

# BUCHAREST

## GLOBAL CITIES RETAIL GUIDE

2025 EDITION

Better never settles

# BUCHAREST OVERVIEW

**Bucharest is the capital of Romania and the largest city in the country and CEE region, having an official population of 1.7 million inhabitants, and around 2.3 million inhabitants in the metropolitan area. Since the average net salary in Bucharest is more than 30% higher than the national average, the city accounts for around 25% of the retail expenditure recorded in Romania.**

Retail activity is mostly concentrated in shopping centers and retail parks, while the importance of high street retail is mainly limited to convenience activities and services. While the first modern shopping center opened in 1999, it was not until 2003-2004 that retail development really took off. Today the city has a modern retail stock density of 500 sqm per 1,000 inhabitants, which is still behind other capitals in the region.

The key areas for retail in Bucharest include dominant shopping centers such as Baneasa Shopping City, AFI Palace Cotroceni, Sun Plaza, Mega Mall, ParkLake Plaza and Promenada, along with Calea Victoriei and Calea Dorobanti, the main high street locations in the city.

Bucharest is the first target for an international retailer seeking representation in Romania due to its market size and the fact that the highest sales densities are recorded here. Several major retailers such as Primark, Anson's, Foot Locker or Converse have entered the city during the last few years, while others are exploring the market for future entries.

## FACTS ABOUT CITY



**1.7 MILLION**  
Population within city borders



**330,000+**  
Number of people working in modern office buildings



**2.3 MILLION**  
Population in Bucharest and Ilfov surrounding county



**1.8 MILLION**  
Tourists visited Bucharest in 2023





# BUCHAREST

## Key Retail Streets & Areas

### CALEA VICTORIEI

Calea Victoriei is established as the luxury high street location in Romania, including the mono-brand shops of MaxMara, Hugo Boss, COS etc. The retail attractiveness of Calea Victoriei started to revive after the enlargement of the pedestrian areas and since Bucharest became a more attractive tourist destination. Adjacent to Calea Victoriei, the HoReCa segment has also developed, several restaurants and coffee shops being located near the Romanian Athenaeum, in the vicinity of Radisson Blu and Intercontinental Athenaeum Palace 5-star hotels.

### CALEA DOROBANTI

Calea Dorobanti is located in the Central – North part of Bucharest and became an area of interest for luxury brands due to the high-end residential neighborhoods in the area. Dorobanti is also known as a top location for restaurants and cafes and benefits from the proximity of the CBD and Floreasca – Barbu Vacarescu business hubs. Among the most important retailers present in the area are Canali Boutique, Madison or Brunello Cucinelli.

### HISTORICAL CITY CENTER

The historical downtown area, spreading around Lipscani Street, has undergone a major refurbishment process during the last decade, transforming the almost abandoned old center into the main destination for a night-out in Bucharest. A large number of pubs, coffee shops and restaurants have opened since 2014, while the overall footfall and sales have exceeded expectations for most operators. It is the largest pedestrian retail area in Bucharest, accounting for more than 100 shops and 50,000 – 60,000 visitors per day during summer weekends.



# BUCHAREST

## Market Overview

KEY AREAS/ STREETS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL RENT FOR UNIT OF 200 SQM	RANGE OF UNIT SIZES
<b>Calea Victoriei</b>	Luxury retailers, dispersed into different sectors of the boulevard	MaxMara, Hugo Boss, COS, Ototo, Casa Frumoasa, Mengotti	€45 – 60 sqm/month	50 - 200 sqm
<b>Calea Dorobanti</b>	Luxury retailers and classy coffee shops concentrated around Piata Dorobanti	Canali Boutique, Brunello Cucinelli, Madison, Nespresso, Paul, Nuba Cafe, The Brewprint, Molteni & Dada, Beautik, Casadei, ICON	€40 – 55 sqm/month	50 - 900 sqm
<b>Baneasa Shopping City</b>	Upper-medium and high-end retailers from all the sectors target the wealthiest population in Romania located in the immediate catchment area	Zara, H&M, Peek & Cloppenburg, COS, Furla, Christian Dior, Hugo Boss, Frey Wille, Paul & Shark, Victoria's Secret, Under Armour, Nespresso, JD Sports, Lacoste, Patagonia, Stefanel, Tommy Hilfiger, US Polo Assn	€80 – 100 sqm/month	50 - 4,000 sqm
<b>AFI Palace Cotroceni</b>	Mass market and medium - high/ premium retailers with a high international representation seek to open their 1st or 2nd store in Romania in the largest shopping center in Bucharest	Auchan, Peek & Cloppenburg, Primark, Zara, H&M, C&A, Humanic, Intersport, Mango, Altex, Deichmann, New Yorker, Nespresso, Under Armour, Cinema City, HalfPrice, Hugo Boss, Columbia, Pepco, Tommy Hilfiger, CCC, New Balance, Victoria's Secret, JD Sports, Under Armour	€60 – 80 sqm/month	50 - 3,000 sqm

# BUCHAREST

## Market Overview

KEY AREAS/ STREETS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL RENT FOR UNIT OF 200 SQM	RANGE OF UNIT SIZES
<b>Promenada Mall</b>	Mass market and premium retailers targeting the employees from the Barbu Vacarescu – Floreasca office hub	Zara, H&M, C&A, Peek & Cloppenburg, Massimo Dutti, Altex, Hervis, Intersport, JD Sports	€45 - 60 sqm/month	50 - 3,500 sqm
<b>Sun Plaza</b>	Mass market retailers, including a large number of anchors	Carrefour, Leroy Merlin, Zara, Anson's, Pepco, New Yorker, H&M, Hervis, Intersport, Deichmann, Columbia, C&A, Altex, Cinema City, US Polo Assn	€40 - 55 sqm/month	50 - 1,000 sqm
<b>Mega Mall</b>	Mass market and medium - high retailers with a strong accent on fashion and entertainment	Carrefour, Zara, H&M, New Yorker, Douglas, Deichmann, C&A, CCC, Foot Locker, Hervis, Intersport, JD Sports, Pepco, Reserved, Peek & Cloppenburg, Cinema City, Victoria's Secret, Under Armour, Modivo, Rituals, World Class	€50 - 65 sqm/month	50 - 4,000 sqm
<b>ParkLake</b>	Mass market and medium - high retailers with a significant offer of fashion brands	Carrefour, Zara, H&M, Primark, Hervis, Intersport, Collective, New Yorker, Cinema City, Reserved, Pepco, Lacoste & Gant, JD Sports, World Class, Converse, US Polo Assn	€40 - 55 sqm/month	50 - 3,000 sqm



# BUCHAREST

## Shopping Centres

### BANEASA SHOPPING CITY

Baneasa area provides the largest retail project in Romania, comprising around 140,000 sqm GLA of shopping center space, retail boxes and commercial galleries. It includes the 46,000 sqm Baneasa Shopping City anchored by fashion and leisure operators, the Feeria Commercial Gallery anchored by Carrefour, the first IKEA store in Romania and also Brico Depot and Mobexpert units (DIY and furniture). The scheme is located in the Northern part of Bucharest, in the most affluent area of the city, being considered the best performing shopping center in Romania.

### AFI PALACE COTROCENI

AFI Palace Cotroceni is the dominant shopping center in West Bucharest, close to Militari and Drumul Taberei, two high density districts of the city. The scheme is developed over two levels and has a total GLA of 90,000 sqm. The tenant mix includes a large number of international anchors, along with an extended leisure area with food-court, a 21-screen cinema with the only IMAX in Romania, ice rink, a kid's playground, casino, indoor roller-coaster etc. An approximately 8,000 sqm extension and refurbishment was completed in 2017, hosting the largest Peek & Cloppenburg store in Romania (5,200 sqm) and the largest Zara shop in the CEE region (4,000 sqm). Moreover, two other large stores, Primark and HalfPrice, were opened in the past year.

### PROMENADA MALL

Promenada Mall is a 40,000 sqm GLA shopping center from the Northern part of Bucharest, located in the middle of Barbu Vacarescu – Floreasca area, one of the most dynamic office hubs in Bucharest. One of the key features of the project is the 7,000 sqm terrace at the 2nd level which consists of several restaurants and coffee shops, a kids' playground and events areas. NEPI Rockcastle (the landlord) is currently developing a 32,000 sqm GLA extension which will accommodate a hypermarket and increase the fashion and entertainment footprint.



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## Shopping Centres

### SUN PLAZA

Sun Plaza (82,000 sqm) is the dominant scheme in South Bucharest. The scheme was delivered in 2010 and is anchored by Carrefour, Leroy Merlin, Zara, H&M, New Yorker, C&A, while also benefitting from the first Anson's store in Romania which opened in 2021. The retail offer is supplemented by a 15-screen Cinema City, bowling alleys and billiard club, casino and a large food-court area. The fashion offer was extended in 2017 by remodeling the 10,000 sqm area formerly used as a furniture store.

### MEGA MALL

Mega Mall is the largest shopping center in East Bucharest, with a total GLA of 76,000 sqm. Opened in 2015, the project was able to sign most of the major fashion retailers present in Romania such as Peek & Cloppenburg, Zara, H&M and New Yorker, while also boasting a large food-court, a 14-screen Cinema City and a World Class fitness center and the first Rituals store opened in Romania in 2024.

### PARKLAKE PLAZA

ParkLake Plaza is a 70,000 sqm GLA shopping center developed in the vicinity of A.I. Cuza (IOR) Park located in Titan, one of the most-densely populated areas of Bucharest. The project opened in 2016 and managed to attract some new retailers in the market, including the first Primark store in Romania which opened in 2022, while also creating an urban F&B concept, which is very well integrated with the surrounding green areas.





# BUCHAREST

## Food & Beverage

**Bucharest's food and beverage sector combines traditional restaurants located in historical locations from the old town, such as Hanul lui Manuc and Caru cu Bere, with exquisite international restaurants located mainly in the northern part of the city, in the surroundings of Herastrau and Floreasca lakes.**

Italian food is the most popular international cuisine in Bucharest, but there are also many other cuisines to choose from, starting from burgers and steak houses to sushi and Oriental cuisine.

Within shopping centers' food-courts it is common to find mostly fast-food operators, international brands such as McDonald's, KFC, Burger King, Pizza Hut or Taco Bell, but also local players – Mesopotamia, Spartan, Chopstix, Jerry's Pizza or Cartofisserie.

The largest operator in terms of turnover is McDonald's, followed by Sphera Group (which operates KFC, Pizza Hut and Taco Bell), while the largest local group is City Grill, with 24 locations under different brands.

The coffee shop sector consists mainly of local companies, while international representation is limited to a few names such as Starbucks and Gloria Jean's Coffees. The segment was effervescent over the last couple of years, with tens of specialty coffee boutiques being opened in central locations.

The historical city center has become a hotspot for both locals and international tourists. The old architecture, generous outside terraces, pedestrian areas and the F&B offer variety have established Lips cani as the "going-out" destination in Bucharest.





# BUCHAREST

## Food & Beverage Market Overview

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
<b>Historic City Center</b>	Largest offer of pubs, coffee shops and restaurants. Important nightlife area	Caru' cu Bere, Hanu lui Manuc, Curtea Berarilor, Starbucks, Cremeria Emilia, Nomad Skybar, Linea Closer to the Moon, Naïve, Jeonjuu, Origo	€20 – 25 sqm/month
<b>Piata Victoriei</b>	Bucharest's CBD	McDonald's, Starbucks, 5ENSI, GastroLab, Manufaktura, French Revolution, Burger King, Velocita, Submarine Burger	€25 – 30 sqm/month
<b>Herastrau Park</b>	Entrepreneurs and Executives for lunch and dinner and Yuppies for the nightlife	Casa di David, La Brasserie, Argentine, Isoletta, Biutiful by the Lake, Nuba, Hard Rock Café, Beraria H	€25 – 30 sqm/month





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