



**RESEARCH**

At a Glance **Q2 2019**

# FOOTFALL REPORT ESSEN

## Current Key facts



583,393 Inhabitants



246,196 Employees



10.6% Unemployment rate



96.4 Purchasing power index



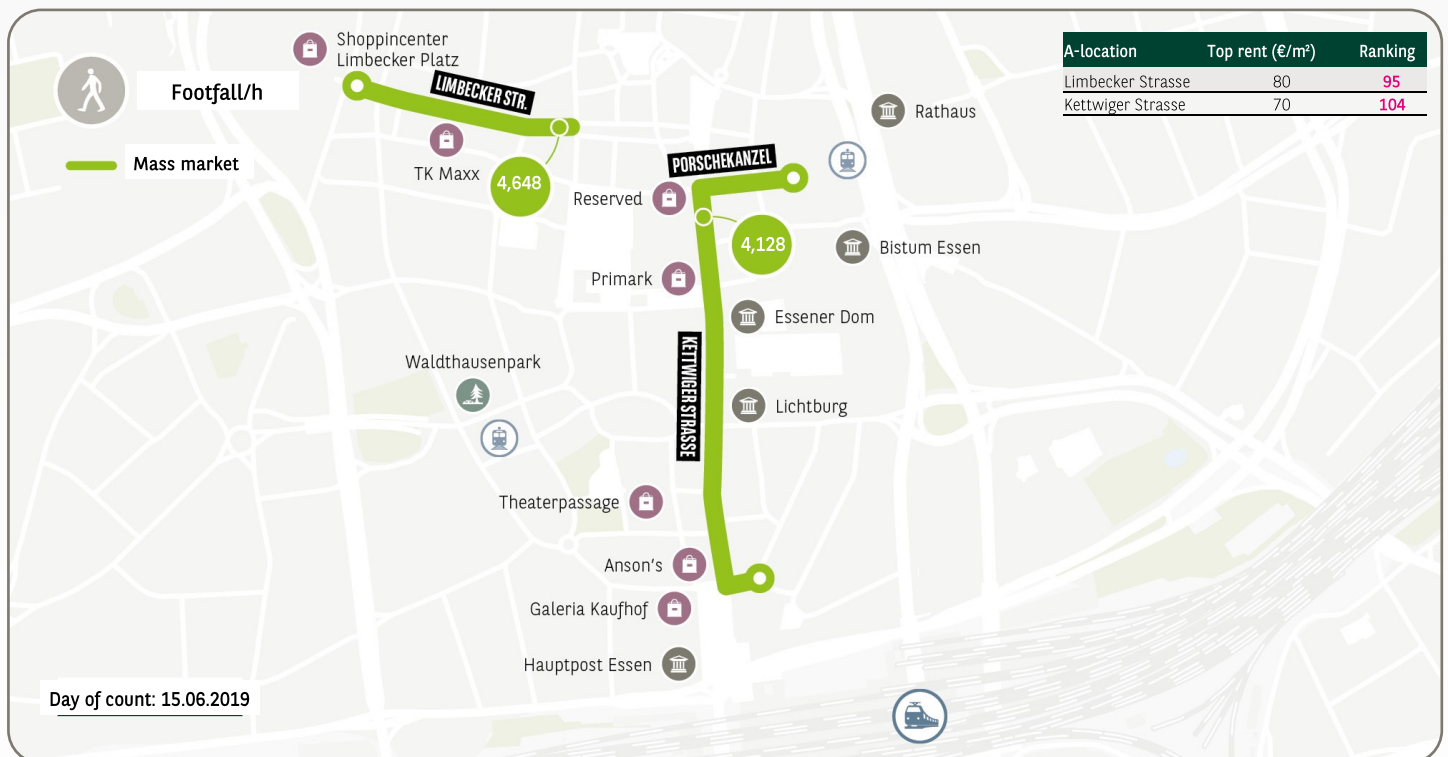
113.5 Turnover index



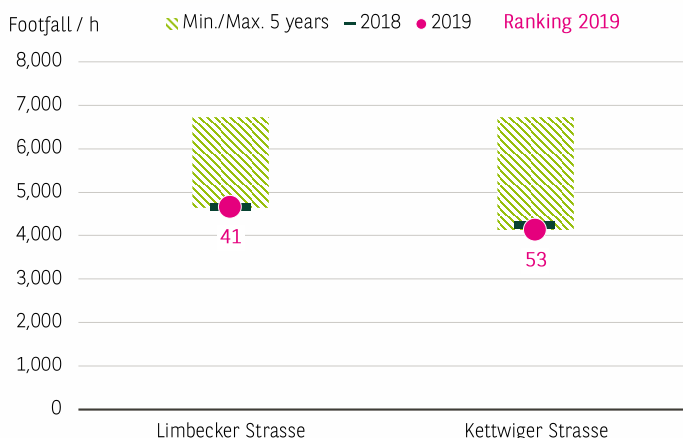
1.18 Centrality

Essen - The Shopping City: If you approach the Ruhr metropolis by train, you cannot miss the wonderfully nostalgic neon sign from the 1950s. It guides the way to Kettwiger Straße, one of the most famous shopping streets in the Ruhr area which still enjoys an attractive tenant mix. If you are still in a shopping mood after a stroll through the Kettwiger Straße, then the nearby Limbecker

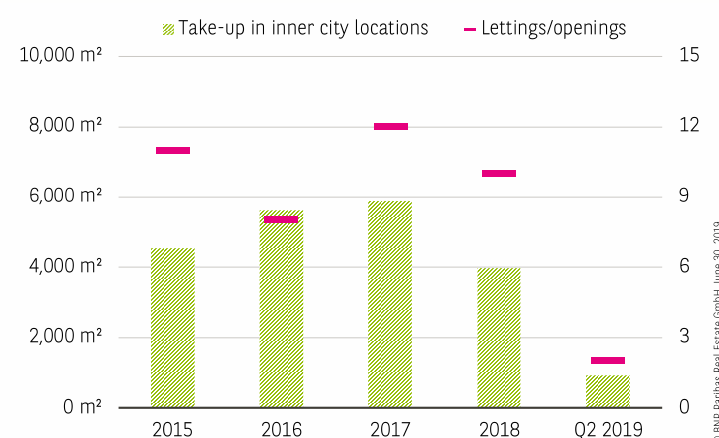
Straße is the best place to go, thanks to the boundless choice of the Limbecker Platz shopping centre. However, interesting shopping locations have also developed outside the city centre, principally in Rüttenscheider Straße, which is increasingly competing with established prime locations.



## Footfall per hour in selected A-locations



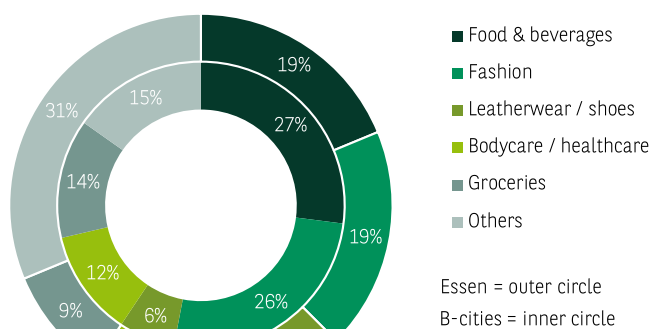
## Inner city locations: take-up and lettings/openings



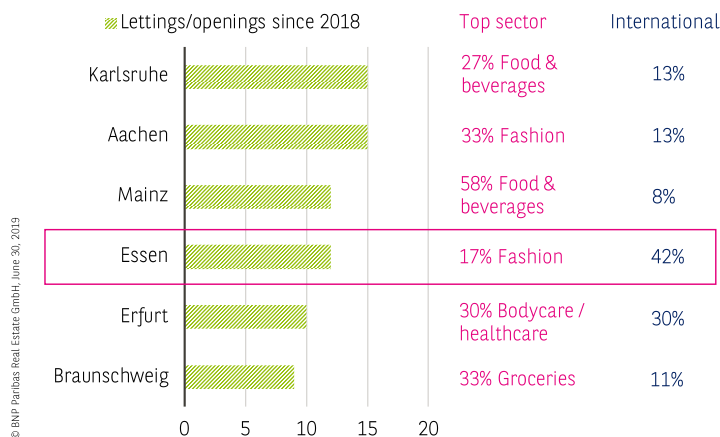
Day of count: 15.06.2019 | Positioning within the nationwide ranking - 95 counting locations respectively 118 top rents in 27 cities

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 since 2018

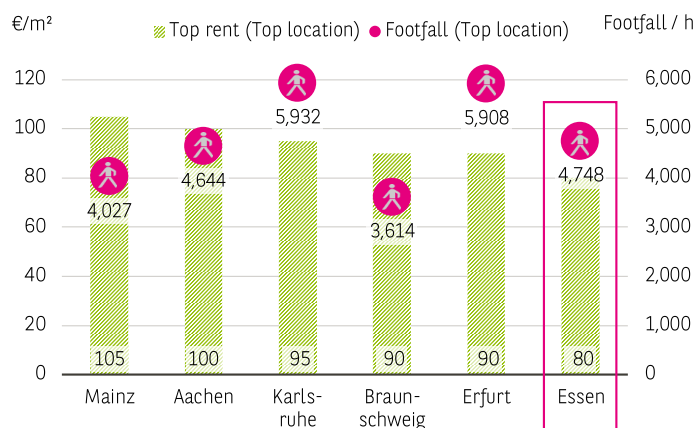


## FOOD AND BEVERAGES IN HIGH DEMAND

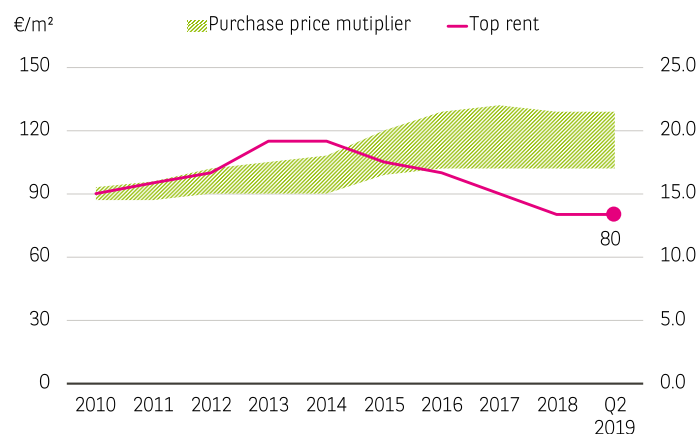
Essen's retail sector can look back on a relatively uneventful first half-year: only two lettings or openings were reported in the city centre, resulting in a take-up of 930 m<sup>2</sup>. In the full year 2018, 10 lettings/openings were recorded with a total turnover of just less than 4,000 m<sup>2</sup>. This means that Essen will have to come up with something in the second half of the year to reach the previous year's total. Nevertheless, the downward drift in maximum rent was halted. As in the preceding year, this was 80 €/m<sup>2</sup> and is still achievable in Limbecker Straße, where pedestrian traffic was stabilised at 4,600 people. Concerning new openings, there is news from the Limbecker Platz shopping centre: In cooperation with Pumb (Pop up my brand), a provider of temporary retail concepts, centre manager ECE has developed an innovative structure in which six to eight labels share a common space for two months in order to achieve the highest possible degree of attention for their products. The project is due to be launched at the beginning of September and will initially focus on the topic of

"gadgets". The decline in visitor numbers experienced in recent years was also arrested on Kettwiger Straße. With around 4,100 people, footfall remained almost unchanged and maximum rent constant at 70 €/m<sup>2</sup>. A welcome and interesting addition to Kettwiger Straße is the third NRW branch of Asian food retailer GoAsia, opening 600 m<sup>2</sup> of sales space in the basement of Kaufhof. The opening of another dm store is planned in the course of the year, and will occupy the premises of insolvent men's outfitter Pohland. However, Rütterscheider Straße to the south of the city centre is still on the ascent and is characterised by comparatively moderate rents, an attractive tenant mix and a wide range of restaurants. With the Marten von Drathen ladies' boutique and shoe retailer Mirko Tott, two authentic traditional shops have recently turned their backs on the A-locations of the city centre to settle on Rütterscheider Straße. This can be seen as further proof of the great appeal of this location. In short: Düsseldorf has the "Kö", Essen has the "Rü"! The retail industry will probably have to remember this name.

## Top rent and footfall in selected B-cities



## Development of top rent and purchase price multiplier



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