

# ROMANIA

## GLOBAL CITIES

## RETAIL GUIDE

2026 EDITION

Better never settles

# ROMANIA OVERVIEW

**Romania is the second largest country in Central & Eastern Europe (CEE), accounting for an official population of 19.0 million, of which approximately 52% live in urban areas. The capital and the largest city is Bucharest, with a population of 1.7 million (2.3 million including the surrounding Ilfov county). Romania has 18 cities of more than 100,000 inhabitants, the largest after Bucharest being Cluj-Napoca, Iasi, Constanta and Timisoara, all with more than 250,000 inhabitants each.**

The first modern shopping centre outside Bucharest opened in 2000, in Iasi, but the market started to develop significantly after the country joined the EU in 2007. As of the end of 2025, there is at least one modern retail scheme in almost every city in Romania with a population over 50,000 inhabitants, especially in the county cities/towns.

A clear shift has been noticed in the last few years towards retail parks, a format which performed very well during the pandemic, and which has dominated the new supply from 2020 onwards, especially in secondary and tertiary locations.

However, 2 major shopping centres (GLA >50,000 sq. m) were delivered in 2024 and 2025 and other super-regional projects have been announced (currently in different planning or construction stages) and are expected to be completed by 2029 outside the capital city, thus illustrating the significant purchasing power growth across the country and also the potential Romania still offers on this segment, especially when considering that its retail density is among the lowest in the CEE (~252 sq. m/ 1,000 inhabitants)



# ROMANIA

## Economic Overview

### ECONOMIC SUMMARY

ECONOMIC INDICATORS	2024	2025	2026F	2027F	2028F
GDP (% y/y change)	0.9	1.1	2.1	3.0	3.6
Consumer spending (% y/y change)	5.7	0.9	2.2	2.3	4.0
Industrial production (% y/y change)	-1.6	-0.3	1.6	3.5	3.7
Investment (% y/y change)	-2.5	2.1	5.3	6.3	4.1
Unemployment rate (%)	5.4	6.1	6.2	6.2	6.2
Inflation rate (%)	5.6	7.3	6.3	3.3	3.4
Exchange rate vs USD	4.6	4.5	4.3	4.5	4.6
Interest rates short-term (%)	6.8	6.5	5.9	4.9	4.2

**NOTE:** \*annual % growth rate unless otherwise indicated. Figures are based on local currency and in real terms. E estimate F forecast

**SOURCE:** Moody's

Cushman & Wakefield

### RETAIL SALES GROWTH: % CHANGE ON PREVIOUS YEAR

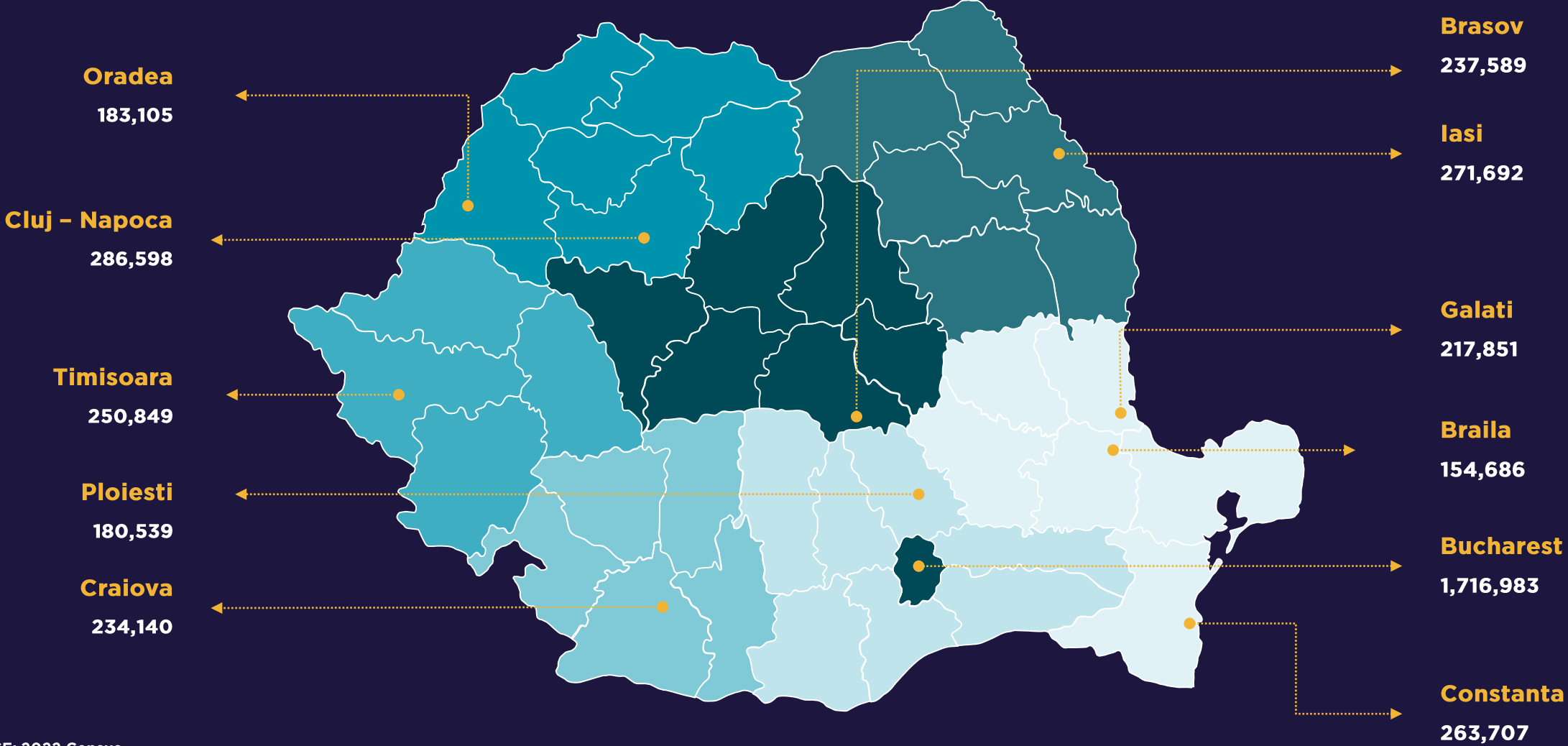
INDICATOR	2022	2023	2024	2025	2026F
Retail sales growth volume (%)	-4.0	-2.4	6.5	n/a	n/a

### ECONOMIC BREAKDOWN (2025)

<b>Population (million)</b>	18.8	<b>PARLIAMENT</b>	PSD - PNL - USR - UDMR Majority
<b>GDP nominal (bil. USD)</b>	641.2	<b>HEAD OF STATE</b>	Nicusor Dan
<b>Public sector balance (% of GDP)</b>	-8.1	<b>PRIME MINISTER</b>	Ilie Bolojan
<b>Public sector debt (% of GDP)</b>	55.8	<b>ELECTION DATE</b>	June 2028 (Local), December 2028 (Parliamentary) - May 2030 (Presidential)
<b>Current account balance (% of GDP)</b>	-8.0		

# ROMANIA

## Largest Cities



SOURCE: 2022 Census

# ROMANIA

## Retail Overview

### MAJOR DOMESTIC NON-FOOD RETAILERS



Dedeman, Altex, eMAG, Flanco, Mobexpert, Carturesti, Musette, Benvenuti, Bebe Tei, B&B Collection, Teilor, Otter

### INTERNATIONAL RETAILERS IN ROMANIA



Inditex Group (Zara, Bershka, Pull & Bear, Stradivarius, Oysho, Zara Home, Massimo Dutti, Lefties), Primark, Pepco, H&M - COS, C&A, New Yorker, Peek & Cloppenburg - Anson's, LC Waikiki, LPP Group (Reserved, House, Cropp, Mohito, Sinsay), Intersport, Sport Vision, Hervis, Decathlon, Nike, Adidas, Under Armour, US Polo Assn., Calzedonia, Deichmann, CCC, Humanic, Sephora, Douglas, DM drogerie markt, IKEA, Leroy Merlin, Brico Depot, xxxLutz, Cinema City, HalfPrice, JD Sports, Jumbo, Lagardere, Action, Sports Direct, BIPA

### FOOD AND BEVERAGE OPERATORS



McDonald's, KFC, Burger King, Pizza Hut, Taco Bell, Wendy's, Subway, Starbucks, Popeyes, Paul, Chopstix, Jerry's Pizza, Spartan, Mesopotamia, Hesburger, Fryday

### MAJOR DOMESTIC FOOD RETAILERS



Regional chains of supermarkets such as La Cocos, Annabella, Diana, Unicarm, Paco Supermarket etc

### MAJOR INTERNATIONAL FOOD RETAILERS



Lidl, Kaufland, Carrefour, Auchan, Metro Cash & Carry, Selgros Cash & Carry, Mega Image, Penny, Profi, Froot (Zabka)

### NEW ENTRANTS TO MARKET



Lefties, Wittchen, Froot (Zabka), Crocs, Pikito, Jimmy Key, Rituals, Anson's, Sports Direct, Action, BIPA

### TYPICAL HOURS

MONDAY-FRIDAY	SATURDAY	SUNDAY
10.00-22.00	10.00-22.00	10.00-22.00

# ROMANIA

## Retail Scene

**Romania remains one of the best performing retail markets in both Europe and CEE, with an impressive retail sales growth during the last 10 years despite of recent challenges**

The 2025 economic growth in Romania has seen a relative slowdown (+0.7%), a pattern similar to 2024 (+0.9%), two years marked by a complicated political context (5 rounds of elections). These issues, combined with one of the highest average annual inflation levels in Europe (7.3% across 2025) translated into a retail sales growth of only 0.9%, the lowest since 2013. However, the forecasts for the 2026 - 2030 are highly positive, with average annual GDP and retail sales growth of 4.0% and 2.3% respectively. Inflation is also predicted to stabilize by YE 2026 (to ~4 - 4.5%), while the average net salary is also due to increase by approximately 25% until 2029, thus boosting the retail sales growth potential.

The pioneer brands, such as McDonald's (1995), Carrefour (2001) or Zara (2004) are today among the market leaders, but followers such as IKEA (2007), C&A (2009) and H&M (2011) have also succeeded in developing profitable operations.

Modern retail stock in Romania amounted to approximately 4.81 million sq m GLA at the end of 2025, distributed in more than 100 shopping centres, retail parks and commercial galleries. Around 30% of this stock is in Bucharest, but cities such as Cluj - Napoca, Timisoara, Iasi, Constanta, Craiova, Pitesti or Ploiesti also boast dominant regional shopping centres with total GLA between 50,000 sq. m and 100,000+ sq. m each.

Except for electro-IT, DIY and bookstores, the other retail segments are dominated by international groups, with IKEA (furniture), Schwarz Gruppe (Lidl + Kaufland - food retail), Decathlon (sport articles), Inditex/ Pepco (fashion), Deichmann (shoes) or Jumbo (kids - toys) as market leaders.

Several international retailers in Romania operate through franchises. Brands such as Inditex, IKEA, Carrefour and Auchan initially entered the market through franchises, but have since switched to directly operating their units in the country.

The market has a good momentum, with a balanced relationship between tenants and landlords, since traffic and sales for most retail schemes are now comfortably exceeding the pre-pandemic levels. Major retail owners in Romania are NEPI Rockcastle, Prime Kapital - MAS Real Estate, Iulius Group - Atterbury Europe, CPI Property Group, AFI Europe, M Core or Nhood, each having retail portfolios exceeding 100,000 sq. m GLA.

E-commerce has been rapidly expanding in Romania especially since the onset of the Covid-19 pandemic, as online sales have more than doubled across the country since 2019. These spectacular results also came because of aggressive discounts promoted by online retailers, diversified payment methods and increasing number of retailers with on-line coverage. eMag, owned by South-African group Naspers, is the largest online store in Romania, being by far the dominant player on the market, while also expanding outside the country.

# ROMANIA

## Shopping Centres

### LARGEST SHOPPING CENTRES BY SIZE

NAME	CITY	YEAR OPENED	SIZE (GLA SQM)
<b>Iulius Mall</b>	Timisoara	2005*	93,000
<b>Electroputere Parc</b>	Craiova	2011	71,000
<b>Vivo!</b>	Cluj - Napoca	2007	61,000
<b>Coresi Shopping Resort</b>	Brasov	2015	59,000
<b>Shopping City Timisoara</b>	Timisoara	2016	57,000
<b>Iulius Mall</b>	Cluj - Napoca	2007	57,000
<b>Palas</b>	Iasi	2012*****	57,000
<b>Braila Mall</b>	Braila	2008**	55,000
<b>Promenada</b>	Craiova	2023	53,000
<b>Ploiesti Shopping City</b>	Ploiesti	2012***	53,000
<b>City Park</b>	Constanta	2008****	51,000
<b>Iulius Mall</b>	Suceava	2008*****	65,000
<b>Arges Mall</b>	Pitesti	2024	51,000
<b>Mall Moldova</b>	Iasi	2025	126,000
<b>Vivo!</b>	Constanta	2011	51,000

\* Extended in 2019; \*\* Extended in 2011; \*\*\* Extended in 2024; \*\*\*\* Extended in 2016; \*\*\*\*\*Extended in 2025; \*\*\*\*\*currently undergoing a 25,000 sq. m GLA extension

### LARGEST SHOPPING CENTERS IN PIPELINE

NAME	CITY	YEAR OPENED	SIZE (GLA SQM)
<b>Rivus</b>	Cluj - Napoca	2028	142,000
<b>Cluj Mall</b>	Cluj - Napoca	TBC	130,000
<b>Bacau Mall</b>	Bacau	TBC	51,000
<b>Resita Mall</b>	Resita	TBC	35,000
<b>Palas extension</b>	Iasi	2026	25,000

# ROMANIA

## Key Features of Lease Structure

ITEM	COMMENT
<b>Lease Term</b>	Traditionally, in Romania leases have been for a term of 5 - 10 years and could be higher – with 20 - 30 years often seen in parts of the retail market (eg for an anchor tenant). Leases are now more typically for 3-5 years. Break options were rare in the past but now are case by case negotiable, mainly for the anchor tenants. In the absence of a clear agreement in the lease, the tenant has no legal right to break as long as the landlord fulfils his obligations. Additionally, anchor tenants ask for break options linked to the occupancy of the project or the presence of certain tenants within the scheme.
<b>Rental Payment</b>	Rents are usually payable in advance on a monthly basis. Turnover/percentage rents are common seen in shopping centres and factory outlet. A security deposit is normally required for tenants as bank letter of guarantee or bank deposit in amount of 3 months of base rent + service charges + marketing fee + VAT. In specific cases of international anchors with a strong covenant or where a parent company guarantee (or less frequently a bank guarantee) is provided, it is not requested a security deposit. Premium payments are not commonplace in the retail market.
<b>Rent Review</b>	Annual indexation to CPI. There is no standard review mechanism, and this may be negotiated in the lease.

ITEM	COMMENT
<b>Service Charges, Repairs and Insurance</b>	A service charge is usually payable in multi-tenanted buildings and covers management fees, security, cleaning, landscaping, internal maintenance of common parts, external maintenance and insurance, servicing of elevators, water, heating, air conditioning, management fees and property taxes. It excludes internal maintenance and insurance of rented accommodation, utility charges and VAT. The landlord is responsible for external/structural matters in shopping s (charged back via service charge) or tenant (except in multi-let buildings). The tenant is responsible for internal matters of the premises. The landlord usually ensures the main structure and external fabric but will charge this back to the tenant. Insurance for common parts is also paid by the landlord and charged back. The tenant usually pays for internal insurance directly..
<b>Property Taxes and other costs</b>	The local government authority charge the ‘rates’, the local property tax for individual, while for the companies is calculated as percentage from the book value (0.75 – 1.50 %). Land taxes are based on sq. m basis.

# ROMANIA

## Key Features of Lease Structure

ITEM	COMMENT
<b>Disposal of a Lease</b>	<p>Sub-letting is usually possible under the terms of the lease, subject to landlord's approval. Assignment rights are not normally barred in the lease but will also be subject to consent – which should not be unreasonably withheld. Early termination is only by break clause – to be negotiated at outset of lease by mutual consent upon negotiation. At lease end, the tenant is responsible for re-instating the premises to the same condition as at the start of the lease, subject to normal wear and tear. All tenant improvements must be approved by the landlord subject to the alteration covenant in the lease and the fact that approval should not be unreasonably withheld. Older leases may have Privity of Contract whereby all former lessees can be held liable for any default by a later tenant under the same lease</p>
<b>Valuation Methods</b>	<p>Shops are valued on the derived methods of income approach such as direct capitalisation, discounted cash flow etc.</p>
<b>Legislation</b>	<p>Leases must be in writing, and the lease document forms the standard documentation required. A formal deed is required for all leases. A mandatory standard form of lease does not exist although a market standard is in place</p>



# BUCHAREST

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# 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 575 sqm per 1,000 inhabitants (including its metropolitan area), which still lags behind other capital cities from the CEE region.

The key areas for retail in Bucharest include dominant shopping centers such as Baneasa Shopping City, AFI Cotroceni, Sun Plaza, Mega Mall, ParkLake 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 it boasts the highest retail sales per sqm in the country. Several major retailers such as Primark, Anson's, Foot Locker, Converse or Sports Direct 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



**360,000+**  
Number of people working in modern office buildings



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



**2.0 MILLION**  
Tourists visited Bucharest in 2025



# 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 Louis Vuitton, Max Mara, Hugo Boss, COS and the newly opened 4,000 sqm Stirbei Palace (TOFF Galleries) with Dior, Valentino, Gucci or Dolce & Gabbana stores among others. 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 Athenee, in the vicinity of Radisson Blu and Intercontinental Athenee Palace 5-star hotels.

### CALEA DOROBANTI

Calea Dorobanti is 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. Numerous 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	Louis Vuitton, Stirbei Palace (Dior, Valentino, Gucci, Dolce & Gabbana, Loewe, etc) Max Mara, Boss, GALT (Ulysse Nardin, Girard - Perregaux, Roger Dubuis, Jacob & Co, Jaeger - LeCoultre, Zenith, Omega, Pasquale Bruni, etc), Casa Frumoasa multibrand (Alexander McQueen, Ami Paris, Balmain, Ferragamo, Golden Goose, Jil Sander, Tom Ford, etc), Mengotti multibrand (Alexander McQueen, Balenciaga, Bottega Veneta, Christian Louboutin, Fendi, Dsquared2, Givenchy, Loewe, Moncler, Prada, Saint Laurent, etc), Secretist multibrand (Saint Laurent, Giambattista Valli, Magda Butrym, Giuseppe Zanotti, etc), Zegna, Mont Blanc, Vendome, Entrance (Thom Browne, Issey Miyake, Rick Owens, Jacquemus, etc)	€60 – 100 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, Nuba Cafe, The Brewprint, Molteni & Dada, Beautik, Casadei, Distinto, Simona's	€40 – 60 sqm/month	50 - 300 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, Dior beauty, Chanel beauty, Hugo Boss, Frey Wille, Paul & Shark, Victoria's Secret, Under Armour, Nespresso, JD Sports, Lacoste, Patagonia, Stefanel, Tommy Hilfiger, US Polo Assn, Dyson	N/A	50 - 4,000 sqm
<b>AFI 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	N/A	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 and Dimitrie Pompeiu office hubs	Zara, H&M, C&A, Peek & Cloppenburg, Massimo Dutti, Altex, Hervis, Intersport, JD Sports	N/A	50 - 3,500 sqm
<b>Sun Plaza</b>	Mass market retailers, including a large number of anchors	Leroy Merlin, Zara, Anson's, Pepco, New Yorker, H&M, Hervis, Intersport, Deichmann, Columbia, C&A, Altex, Cinema City, US Polo Assn	N/A	50 - 3,000 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	N/A	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	N/A	50 - 3,000 sqm

# BUCHAREST

## Shopping Centres

### BANEASA SHOPPING CITY

Baneasa area is 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 the best performing shopping center in Romania in terms of retail sales.

### AFI COTROCENI

AFI Palace Cotroceni is the dominant shopping center in the western part of Bucharest, close to Militari and Drumul Taberei, two high density districts of the city. The scheme is part of a landmark mixed-use (office & retail) developed over two floors and has a total GLA of approximately 90,000 sqm. The tenant mix includes numerous 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 were 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, opened in 2023.

### PROMENADA MALL

Promenada Mall is a 40,000 sqm GLA shopping center from the northern part of Bucharest, located in the middle of the Barbu Vacarescu-Floreasca area, among the most dynamic office hubs in Bucharest. One of the key features of the project is the 7,000 sqm terrace on the 2<sup>nd</sup> floor 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 expected to be completed in early 2027, which will accommodate a hypermarket and increase the fashion and entertainment footprint, along with providing extra office and hotel components.



# BUCHAREST

## 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 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 in Titan, one of the most densely populated areas of Bucharest. The project opened in 2016 (the last dominant shopping center completed in the city) and managed to attract new retailers on 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/ Asian.

Within shopping centers' foodcourts 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 like Mesopotamia, Spartan, Chopstix, Jerry's Pizza, Cartofisserie or Fryday.

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 more than 20 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 has been active over the last couple of years, with tens of specialty coffee boutiques being opened in central locations.

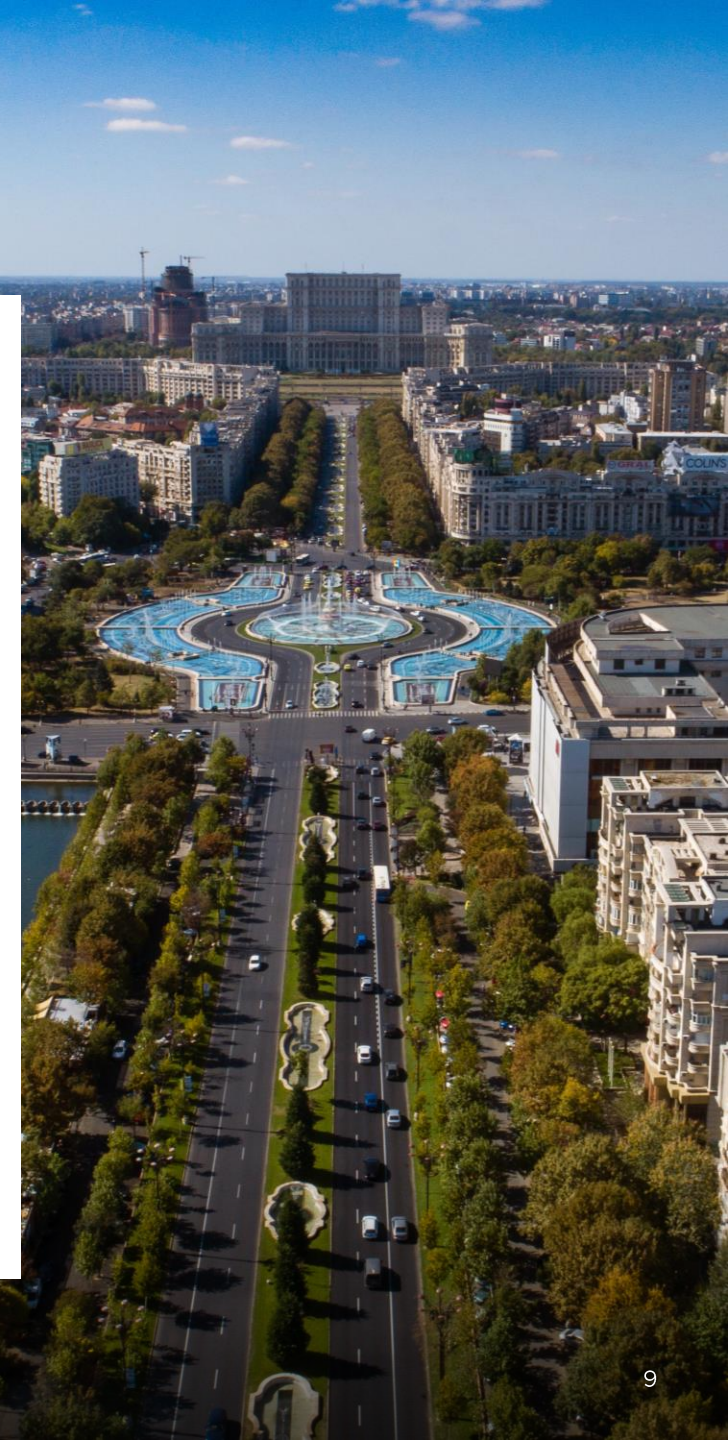
The historical city center has become a hotspot for both locals and international tourists. The old architecture, generous outside terraces, pedestrian areas and the F&B offer variety have established Lips cani as the "going out" destination in Bucharest.



# 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, Vivo 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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