At a Glance  Q2 2016

FOOTFALL REPORT BREMEN

With some 552,000 inhabitants, Bremen is one of the three key regional centres in Northern Germany (together with Hamburg and Hannover) and plays an important role for its large hinterland. Bremen's attractiveness is underlined by a growing population and rising overnight stay figures. Compared with other cities, its retail A-locations are fairly restricted. With Sögestrasse and Obernstrasse, they form an L-shape.

Day of count: 13.06.2015  |  Weather: 27°C
Special factors: None
FEW NEW LETTINGS

Demand is satisfactory, but the lack of premises limits take-up and new shop openings. Changes in tenancy are rare. The first half of 2016 brought nothing new in this respect. So the prime rent has stayed steady: on both Sögestrasse and Obernstrasse it stands at 120 €/m². Both streets exhibit a relatively high chain-store ratio (72 % and 85 % respectively). In the first six months, there was only one sizeable letting in the A-precincts: the clothing firm of Brax secured a 520 m² shop on Sögestrasse. In the B-location of Am Wall, a kitchen studio has taken up premises of around 260 m², while theme caterers dean&david have opened their second bistro in Bremen, at the corner of Domshof/Bischofsnadel. In the second half of the year, demand is likely to remain steady and the prime rent stable.

SALES SPACE REMAINS LIMITED

The hoped-for expansion of downtown supply by means of a 25,000 m² mall (City-Center) on the Lloydhof complex has been thwarted for the time being. Instead, the complex will be renamed citylab and provide Bremen business firms and retailers with a setting for innovative ideas. So the problem of insufficient space availability in the absolutely top precinct remains unresolved. As a result, new concepts, such as Reserved, Pull & Bear and Bershka, have opted for shopping centres like the Weserpark. So everything remains focused on the L-shape. Sögestrasse is still the highest-footfall premium location, with over 5,300 pedestrians an hour. That is slightly down on its prior-year count but again gives it a mid-field position nationwide, with 41st place. The pedestrian frequency registered on Obernstrasse was also somewhat lower than before, with close to 4,100 (rank: 62).