At a Glance Q2 2019
FOOTFALL REPORT
MÜNSTER

In many respects, Münster is a retailers first choice destination - whether for the roll out of expansion into Germany by the Dutch bicycle rental concept Swapfiets, for the first Zalando outlet outside an A city, or for the new multi-channel store format of premium textile company Boggi Milano. Even owner-managed retailers are showing themselves to be innovative. In remodelling their original branch at Prinzipalmarkt, shoe specialist Zummoorde has created a new flagship store, integrating their online and traditional business. With very good retail figures behind it, this student city should continue to hold its own against e-commerce in the long term.

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
**Prinzipalmarkt & Ludgeristraße – Amongst the top 25 busiest shopping streets for the fourth time in a row**

Interest in the Münster retail market remains high, not only in retailers themselves, but also in terms of potential customer base. Every year since 2016, Prinzipalmarkt and Ludgeristraße have occupied places in the nationwide top 25 pedestrian footfall table. In 2019 however, and in contrast to previous years, it is not Ludgeristraße (22nd place with more than 5,800 individuals), but rather Prinzipalmarkt (16th place), with more than 6,500 potential customers, that takes the crown in both an in-city comparison and in a ranking of all shopping streets in cities between 250,000 and 500,000 inhabitants. It is therefore not surprising that the tenant mix has changed only sporadically over the years, and that fluctuation in the prime location has been low since 2015, with fewer than five lettings, and that shops rapidly find a prestigious new tenant, such as Massimo Dutti’s recent Boggi Milano. A rarity is the release of retail space also in Ludgeristraße, where e-cigarette label Avantgarde will in future be located at number 82. If, despite the strained supply and demand situation, a brand wishes to maintain a presence in the city, it will often have to resort to secondary locations.

Even though this is not a new situation in Münster’s city centre, the share of B-locations in lettings and openings has nevertheless risen from 30% (2013 to 2017) to 50% (2018 to mid-2019). The reasons for this lie not only in the shortage of retail space in the high streets, but also in the emerging segment of ‘system’ restaurateurs, who are seizing the opportunity to shape attractive inner city districts with ample outdoor seating. A good example of this is Peter Pane’s new restaurant in the culinary plaza between TK Maxx in the Kiffe Pavilion and the multi-storey car park on Altensteinweg, and will be the burger restaurant’s first branch in NRW. In a similar vein it is worth mentioning Schlecks, an ice cream parlour which draws customers to Verspoel 20 and stands out from its competition by preparing its products on a cold stone slab. The traditional footwear firm of Birkenstock has in turn opted for a completely different part of the centre: since July, the company has been trading in 150 m² of the Alten Fischmarkt - the connecting axis between the Bül junction and the Lamberti Kirche. Overall, the Münster retail market will again demonstrate its position as one of the most important B locations in 2018, against a backdrop of more than 5 years of stable rental price levels in established shopping precincts.