Federal state capital Hannover acts as a powerful magnet well into its hinterland, a fact reflected by a very high centrality index of 1.31. The main shopping streets, mostly pedestrian precincts extending radially from the Kröpcke, are highly regarded by chain-store operators and form the heart of the inner city. The Ernst-August-Galerie, opened in 2008, blends well into the retail scene and rounds off the range already on offer.
Demand for premises in Hannover’s A-locations is very robust and far in excess of supply. As the strongest city in the region, it is a focus of interest for both domestic retailers and international chain-store operators and is high on their list of expansion targets. Although in the past few years a considerable amount of new space has come onto the market as a result of revitalisations, conversions and new construction measures, this has not been sufficient to significantly reduce the scale of the surplus demand. In Bahnhofstrasse in particular, retail premises are scarce, a fact reflected by the way the prime rent there has been climbing steadily for several years; it currently stands at around 200 €/m².

In the other shopping areas, top rents remained largely stable in the first half of this year. At 190 €/m², the top rent in Georgstrasse is only slightly lower than the prime rent, while rental prices in Grosse Packhofstrasse are on a similar level, with a top figure of up to 180 €/m².

SURPLUS OF DEMAND MAKES RENTS RISE

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TWO HANNOVER STREETS IN GERMANY’S TOP 10

Most of Hannover’s main shopping areas are designated pedestrian zones and are shaped by two streets: Georgstrasse, with major anchor tenants like Karstadt and C&A, and Bahnhofstrasse, which links up not only with the central station but also with the Ernst-August-Galerie shopping centre and which features a prominent new arrival, an Apple store. The attractiveness of downtown Hannover and its retail landscape is highlighted by very high footfall figures, with two streets occupying foremost places nationwide: Bahnhofstrasse (nearly 11,000 passers-by per hour) takes fifth place, while Georgstrasse (around 9,300) is right behind in sixth place – clear evidence that Hannover is one of Germany’s most popular shopping destinations. Grosse Packhofstrasse, which branches off from Georgstrasse, can also point to a high footfall count, but at around 6,600 this gives it “only” 20th place in the national ranking.