



RESEARCH

At a Glance **Q2 2019**

FOOTFALL REPORT DÜSSELDORF

Current Key facts



617,280 Inhabitants



419,244 Employees



6.7% Unemployment rate



117.1 Purchasing power index



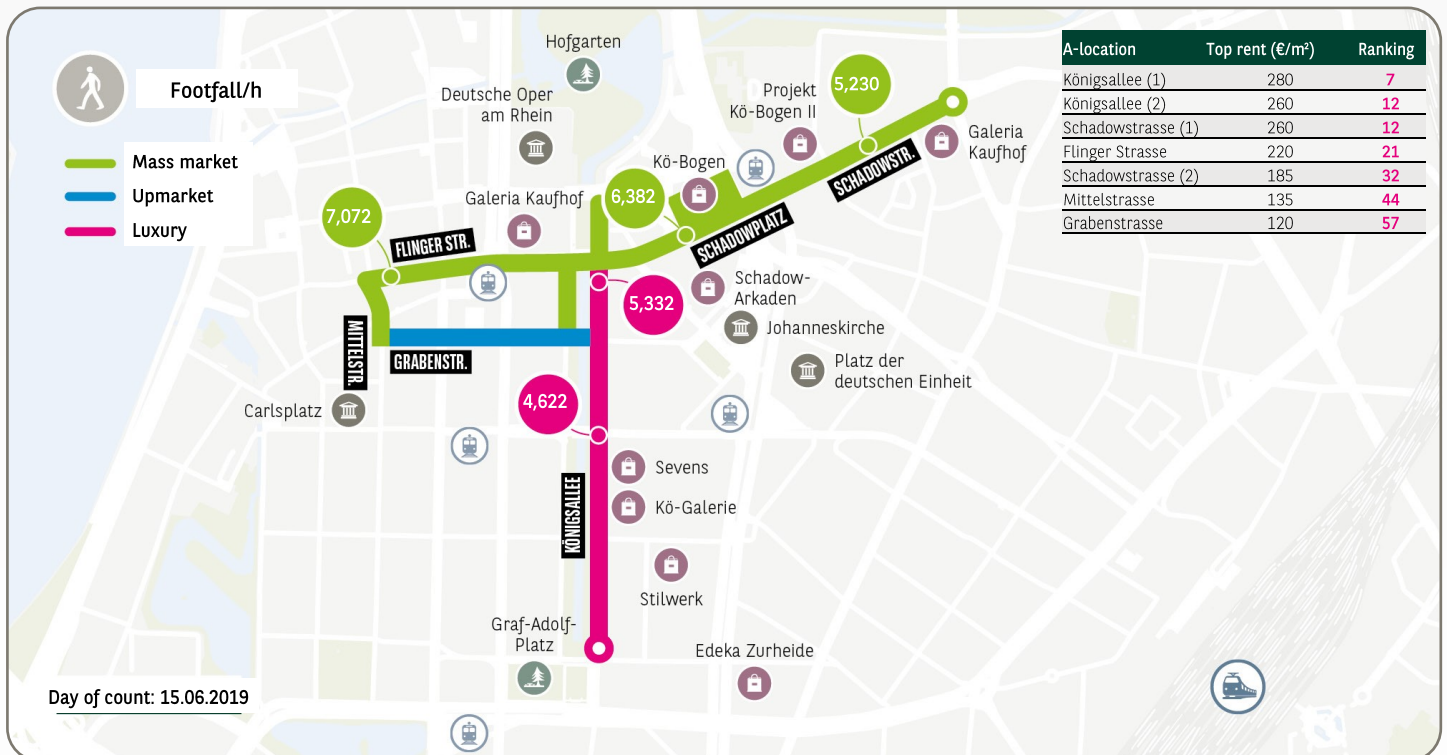
133.7 Turnover index



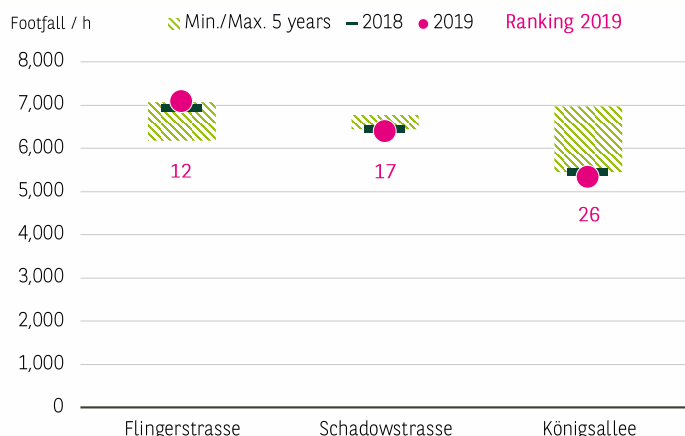
1.14 Centrality

Remaining attractive for customers in the e-commerce age requires a retail market to be unique, first and foremost. The last one and a half years have impressively shown that German stores of several international brands can only be found in the NRW metropolis of Düsseldorf. Since 2018, international labels have accoun-

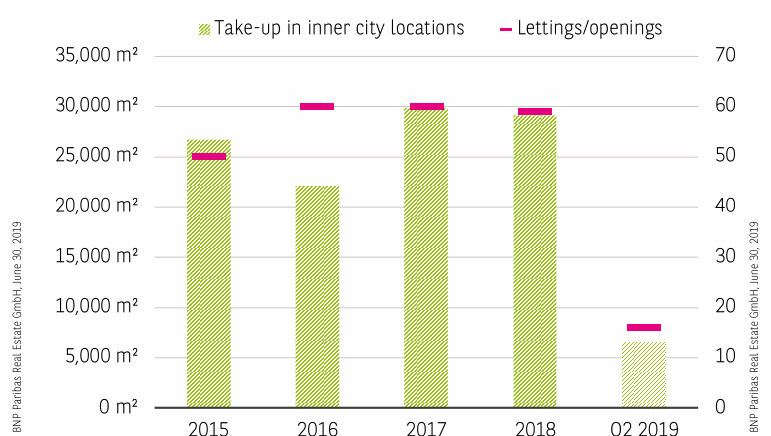
ted for more than two thirds of recorded lettings/openings in A-locations - and not even the capital Berlin can keep pace (52%). The partially completed Kö-Bogen II, with Europe's largest green façade, is up for a 2019 Polis Award in the category of refurbished centres.



Footfall per hour in selected A-locations



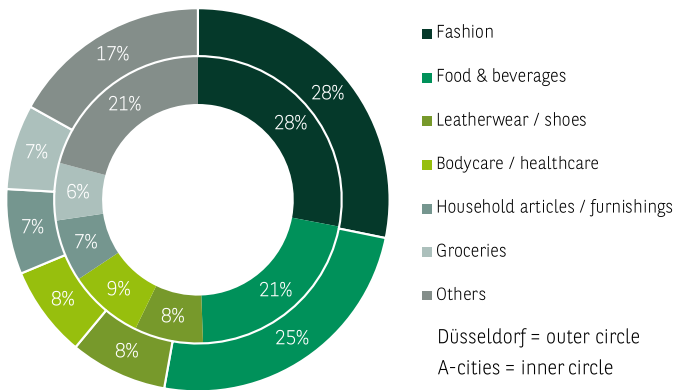
Inner city locations: take-up and lettings/openings



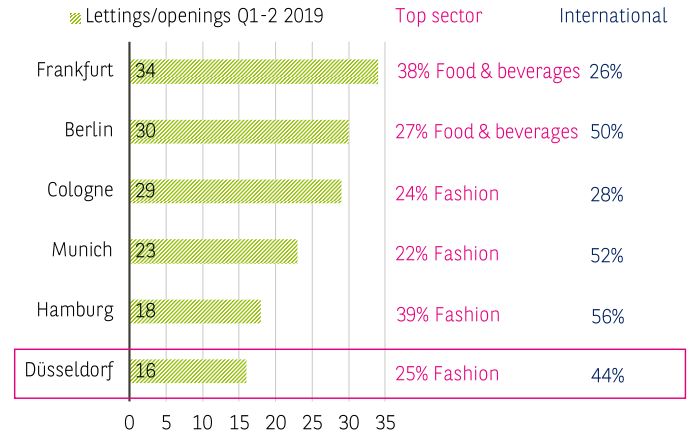
Day of count: 15.06.2019 | Positioning within the nationwide ranking - 95 counting locations respectively 118 top rents in 27 cities

Source: BBE Handelsberatung GmbH | Key facts: Residents and community register, Federal Employment Agency, GfK Geomarketing GmbH

Lettings/openings by sector since 2016



City ranking of lettings/openings Q1-2 2019

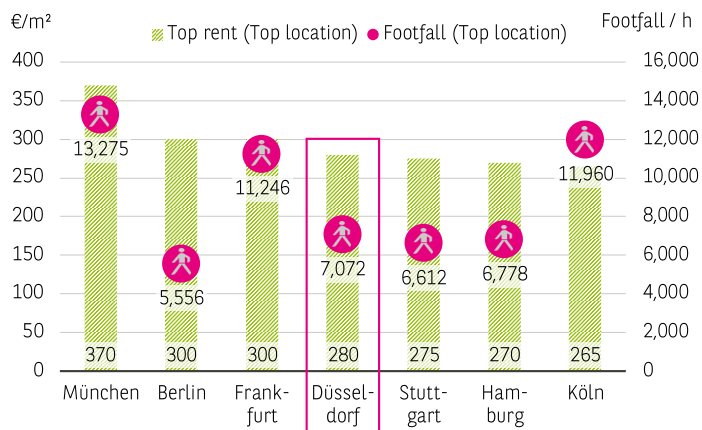


HIGH FOOTFALL, MANY NEW BRANDS AND STABLE RENTS

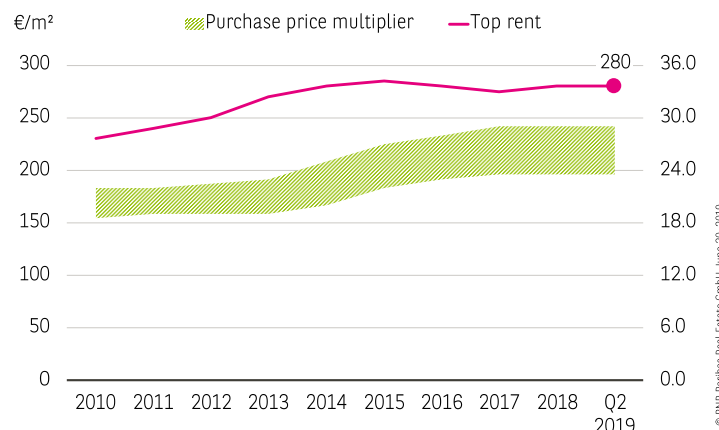
When measuring customer flows and retail demand, interest in Düsseldorf's shopping streets which have very different supply-side profiles, is spread evenly across the city. This observation is underlined by the approximately 40 lettings/openings since 2018 in the three high foot traffic locations, of which Kö is 49%, Schadowstraße 37% and the much shorter Flinger Straße 15%. On the other hand, customer potential of 5,300 to 7,100 pedestrians per hour in the aforementioned shopping streets indicates an above-average to very high frequency of pedestrians on the north-south and west-east axes in the city centre. As in the previous year, Flinger Straße, with a count of 7,072 people (12th place), just misses out on a place in the top 10 busiest German shopping streets. New shops such as those by Doc Martens, PME Legends, Daniel Wellington or Jimmy Fairly are good examples of the attractive and international mix of sectors and tenants. The Düsseldorf retail landscape shows its openness for innovation particularly in Schadowstraße (6,400 pedestrians and 17th place), where the former H&M store will be occupied by Brickspaces, a new

entrant in the pop-up business, opening in August. The idea behind the envisaged "blaenk-Store" is a shop in which established and less well-known newer brands operate together for a short period of time. The artificial shortage caused by the short duration and the affordability of a rental for new labels are only some of the strengths offered by the concept. Schadowstraße welcomes another prominent newcomer and customer magnet with the British sport clothes specialist JD Sports. The Kö ensures that Düsseldorf remains the fourth most expensive retail location behind Munich (370 €/m²), Berlin and Frankfurt (300 €/m² each), with 280 €/m² still at the top. Boutique Request and the watch brand Breguet La Marine intend to use this well-established address in the future. The up-and-coming Grabenstraße isn't hiding its high-quality retail stock for customers with more purchasing power: three fashion retailers, Lululemon, Essentiel Antwerp and Transit opted for this shopping street in 2019, which is still the most affordable (120 €/m²) compared to other top Düsseldorf locations.

Top rent and footfall in selected A-cities



Development of top rent and purchase price multiplier



All rights reserved. At a Glance is protected in its entirety by copyright. No part of this publication may be reproduced, translated, transmitted, or stored in a retrieval system in any form or by any means, without the prior permission in writing of BNP Paribas Real Estate GmbH.

The statements, notifications and forecasts provided here correspond to our estimations at the time when this report was prepared and can change without notice. The data come from various sources which we consider reliable but whose validity, correctness or exactness we cannot guarantee. Explicitly, this report does not represent a recommendation of any kind, nor should it be regarded as forming a basis for making any decisions regarding investment or letting or renting property or premises. BNP Paribas Real Estate can accept no liability whatsoever for any information contained or statements made herein.

Imprint Publisher and copyright: BNP Paribas Real Estate GmbH | Prepared by: BNP Paribas Real Estate Consult GmbH | Status: June 30, 2019

Further Information BNP Paribas Real Estate GmbH | Branch office Düsseldorf | Phone +49 (0)211-52 00-00 | www.realestate.bnpparibas.de