major retailers present here include Desigual, H&M, Mango, Nike, Springfield, Starbucks and Burger King.

AVINGUDA DIAGONAL

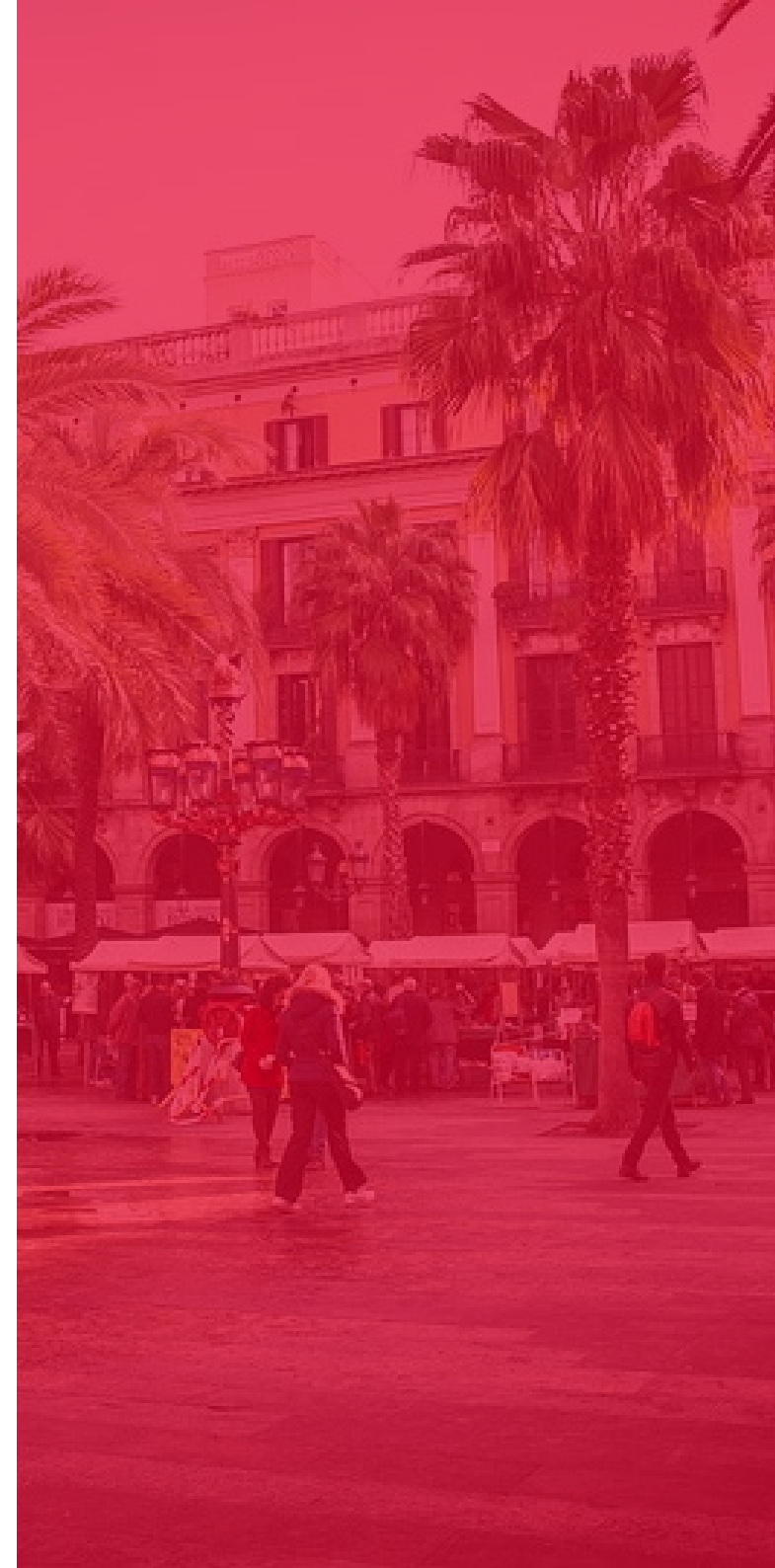
Avinguda Diagonal is one of Barcelona's most important avenues. It cuts the city in two, diagonally from west to east hence the name. The most consolidated retail pitch is situated in between Plaza Francesc Macià and Passeig de Gràcia. The majority of the operators consider Avinguda Diagonal as a good location for a second point of sale.

PORTAFERRISSA

Portaferrissa, located in the Gothic Quarter, is a pedestrian street that runs between Portal de l'Àngel and Las Rambles. The street is targeted to young and mass-market shoppers; brands such as VANS, H&M, Mango, Pepe Jeans, Foot Locker and Quicksilver have a presence on this street.

RAMBLA CATALUNYA

Rambla Catalunya runs parallel to Passeig de Gràcia. Characterised by its tree-lined central avenue, La Rambla has a traditional charm. The focus of this area is on medium to high-level shopping with a mix of restaurants and international brands.



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MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT	RANGE OF UNIT SIZES
Portal de l'Àngel	Mass market, high tourism activity	El Corte Inglés, Zara, Massimo Dutti, Pull & Bear, Cortefiel, Stradivarius, Oysho, Tezenis, Bershka, H&M, Benetton, Disney, Calzedonia, Yamamay, New Balance	Tezenis, Desigual	€285/ sqm/ month	50 – 2,000 sqm
Passeig de Gràcia	Mass market and high-end/luxury, high tourism activity	Apple, Prada, Puma, Mango, Stella McCartney, Bottega Veneta, Zadig & Voltaire, Guess, Michael Kors, Liu Jo, Zara, H&M, Desigual, Adidas, Nike, Camper, Nespresso, Replay, Emporio Armani, Chanel, Gucci, Louis Vuitton, Burberry, Ferrari, Bvlgari, Montblanc, Dolce & Gabbana, Dior, Versace, Macson, Rolex, La Perla, Maje, Wolford.	Muji, Antropologie, Calzedonia, Moncler	€265/ sqm/ month	50 – 3,000 sqm
Portaferriassa	Mass market, trendy	H&M, New Yorker, Quicksilver, VANS, The Body Shop, Mango, Bershka, Springfield, Kiko, Le coq sportif, Misako, Intimissimi, Vans, Cup.	Bijou Brigitte, Swatch, Caixabank	€160/ sqm/ month	30 – 1,000 sqm
Pelai	Mass market	C&A, Zara, Sephora, Mango, Celio*, Desigual, Camper, Fosco, Pull & Bear, Stradivarius, C&A, Foot Locker	Parfois, Bershka, Natura, Multiópticas, Hema, l'Oréal	€170/ sqm/ month	30 – 1,000 sqm
Rambla Catalunya	Mass market	Zara, Intimissimi, Women's Secret, Camper, Catimini, Imaginarium, Yamamay, Zara Home, Boboli, Tuc Tuc, Gant, IKKS, Cortefiel, Maje, Mango Touch, El Ganso, Vodafone, Fosco, Orchestra, L'occitane, New Balance	Nicolli, Salomon, Paloma Barceló, Lola Casademunt, Honest Greens.	€100/ sqm/ month	30 – 1,500 sqm
Diagonal	Mass market	Benetton, Comptoir des Cotonniers, Sandro, Hugo Boss, Mango, Cotélaç, Zara, Massimo Dutti, Uterqüe, Zara Home, Kuoni, Gerard Darel, Asics, Hugo Boss, Lipault	Muebles Kave, Casa Carmen, Women Secret, BBVA	€70/ sqm/ month	50 – 1,500 sqm



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SHOPPING CENTRES

L'ILLA DIAGONAL

L'illa Diagonal shopping centre opened in 1993 and it offers 170 shops, bars and restaurants across a total of 35,000 sqm GLA.

Its main anchors are Fnac, Decathlon, Zara, Primark, Sfera, Mango, Bimba & Lola, Cortefiel, Desigual, Etxart & Panno, Ikks Women and Superdry. Recent entrants include Levi's, Brunch & Cake, Nespresso, Takezo by Ana Angulo and Mi & Co.

In November 2006 L'illa extended its commercial area by 4.000 sqm with 17 new shops and a new hotel with 308 rooms. L'illa Diagonal complex was the first of the half dozen office and commercial centres to be opened in Barcelona in the nineties.

As well as a big commercial centre L'illa Diagonal complex includes two four star hotels, two schools, a sports centre, dance hall, conference centre, a public park and a car park with capacity for more than 2,400 vehicles. The building has a 334 metre long façade and its design of a skyscraper lying down was inspired by the Rockefeller Centre in New York. The height of the building varies from 40 and 60 metres at the ends to 30 metres in the middle. The whole complex of L'illa Diagonal is built on 56,000 sqm of city land, and there are 4 floors of car parking, 1 floor for installations and logistics where 250 vehicles can unload simultaneously, 3 commercial floors and up to 9 further floors of offices.

DIAGONAL MAR

Diagonal Mar Shopping Centre opened in November 2001. It is located in the district of Diagonal Mar and Forum. There are more than 200 shops with leading brands in fashion, home and lifestyle. Additionally it has an excellent selection of restaurants offering cuisines from around the world. Regarding leisure activities and entertainment there is a 17 screen cinema featuring the latest movie releases and bowling arena. It comprises 87,000 sqm of retail floor space, cinema complex and food court. Main anchors are Alcampo, Fnac, Primark, Media Markt, Zara, H&M, Toys 'R' Us, Sfera or Mango.

LA MAQUINISTA

La Maquinista with a 94,900 sqm of GLA is an open air shopping centre, designed to be an oasis in the middle of an urban area. It is the largest shopping centre in Catalunya with 216 shops, and hosts a good mix of fashion brands. Main anchors are Carrefour, Apple, Hollister, Superdry, Vans, Desigual, Zara, Forever 21, Pepe Jeans, Fnac and Media Markt. Leisure activities include 13 cinema screens and a large food court.



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SHOPPING CENTRES

GRAN VÍA 2

Gran Vía 2 opened in 2002 next to the trade centre of Barcelona with a GLA of 54,000 sqm. Main anchors are Carrefour, Zara, Decathlon, H&M, New Yorker, Massimo Dutti and Hollister. In terms of leisure, the scheme offers a 15 screen cinema.

LES GLORIES

Les Glories, next to 22@ district, opened in 1995 with a GLA of 56,300 sqm and another 38,000 sqm for leisure. There is a seven screen cinema, a food court and more than 170 shops spread over 3 different levels, including Carrefour and fashion retailers such as H&M, Zara, Mango, Massimo Dutti, Merkal, Querol and Pull & Bear. It has an underground car park with capacity for 3,000 vehicles. The scheme has been recently refurbished and now offers a wide ranging of commercial, recreational and food & beverage offer, with 130 commercial units. The enlargement and refurbishment of the shopping centre coincides with the urban transformation of the Les Glories square and the consolidation of the 22@ district as an area of regeneration.

SPLAU

This scheme is located in Cornellà de Llobregat, close to RCD Espanyol stadium. It offers a total of 55,100 sqm GLA including 148 shops, 28 screen full HD cinema and 2,800 parking spaces. Main anchors include Mercado, Primark, Media Markt, H&M, C&A, Zara, Blanco and Pull & Bear.

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FOOD & BEVERAGE

El Born is located between Via Layetana and La Barceloneta. It is an important tourist area and comprises a collection of streets and squares from the medieval period.

Following the 1992 Olympic games and the refurbishment of the maritime front, El Born has become a trendy area with architectural and design studios, restaurants and quirky fashion operators. The food offering comprises of casual dining restaurants with a focus on tapas style Spanish cuisine. It is a lively area for nightlife with good food options and trendy bars.

The Olympic Port is a key tourist destination which comprises restaurants, beaches, bars, hotels, Barcelona's Casino and green spaces which all contribute to this area's lively and festive atmosphere. Barcelona's Port Olímpic (Olympic Port) was constructed to coincide with the 1992 Summer Olympics. Today it is an attractive leisure harbour that sits in front of the Olympic village. The two skyscrapers, Hotel Arts and Torre Mapfre have both become symbols of this part of Barcelona. This district also houses a popular modern shopping mall called Marina Village with international brands and exclusive boutiques and numerous restaurants. The food offering comprises quick service and casual dining situated around the marina. The nightlife caters towards tourists with a wide choice of bars and nightclubs.

Gothic Quarter, Plaza Catalunya and surrounding areas are situated in the heart of the city. This area is mainly frequented by both local and international shoppers. It includes a mix of fast food, casual and fine dining together with lively bars.

La Barceloneta is the city's seaside district which comprises some wide promenades, attractive beaches and hotels. Good seafood restaurants can be found here together with a number of bars. La Barceloneta is known for its sandy beach and its many restaurants and nightclubs along the boardwalk, the area also attracts many cruise ships to dock. La Barceloneta homes Barcelona's Aquarium, located in Port Vell, and according to Barcelona's Statistical yearbook l'Aquàrium attracted 1.5 million visitors in 2015.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	TYPICAL RENT
El Born	Tourist (daily), locals (mainly weekends / midweek evenings)	Sagardi, Taller de Tapas Udon, Grupo Tragaluz, Grupo Bilbao Berria.	€25–35/ sqm/ month
Olympic Village	Tourist (daily), locals (on weekends)	Grupo Tragaluz, Grupo Costa Oeste, Moncho's, Grupo Andilana, Grupo Ugarit, Barcelona Casino.	€25-50/ sqm/ month
Gothic Quarter, Plaza Catalunya, Ramblas & Surroundings	Tourist and locals (daily)	Harlem Jazz Club, Jamboree, Hard Rock Café, Grupo Eat Out, McDonads, KFC, Burger King, AN Group, Grupo Cacheiro, Grupo Andilana, Grupo AMT, Grupo Tragaluz.	€40–110/ sqm/ month
La Barceloneta & Maremagnum	Tourist (daily), locals (on weekends)	Grupo Tragaluz, Grupo Oscar Manresa, W Hotel, Buenas Migas, Grupo Travi.	€40-70/ sqm/ month

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RETAIL WAREHOUSING/ BIG BOX RETAIL

VIA SABADELL RETAIL PARK

Retail park located to south of the city of Sabadell, with direct access from the C58. Opened in 2012, it is a busy retail park in which the city seeks to revive its industrial origins. Via Sabadell retail park has more than 63,500 sqm of GLA and includes 29 commercial units (10 exterior and 19 interior) alongside 1,400 parking spaces.

SANT BOI

The location is a mixture of a shopping centre and a retail park opened in 1997. With a total GLA of 42,500 sqm and 70 commercial units this retail scheme complements its offer with a Hypermarket of 13,900 sqm.

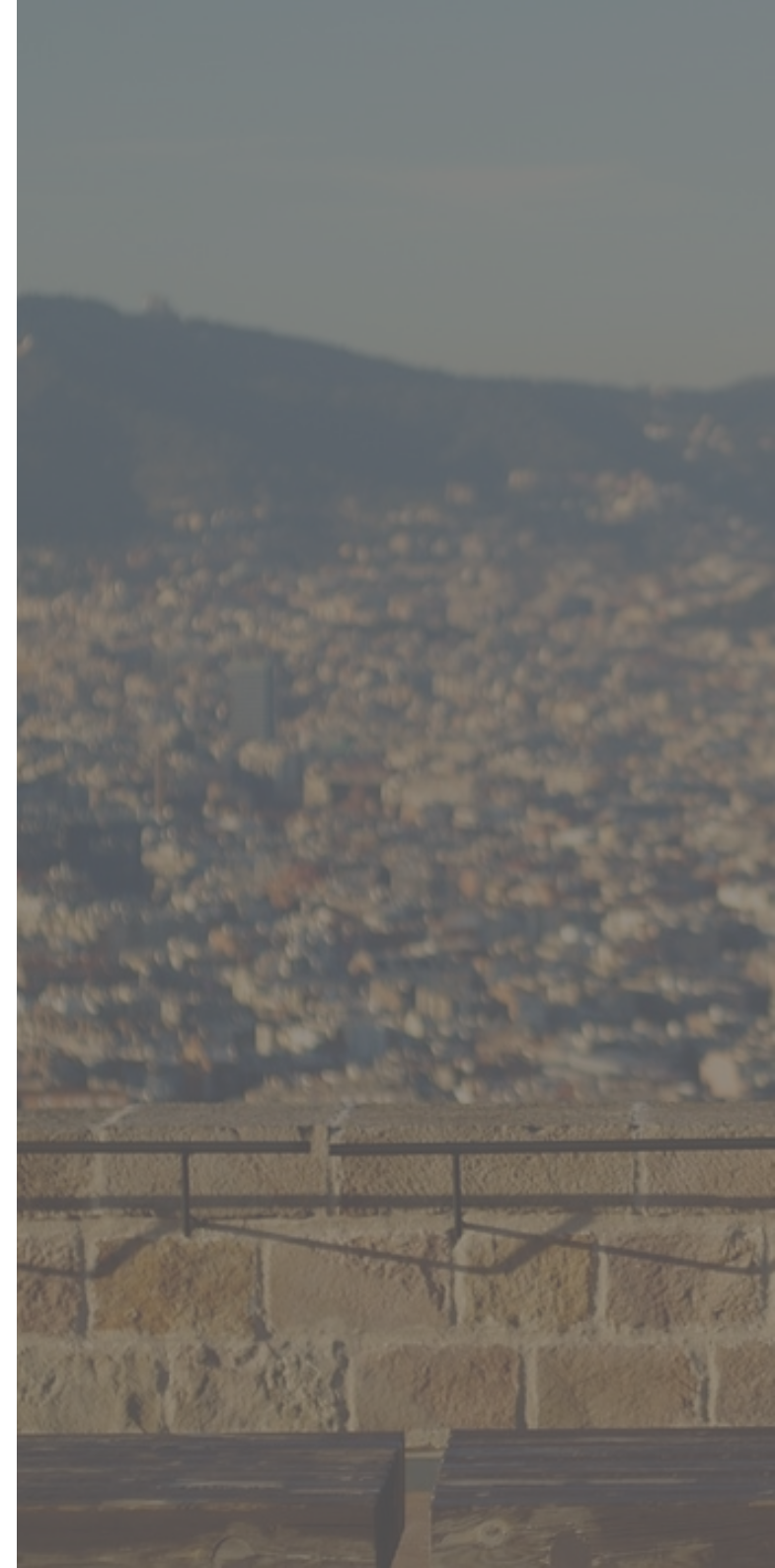
LES GAVARRES

Les Gavarres retail park in Tarragona, Catalonia, is adjacent to the A7 motorway, with a GLA of 12,400 sqm and 352 parking spaces. The park is a consolidated shopping destination with surrounding tenants including Carrefour, Leroy Merlin, Decathlon and Media Markt. A brand new 45,000 sqm Ikea superstore is due to open in 2019.

MONTIGALA

Montigalá retail park is located in the Montigala district of Badalona, 10 kms northeast of Barcelona. The retail park has 29,100 sqm of GLA and is adjacent to an Ikea superstore.

RETAIL PARK	RETAILERS PRESENT	F&B AND LEISURE TENANTS	UNIT SIZES
Via Sabadell	Ikea, Mercadona, Leroy Merlin, Conforama, Galerías del Tresillo, Orange	McDonald's, Viena, La Pans & Company, La Tagliatella, Foster Hollywood	1,000 - 12,000 sqm
Sant Boi	Decathlon, Worten, Leroy Merlin, Kiabi, Conforama, Norauto	McDonald's, Pans & Company, Wok	1,000 – 13,000 sqm
Montigala	Ikea, Dechatlon, Conforama, Maison du Monde, Schmidt, Kiwoko, ToysRus	McDonald's, KFC, Decimas, Game, Carrefour, Worten United colors of Benetton	400 – 1,700 sqm
Les Gavarres	Leroy Merlin, Norauto, Media Markt,	Decathlon, Lidl, Burger King, McDonalds, Mini, Renault, BMW, Bowling	-



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REDEFINING THE LANGUAGE OF
RETAIL & LEISURE



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