

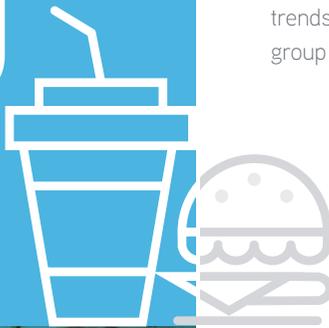
Colliers  
INTERNATIONAL

EXPERTS ON THE FUTURE OF REAL ESTATE

# RETAIL MARKET EINDHOVEN

# EINDHOVEN THE FAST FOOD CAPITAL

OF THE  
NETHERLANDS



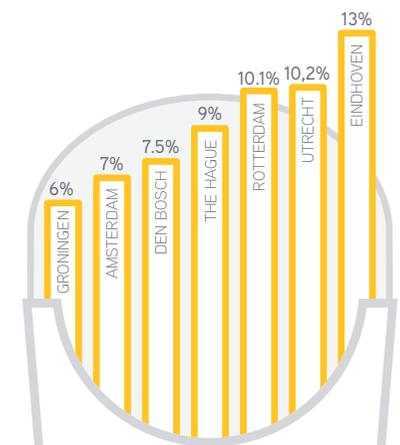
Eindhoven is gearing up to be a vibrant city that caters to people from across the globe. The city is home to a great many innovative jobs thanks to its large number of high-tech companies and institutes. Expats – most of whom come from India, China and South Korea – have become part of the city’s social fabric. The number of foreign visitors to the city is also growing significantly. For example, the number of overnight stays by foreign visitors has risen by over 25% in the past two years. These trends have resulted in a more diverse group of consumers with multiple needs and preferences. A group the city’s authorities, retailers and entrepreneurs in Food & Beverage need to take into account.

## UPGRADING THE CITY CENTER

Slowly but surely, Eindhoven is undergoing a transformation. The city’s first five-star hotel, NH Collection, has opened its doors and investors are busy upgrading countless buildings in the city center. The C&A building will be divided up to make room for a Hema store, while renovation work is due to start on the former V&D department store and De Heuvel shopping mall. The owners of these stores are not the only ones investing in a new future: the city itself is also taking initiatives. Perhaps the finest example is the redevelopment of Vestdijk. By restricting car access, this busy street will transform into a pleasant pedestrian boulevard offering a delightful mix of residential and office space, retail outlets and accommodation.

## FAST FOOD SURPLUS

Exciting developments abound, but there are still points for improvement. The average length of stay among visitors to the city center falls well short of comparable cities such as Groningen and Den Bosch. It would appear that Eindhoven lacks the resources and substantial appeal to keep visitors entertained for a longer period. The city is best known as a destination that offers shoppers efficiency and convenience, an image reinforced by the one-sided nature of the Food & Beverage (F&B) on offer. The share of fast food restaurants in the F&B industry is a towering 13%, well above the 7.8% average found in comparable cities.



SHARE OF FAST FOOD  
RESTAURANTS IN THE  
CATERING SECTOR

Eindhoven's growing cultural diversity calls for greater variety in the F&B landscape. This means more restaurants with international allure, such as The Lobster & Ox which opened in October with a concept that has wowed diners in other world cities. Restaurants offering Asian cuisine are also ideally placed to respond with new concepts. A prime example is vegetarian restaurant Saravanaa Bhavan, immensely popular with Amsterdam diners since its opening in 2016. Or fast casual restaurant concepts, such as Wagamama, and chains which have yet to gain a significant foothold in the Netherlands, such as Nando's and Yo! Sushi.



## SCOPE FOR MORE HIGH-END RETAIL

The need for a broader spectrum not only applies to F&B, but also to retail. Expats generally belong to a higher income bracket and have more money to spend. Eindhoven is still short on stores catering to the higher end of the retail market, and so shoppers seeking more exclusive products are still more likely to head for Amsterdam or Rotterdam. It's a gap that presents entrepreneurs with an opportunity to open more mono-brand stores.

The city could provide a lucrative location for brands such as La Dress, Repeat, French Connection and The Kooples, especially in the area around De Bergen. A cluster of higher-segment F&B concepts has made the area a popular haunt for visitors with more spending power. For the De Heuvel shopping mall, brands such as Ted Baker, Denham and American Vintage represent a promising addition to the existing range of stores.

## MORE SYNERGY BETWEEN FOOD AND RETAIL

All the ingredients are present: Eindhoven has everything it needs to develop into a dynamic and diverse retail center. A place where shoppers like to linger, rather than shuttling in and out for the sake of convenience and efficiency. This requires a more enticing blend of retail and places to eat and drink. The redevelopment of Vestdijk is a major step towards creating a more natural link with the restaurants, cafés and bars on Dommelstraat. We are now looking to the city's planners to come up with an appealing way to link De Bergen with the central shopping area. International retailers and F&B entrepreneurs can be relied upon to provide a wider and more diverse range of options. In combination, these initiatives are set to make the City of Light an ever more attractive destination for the growing group of international residents and visitors.



## ETIENNE VAN UNEN

etienne.vanunen@colliers.com

+31 61 317 21 30



## RICARDO BERGSMA

ricardo.bergsma@colliers.com

+31 6 12 27 14 09



## ABOUT COLLIERS

Colliers International represents the new real estate world and inspires trust. We believe in making society a better place by playing an active role in solving real estate issues.

Connecting global market developments, data and the world of occupiers, tenants and investors, ensures that we understand what tomorrow's real estate sector looks like. We spot the right business opportunities for our clients and give well-thought advice. We are the experts on the future of real estate.

These insights allow us to add value to the different stages in the real estate cycle and build strategic relationships. We offer creative real estate solutions that are not only attractive today but also relevant and sustainable in the future.

In the Netherlands our 330 professionals think differently and share the best ideas in a culture of entrepreneurship and service excellence.



HEALTHCARE



HOTELS



LOGISTICS & INDUSTRIAL



OFFICES



RETAIL



RESIDENTIAL

Of course we are affiliated with the most important organizations in our field such as the Dutch register of real estate surveyors, the Royal Institution of Chartered Surveyors, Vastgoedcert and the Dutch Brokers Association

Buitenveldertselaan 5, 1082 VA AMSTERDAM, Tel.: +31 (0)20 540 55 60.

Amsterdam.office@colliers.com | www.colliers.nl

