

RETAIL TOUR 2018

MECHELEN





Retail in Belgium

De Belgische winkelmarkt

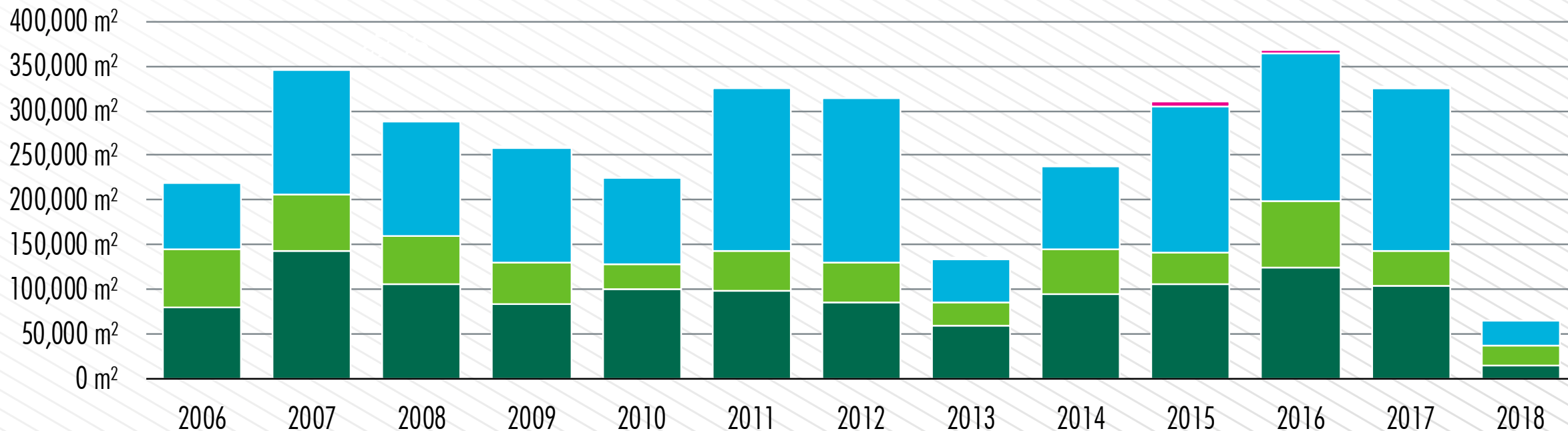
Eline Dhaenens

Senior Account Manager

Advisory & Transaction Services / Retail

VRAAG NAAR RETAIL

Sterke vraag naar retail



Binnenstad



Winkelcentra



Buitenstedelijk

CBRE

VRAAG NAAR RETAIL

Nieuwkomers in 2017/2018



CBRE

VRAAG NAAR RETAIL

Meest actieve retailers



CBRE



Grote steden

Marktdynamiek

CBRE

BINNENSTEDELIJK WINKELVASTGOED

Brussel Binnenstad

2,000
€/m²/jaar

490
winkels

7.4%
Leegstand



C₂CITY

PRIMARK

CBRE

BINNENSTEDELIJK WINKELFASTGOED

Brussel Bovenstad

1,700

€/m²/jaar

540

winkels

5.9%

Leegstand



CBRE

BINNENSTEDELIJK WINKELFASTGOED

Antwerpen

2,000
€/m²/jaar

943
winkels

7.0%
Leegstand



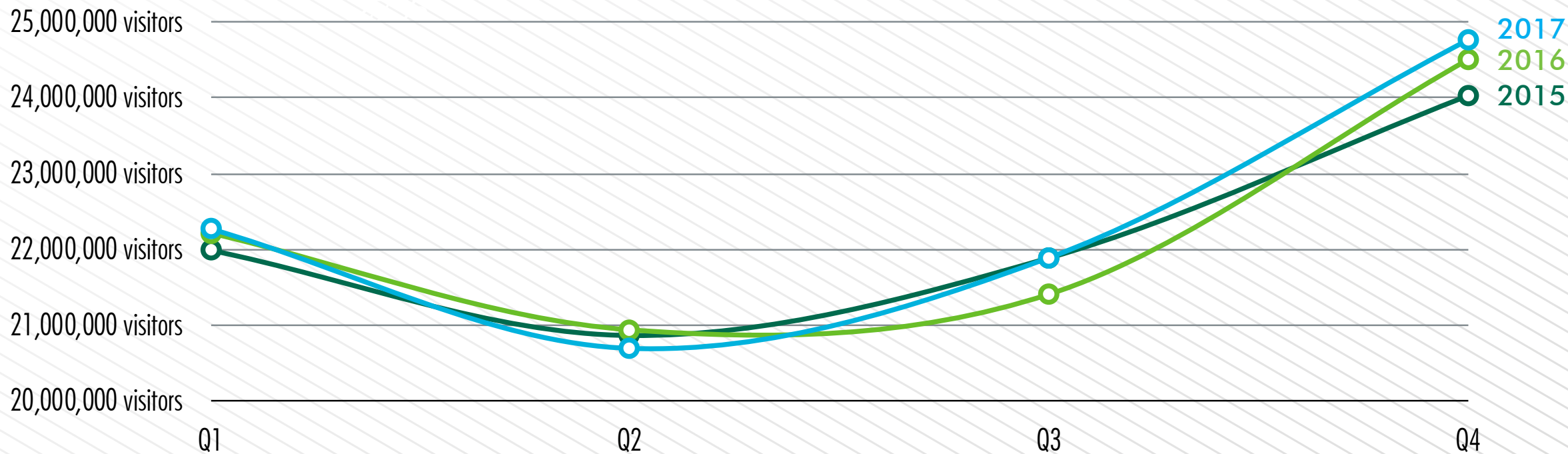
CBRE



Winkelcentra

Marktdynamiek

Stijgend aantal bezoekers ?



WINKELCENTRA

Rive Gauche

100
winkels

5.0%
Leegstand

8
miljoen
bezoekers

CBRE

WINKELCENTRA

Bastions



88
winkels

1.1%
Leegstand

CBRE



Buitenstedelijk winkelvastgoed

Marktdynamiek

CBRE

BUITENSTEDELIJK WINKELVASTGOED

Nieuwe concepten, fusies en acquisities



CBRE

BUITENSTEDELIJK WINKELVASTGOED

Expansie



JUMBO



CBRE



Retailer Enquête 2018

110 Winkelketens

CBRE

Terug van weggeweest ?

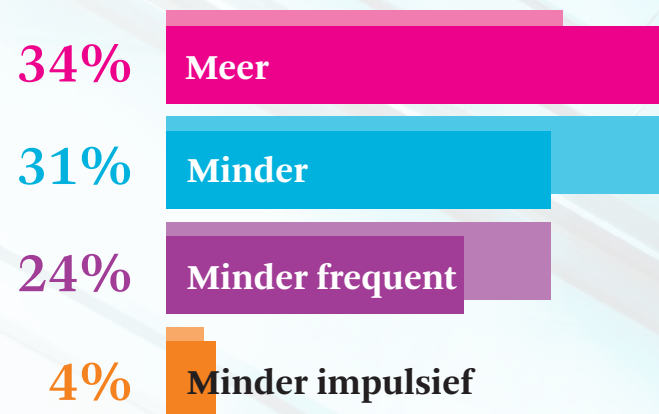
Expansie?

% van de winkelketens dat meer winkels wenst in de komende 12 maanden

74%

Consumption?

Kopen consumenten meer of minder



Sales?

% van de winkelketens dat een stijgende omzet verwacht in de komende 12 maanden

57%

Waar uitbreiden?

Naar welke steden wenst winkelketens uit te breiden?

75%

Grote steden

66%

Middelgrote steden

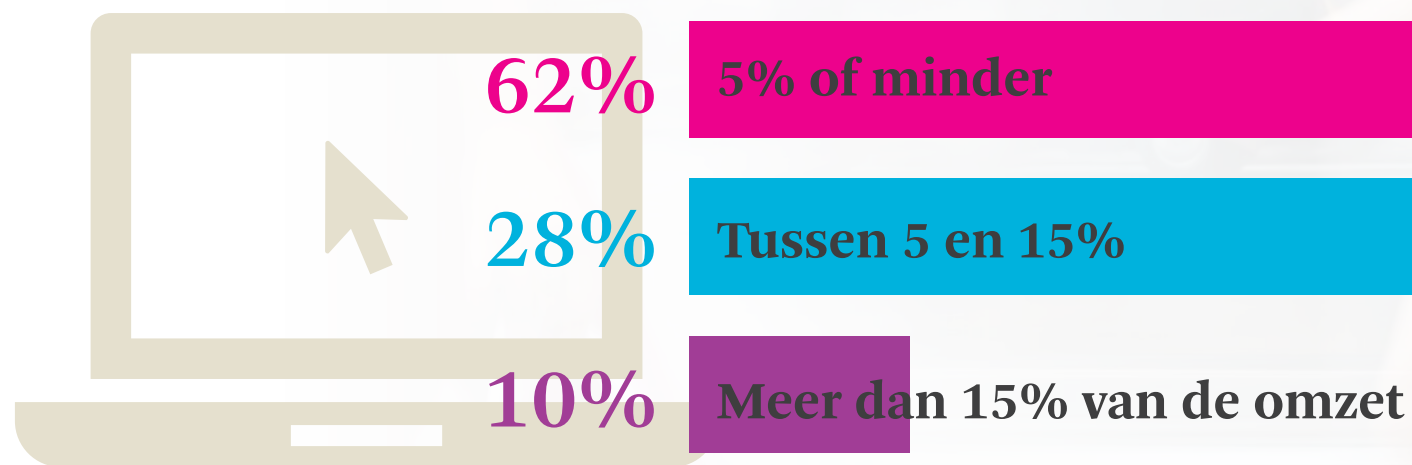
30%

Kleine steden

RETAILER ENQUETE 2018

Ecommerce

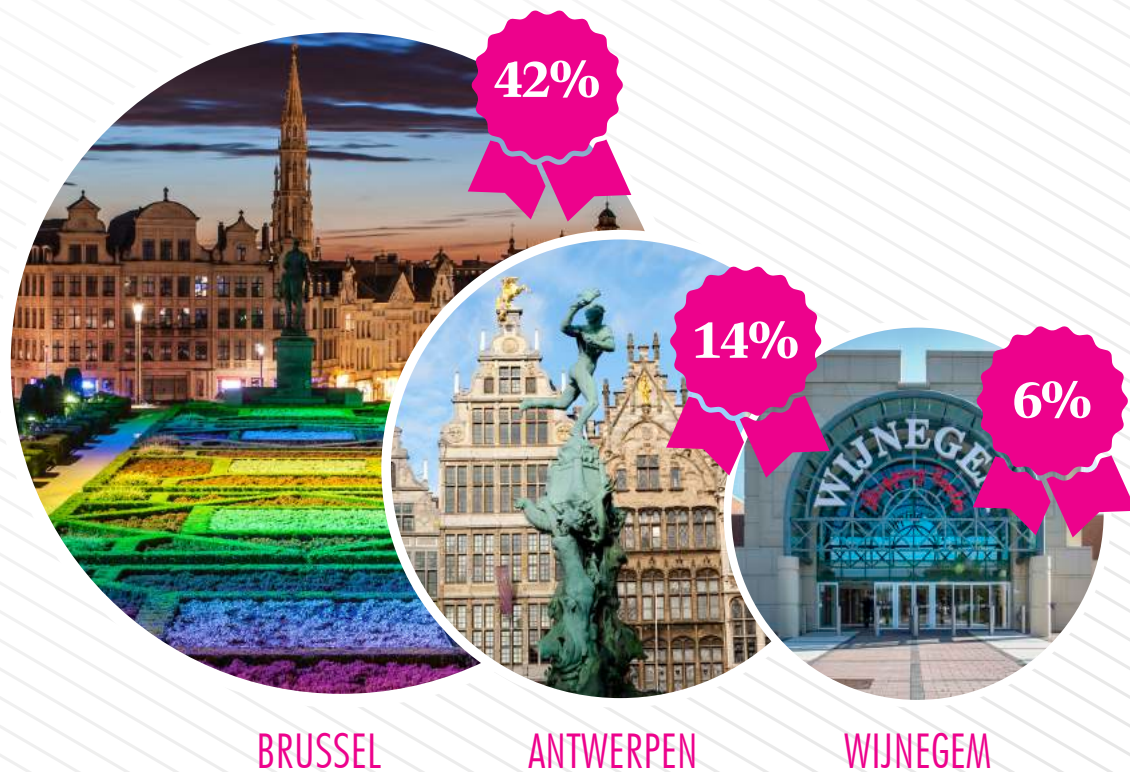
Percentage van de omzet dat online wordt gerealiseerd ...



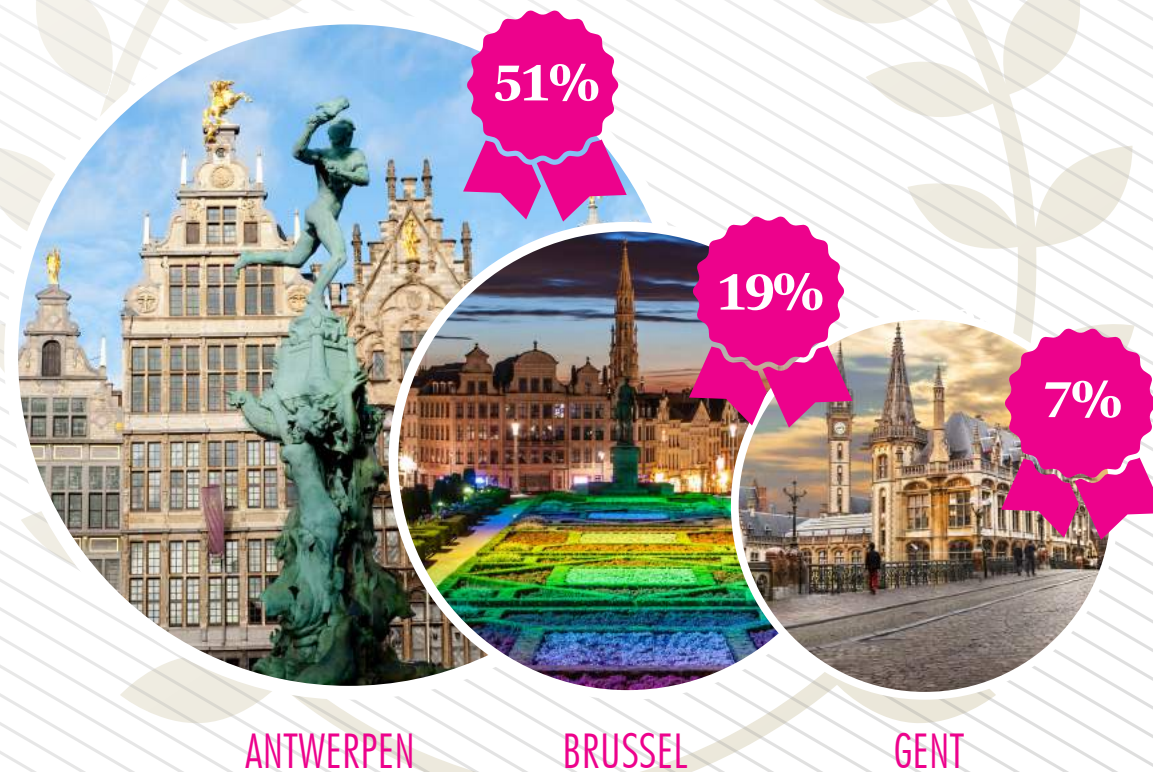
SOURCE: CBRE RETAILER SURVEY 2018 / 110 RETAILERS ACTIVE IN BELGIUM

CBRE

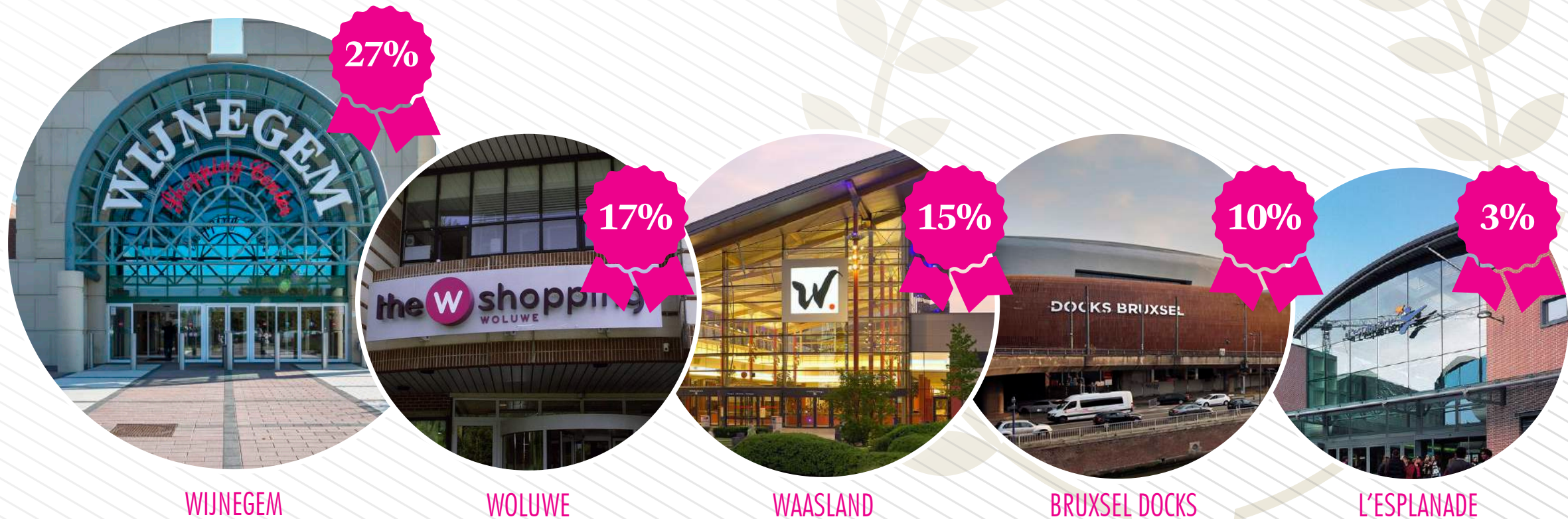
Beste winkel ?



Favoriete winkelstad ?



Favoriete winkelcentrum?



Beste evolutie (kleine) winkelstad?



MECHELEN



LEUVEN



ROESELARE



HASSELT



NIEUWPOORT



Trends

Winkels heruitvinden

CBRE

RETAIL

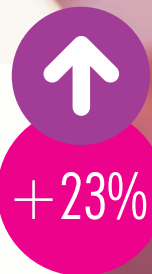
eCommerce

2017

Globaal

2.3

tld EUR



+23%

10% of globale consumptie

Europa

560

mld EUR



+15%

België

10

mld EUR



+10%

17% van bestedingen

Source: BeCommerce, ecommerce-europe, emarketer, ...

TREND 1

Online-offline strategie

Ace & Tate

CBRE

TREND 2

Ervaring



VIRTUAL REALITY
ZIJN ANFASSEN!

MediaMarkt

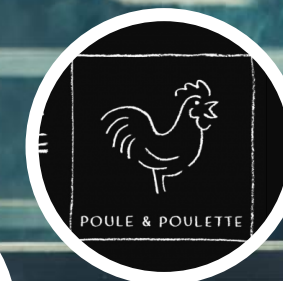
Mediamarkt Wilrijk

Electronics

CBRE

TREND 3

Drank & voeding



TREND 3

Drank & voeding



CBRE

A photograph of four young women shopping in a city, likely Mechelen, Belgium. They are all smiling and looking at each other, holding shopping bags. The image is overlaid with a green tint. The text 'Mechelen' is centered in a large, white, serif font, with a thin white horizontal line underneath it. Below the line, the text 'Markt Dynamiek' is centered in a smaller, white, serif font. In the bottom right corner, the 'CBRE' logo is displayed in a bold, white, sans-serif font.

Mechelen

Markt Dynamiek

CBRE

HIGHSTREETS

Mechelen

450

€/m²/jaar

202

winkels

5.5%

Leegstand

CBRE

Grote Markt

MECHELEN

Winkelstraten

Botermarkt

Bruul

Izereheleen

Vismarkt

CBRE



MECHELEN

Beperkte leegstand

202
winkels

5.5%
Leegstand



CBRE

MECHELEN

Beperkte leegstand



CBRE

MECHELEN

Nieuwkomers

H&B

marie méro

PLANET
PARFUM

QUEENS

www.queensfashion.be

Hasselt
Leuven
Lier
Diest
Aarschot
Mechelen

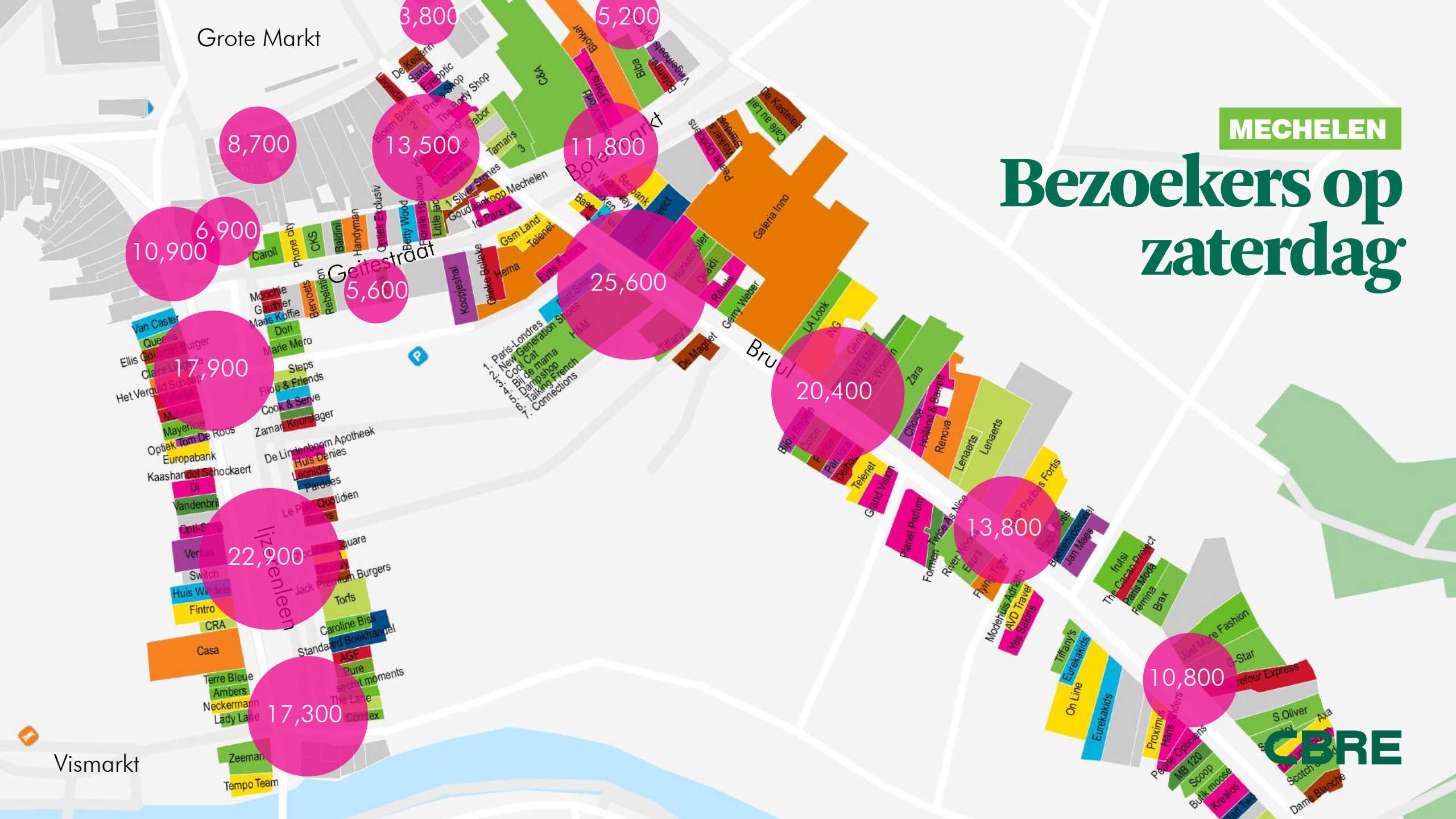
極度乾燥(しなさい)
Superdry.

flying
tiger
copenhagen

CBRE

MECHELEN

Bezoekers op zaterdag



MECHELEN

Huurprijzen

250
€/m²/jaar

450
€/m²/jaar

400
€/m²/jaar

CBRE

MECHELEN

Grote projecten

Project?

CBRE



A map of Mechelen, Belgium, showing the city's layout, including the Scheldt river and railway lines. Two specific areas are highlighted with green dotted circles: one in the northern part of the city and another in the southern part. The text 'MECHELEN' is in a green box, and the main title is in large green letters.

MECHELEN

Relatief weinig winkels in en rond Mechelen

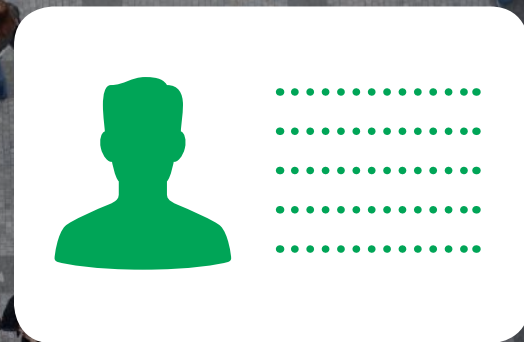
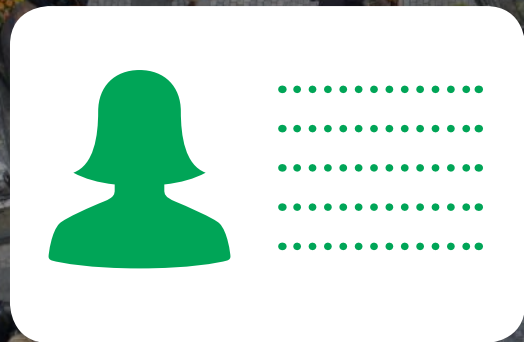
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CALIBRATE

Retail Analytics by CBRE



CBRE



CALIBRATE

Digitale voetafdruk van consumenten via smartphone data

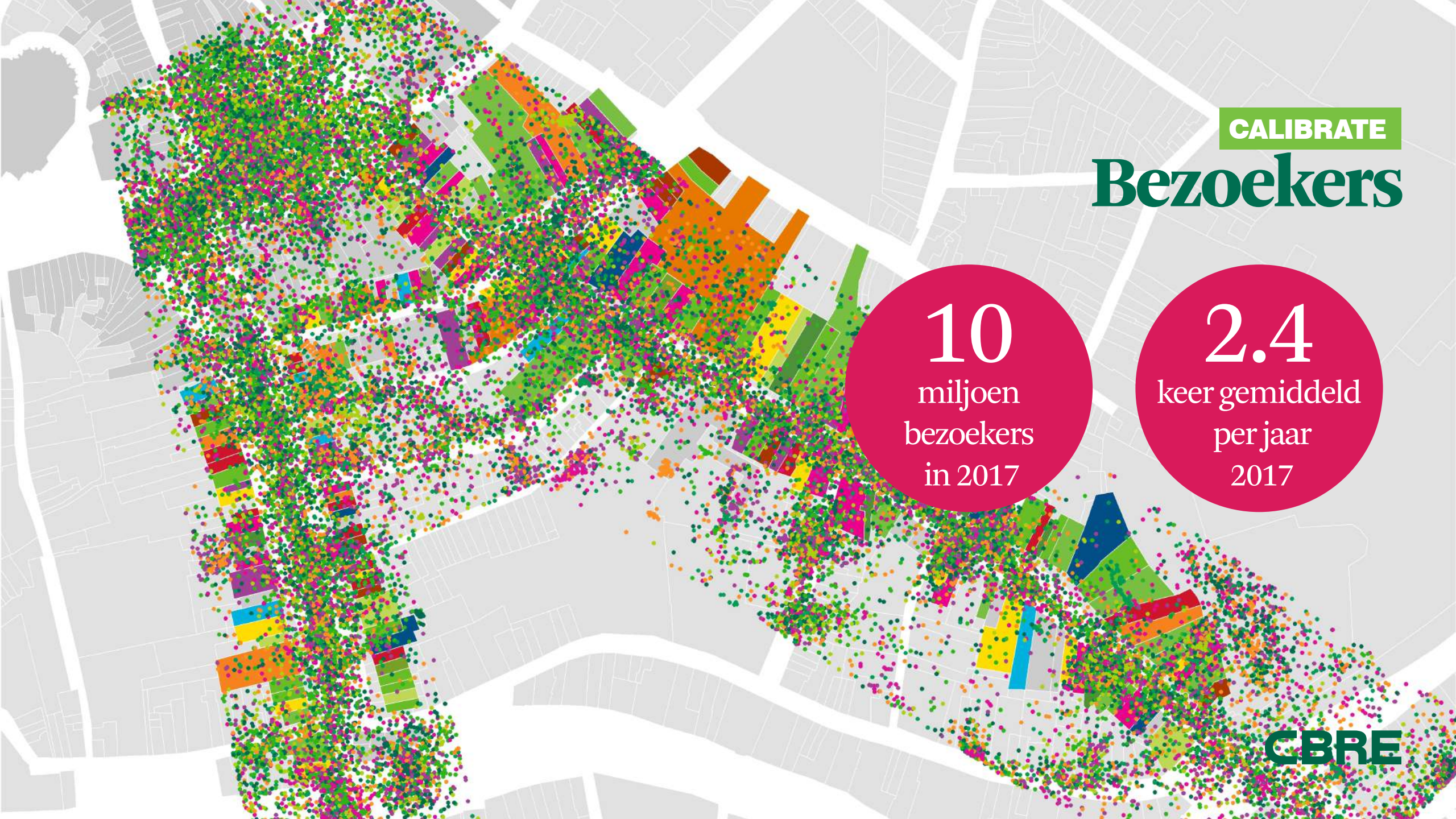
CBRE

CALIBRATE

Bezoekers

CBRE



A map of a city area, likely Amsterdam, with a large, dense cluster of colorful dots (green, yellow, orange, red, blue, purple) representing visitors. The dots are concentrated in the central and lower-left parts of the map, following the layout of the city's streets and buildings. The background is a light gray map showing the city's grid and water bodies.

CALIBRATE

Bezoekers

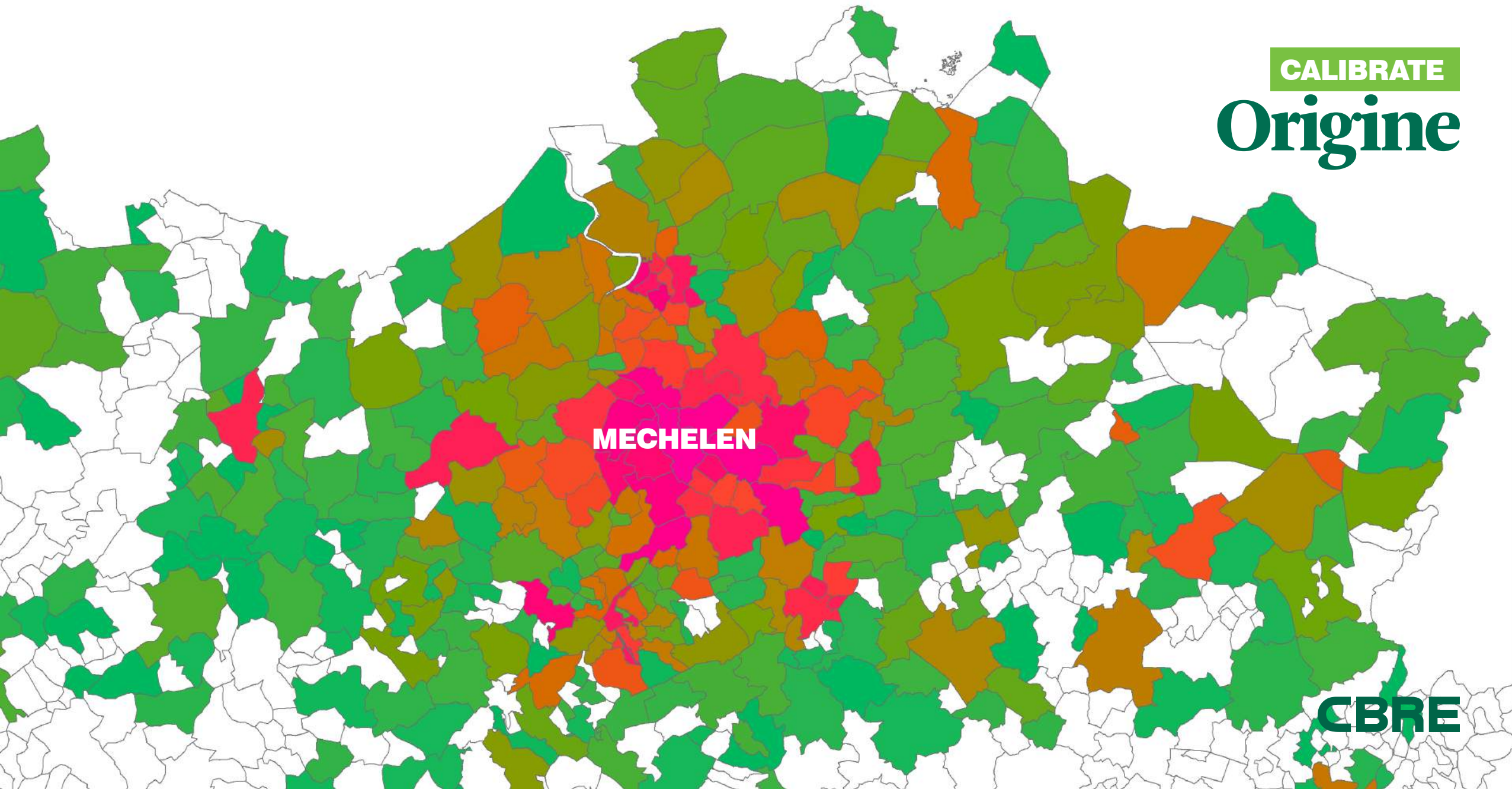
10
miljoen
bezoekers
in 2017

2.4
keer gemiddeld
per jaar
2017

CBRE

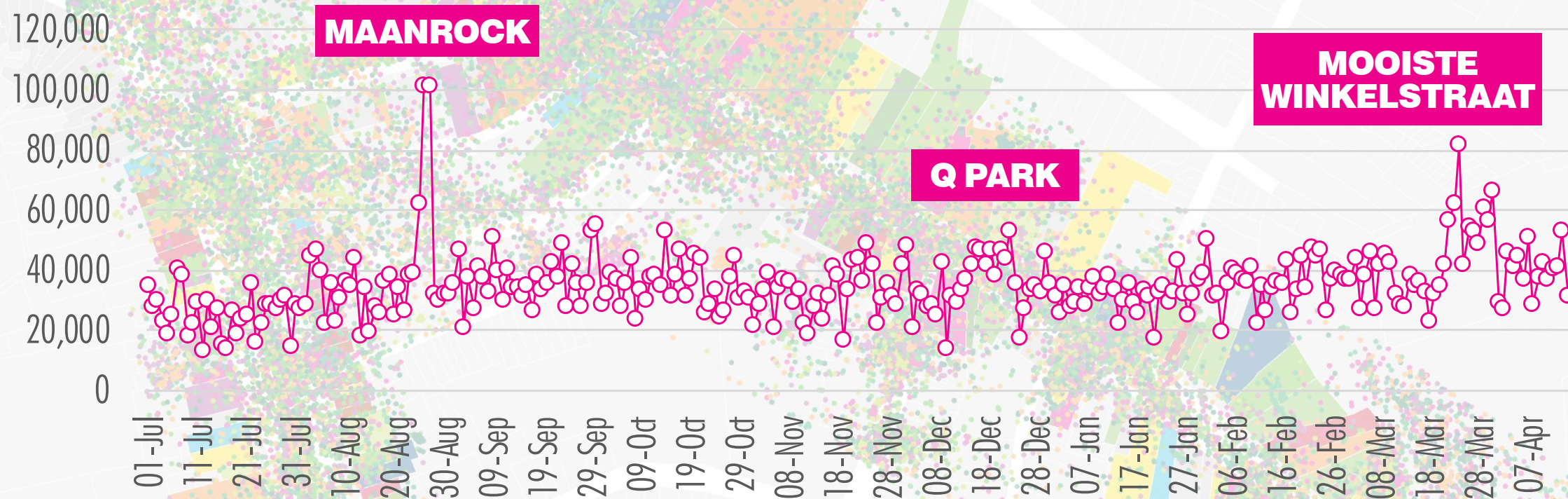
CALIBRATE

Origine



CALIBRATE

Evolutie van het aantal bezoekers



CBRE

An aerial night photograph of a city, likely New York City, viewed from a high altitude. The city lights are visible through the clouds, and the sky is dark with some light clouds. The text 'Thank you!' is written in a large, white, cursive font across the center of the image.

*Thank
you!*

CBRE