

BOGOTÁ

Cushman & Wakefield

Global Cities Retail Guide



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Bogotá is the capital of Colombia and the fifth largest city in South America. Home to nearly 7.1 million inhabitants, Bogotá is the main engine of Colombia's economy, culture, and politics.

The strategic location of the city and the evolution in the cultural and entertainment offer have made of Bogotá a very attractive destination for both locals and foreigners. In fact, the city is committed in becoming a tourism reference in South America in year 2030, for which the government is promoting the city as an experience, instead of a destination.

The aim is to connect the wide cultural offer with tourism: currently the city has an impressive range of popular cultural events: jazz, opera, salsa concerts and international artists perform frequently in Bogotá. The city hosts also many festivals such as the Ibero-American Theater Festival and Alimentarte. Art and fashion have also an important place in the cultural agenda with events such as ArtBo and Bogotá Fashion Week. The district is promoting artistic initiatives in traditional neighborhoods such as the Graffiti District, San Felipe Art district and Bronx Creative District. In addition to this, Bogotá has a wide gastronomic offer with ten food districts and a variety of restaurants from which several are in the Top 10 of Latin America. After sunset, the city comes alive with diverse nightlife options.

In economic terms the Bogota Region has a potential market of 11 million people and showcases positive economic indicators*: Fitch Ratings AAA credit rating, 30.6% contribution to the country's industrial GDP, and one of the lowest inflation rates among the most important cities in Latin America.

* Source: Invest in Bogotá



BOGOTÁ OVERVIEW

BOGOTÁ

KEY RETAIL STREETS & AREAS

ZONA ROSA

Zona Rosa is the hotspot in the city, it includes the “Zona T” which is a paved walkway in the heart of the most traditional nightlife district of the city. The area houses some of the best bars, restaurants, and boutiques in Bogotá. Both local and international retailers compete fiercely for commercial spaces in this area due to its appeal, traffic, and recognition.

NOGAL

El Nogal is considered to be a traditional area in the city. It was developed around the 1940s, and named after the Nogal tree species. It is largely considered a mixed use area, with residential, commercial and business use. The neighborhood and its surroundings hosts offices of important national and international companies, schools and embassies. It hosts many design and exclusive brands. Retail and some restaurants and coffee shops are mainly concentrated at “Calle de los Anticuarios” (Calle 81), Calle 80 and Carrera 9 from Calle 78 to Calle 82.

CARRERA 11

This street is considered an artery in the exclusive neighborhoods it crosses: Retiro, Chicó, Virrey, Nogal, Cabrera. It also leads to the main shopping malls in the area: Andino, Retiro, Atlantis. In this street are located brands as Maserati, boutique Hotels, embassies and high-end restaurants and rooftops (Juana la Loca, Apache and BOG Hotel rooftop)



BOGOTÁ

KEY RETAIL STREETS & AREAS

CALLE 109

This street decorated with palms on its wide sidewalks is almost exclusively occupied by occupiers such as furniture stores, interior design, kitchen, decoration, lighting, spas and beauty rooms. It has earned a reputation as one of the most expensive streets in the capital.

AVENIDA 19

Avenue 19 has become an important conglomerate of corporate buildings, restaurants and commerce. It crosses important districts of the city and belongs to one of the most exclusive areas of Bogota. It is composed of diverse decoration shops, clothing stores and an interesting offer of restaurants and nightclubs.

CALLE 122

122nd street has developed an important commercial growth in the last years. Here visitors can find important decoration shops, boutiques, restaurants, and art stores among others. Its proximity to Unicentro shopping center has allowed this area to be preferred by many people for shopping and has become one of the main commercial areas of the city.



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MARKET OVERVIEW

KEY AREAS / STREETS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL GROSS RENT SQ.M/MONTH	RANGE OF UNIT SIZES
Nogal	Upper class with high purchasing power	La Biferia, Le Relais de l'Entrecote, Restaurante Club Colombia, Dessvan, entrecasa, Pepa Pombo, Don Eloy, Saccaro, LE COLLEZIONI.	\$25 to \$60	112 to 217 sq.m
Carrera 11	Mid-upper class with substantial purchasing power	Starbucks, Subway, Hornitos, Tostao, Juana La Loca, Crepes & Waffles, Cascabel, Toshiro Robotayaki, BBC	\$22 to \$60	106 to 278 sq.m
Zona Rosa	Mid- Upper class with substantial purchasing power	Zara, Stradivarius, Lacoste, Swatch, Massimo, Dutti, Forever 21, Johnny Rockets, Bershka, Adidas, Julio, LE COLLEZIONI, Pull & Bear	\$29 to \$96	90 to 512 sq.m
Calle 109	Upper class with substantial purchasing power	Hunter Douglas, Jacques, Cachivaches, Iran Art, Ambiente Gorumet, Novo Arte	\$24 to \$29	115 to 193 sq.m
Avenida 19	Mid-Upper class with substantial purchasing power	Home Sentry, Subway, Tostao, BBC, WOK, Teriyaki, Pan pa ya, Oma, Shamua	\$17 to \$37	110 to 230 sq.m
Calle 122	Mid-Upper class with substantial purchasing power	Sony, Off Corss, Lacoste, Arturo Calle, Ragged, Adidas, Bettina Spitz, Inkanta. Studio F.	\$24 to \$30	136 to 321 sq.m



BOGOTÁ

SHOPPING CENTRES

EL RETIRO

Recognised as one of the key malls housing design and luxury brands, El Retiro is located in the most successful commercial sector of the city. It has 4 floors; the first two are commercial, the third has a food court and terraces; the fourth floor has office space. Its location is strategic and has widely-recognised brands such as Mango, La Riviera, Guess, Swarovsky, Tous among others.

PARQUE LA COLINA

This shopping centre has a total retail area of 64,000 sq.m. It is located in the northwest of Bogotá and it was opened in December 2016. In a short time, it has become one of the best positioned shopping centres in the city. Fashion and exclusive decoration brands as Crate & Barrel can be found in the mall. The first H&M store in the country was also opened in this mall.

SANTA FÉ

Opened in 2006, the first super regional shopping mall in the city and the second in revenue, Santa Fé is the sixth largest shopping mall in the country in terms of commercial space. It is divided into seven squares with 572 stores and 10 movie theatres.



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SHOPPING CENTERS

ANDINO

Andino is one of the main malls that houses luxury brands. It is located in the most exclusive area of the city. The neighborhood has mixed uses as housing, commerce, recreation, corporate buildings and services. In addition, it has become a representative icon of commerce in the city since it opened in 1993.

UNICENTRO

One of the main shopping malls in Colombia, as well as the first shopping centre developed in the city (1976), Unicentro is the top centre in terms of income, awareness, and social responsibility in Bogotá. Its construction contributed to the commercial development of the areas near Carrera 15 and Calle 127, in the north of Bogotá.

TITÁN PLAZA

A shopping mall located in the northwest of Bogotá, Titán Plaza is one of the top ten largest shopping malls in Colombia and the first in entertainment provision. It has four floors, an events square, a supermarket and several department stores. In addition, it has a business centre with offices across seven floors. It has 54,000 sqm. of commercial area and 13,000 sqm. of business centre.



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SHOPPING CENTERS

GRAN ESTACIÓN

Gran Estación is one of the most visited malls in the city. It is very close to the El Dorado airport and houses around 330 stores in total. It has a large public square, simulating a chessboard and a large decorative sphere with fountains at the main entrance. It is composed of two buildings linked by a bridge. Adjacent is a business centre composed of more than 13,000 sqm. of office space.

CENTRO MAYOR

This is a super regional mall that ranks third in revenue in the city. It is one of the largest shopping malls in Colombia and in Latin America. It has a circus theme adopted in its structure and decoration and is divided into 7 squares, consisting of 430 stores on 3 levels and 14 cinema screens.

EL EDÉN

El Eden shopping centre is located in the west of Bogotá. It is one of the largest shopping centres in Colombia in Latin America. The Chapman & Taylor firm participated in the design of the project. Its kinetic facade changes colors according to the position of the observer. The project has a “Retailtainment” experience proposition (Retail + Entertainment). This is also an environmentally sustainable project with LEED Core & Shell Pre-certification.

BOGOTÁ

MARKET OVERVIEW

SHOPPING MALLS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	GLA (SQ.M)
Unicentro	Mid-upper class with substantial purchasing power	Tous, Payless, Loto del Sur, Tommy Hilfiger, Falabella, Crocs, Montblanc, Swarovski, Levis, Fuera de Serie, Victoria's Secret, Julio, The North Face, Zara, Americanino, Chevignon, Adidas, MNG, Zara, Stradivarius, Studio F, ESPRIT, Ishop, Celio*	46,308
Andino	Upper class with high purchasing power	Aldo, Oscar de la Renta, Hugo Boss, La Riviera, Swatch, Swarovsky, Adidas, Steve Madden, Lego, Cromantic, Dolce & Gabbana, Louis Vuitton, The North Face, Inkanta, Velez, L'Occitane, Chevignon, Fossil, Sony, Hawaiianas. Esprit, NAF NAF, Rapsodia, Studio F, Women's Secret, Calvin Klein, Diesel, Levis, Polo Ralph Lauren, Timberland, Mac Center	22,458
Titán	Middle class with substantial purchasing power	Forever 21, Bath and Body Works, Stradivarius, ESPRIT, Celio*, Bershka, Pull & Bear, Armani Exchange, American Eagle, Calvin Klein, Zara, Kipling, Tous, MiniSo, MORPH Arturo Calle, Nike, Chevignon, Jumbo, Cromantic, I shop, Inkanta, Swatch, Ishop, Falabella, Home Sentry	59,370
Gran Estación	Middle class with substantial purchasing power	Versace, Hugo Boss, Ambiente Gourmet, Aquiles, Bosi, Burguer king, Calvin Klein, Chevignon, Spring, Crocs, Desigual, Diesel, Esprit, L'Occitane, Loto del Sur, Agua Bendita, DESIGUAL, Diesel, Julio, Lacoste, Le Coq Sportif, MAC, Naf Naf, Arturo Calle, Timberland, Celio*, Levis	45,289
Santafé	Middle class with substantial purchasing power	Adidas, American Eagle, O Boticario, Archies,, Bershka, Julio, Levis, Loto del Sur, Stradivarius, Zara, Ambiente Living, Falabella, Freeport, Payless, Casaldeas, DollarCity, MINISO, Pandora, Lego, Converse, New Balance, Nike, POLAR, Speedo, UMBRO, ESPRIT, Naf Naf, Women's Secret	79,710
Centro Mayor	Middle class with substantial purchasing power	H&M, Adidas, Americanino, Chevignon, Converse, Le coq Sportif, Levis, MINISO, PUMA, Skechers, Vans, Samsonite, O'Boticario, Cromantic, Falabella, Esika, Farmatodo, Gef, Levis, D'Mario, Mac Center, Bodytech	109,000

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MARKET OVERVIEW

SHOPPING MALLS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	GLA (SQ.M)
Parque Colina	Middle class with substantial purchasing power	Victoria´s Secret, H&M, Create and Barrel, Ambiente Living, Agua Bendita, Adidas, Bath & Body Works, Bimba y Lola, Casa ideas, Desigual, Emporio Armani, MNG, ZARA, MNG, Zara Home, Bershka, Stradivarius, Pull & Bear, Falabella, Invicta, Swarovski, Blush Bar, Kiehl´s, L´Occitane, MAC, PUMA, Reebok	64,000
El Edén	Middle class with purchasing power	Decathlon, Cine Colombia, Avianca, Alkosto, Claro, Crepes & Waffles, Lec Lee, Seven Seven, Spoleto, Wok Garden,, Beer, Buffalo Wings, Derek, El Carnal.	67,500
El Retiro	Upper class with high purchasing power	Carolina Herrera, Jimmy Choo, Levis, MNG, Pronovias, MaxMara, Calvin Klein, Diesel, Bendita Seas, Agua de Rosa, Agua Bendita, Onda de Mar, Swarovski, La Riviera, Amiente Gourmet, Inkanta	9,573

DEVELOPMENT TO WATCH OUT FOR

PASEO VILLA DEL RIO

Total Size

173,000 sq.m

Retail

75,000 sq.m

31,800 sq.m exclusive for entertainment

5800 sq.m exclusive sport spaces

11,500 sq.m gastronomic experiences

2,000 sq.m of experience for pets

Planned Opening Date

March 2020

Consumer Profile

Population located in the influence area in the south of the city. (+2.4 Mill habitants)

Average age 25 + years.

Middle class

Developer Team

- Suma Promotora Inmobiliaria
- Ménsula Ingenieros
- Avenida Capital
- Pro2



BOGOTÁ
NEW DEVELOPMENT
TO WATCH

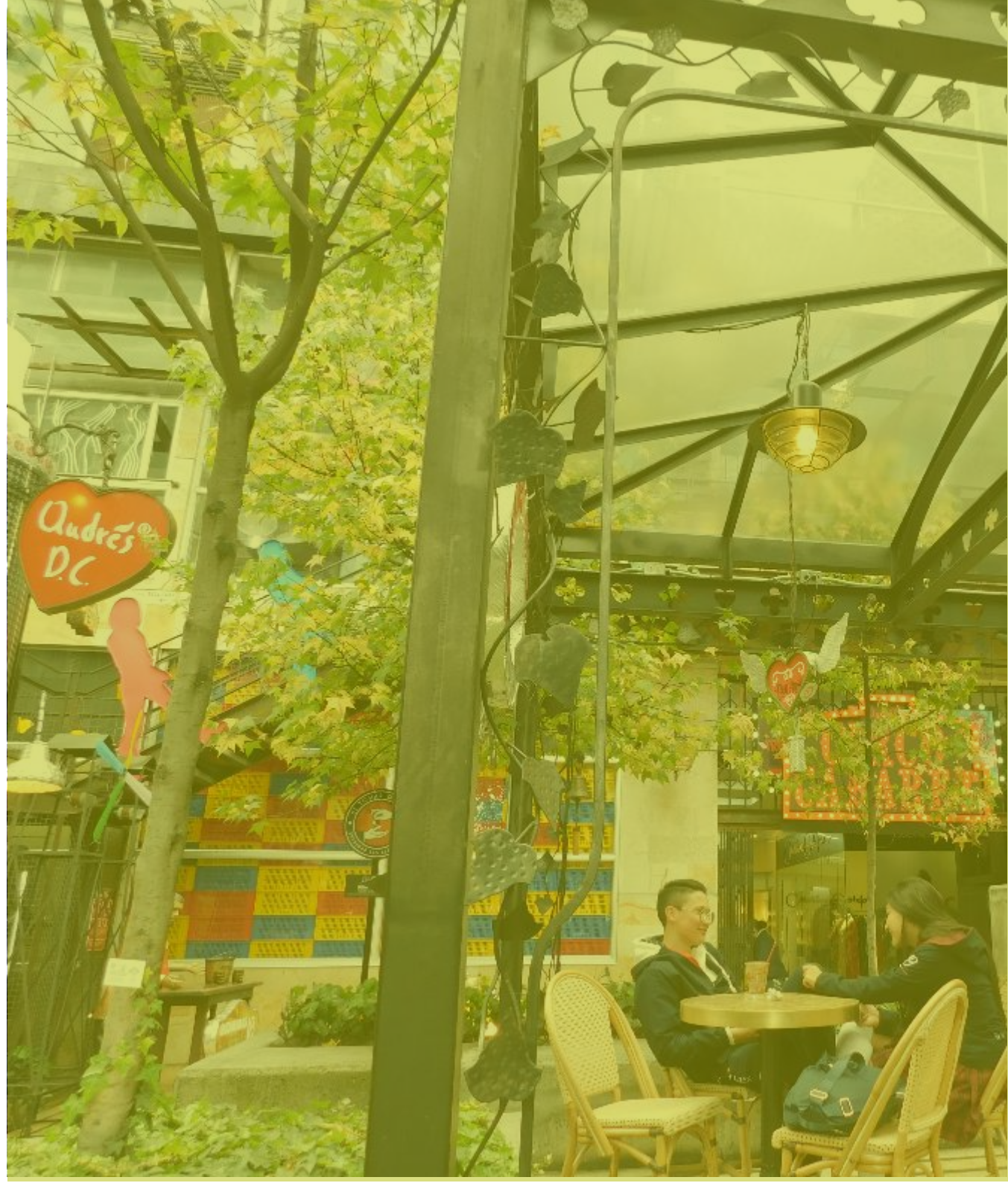
BOGOTÁ

FOOD & BEVERAGE

Bogotá has a wide gastronomic offer of Colombian, international and fusion food making it one of the most important gastronomic tourism destinations in Latin America.

The Colombian capital has more than 22 thousand restaurants, 10 consolidated gastronomic zones, 5 restaurants in the list of the “50 Best” (2015) in Latin America, gastronomic tours, cafes, and multiple festivals such as Alimentarte Food Festival, Bogotá Food Week and Bogotá Food and Wine, among others. Bogotá restaurants have been recognized for their quality in media such as Forbes, Condé Nast Traveler and CNN Travel magazines. It is an interesting flavor destination as it has a diverse proposition of native products such as tropical fruits, exotic tubers and typical species.

Colombian chefs with restaurants positioned in Bogotá such as the Rausch brothers, Harry Sasson and Leonor Espinosa, among others, have been conquering the first places in the international gastronomic rankings. A sample of this is that Leo was selected among the best 50 restaurants in the world.





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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	TYPICAL GROSS RENT USD/SQ.M/ MONTH	RANGE OF UNIT SIZES
Zona C	Middle- class	Frida, San Isidro, Moros y Cristianos, La Bruja, El Mirador, Casa Vieja, La Tarteria.	\$11 to \$13	300 to 355 sq.m
Zona Rosa	Middle-Upper class with substantial purchasing power	14 Inkas, Bellini, Asia, DiLucca, La Toscana, Hooters, Buffalo Wings, Jhony Rockets, Archies, Starbucks, Burguer King, Crepes and Waffles, La Taqueria, WOK, El Techo, Gyros y Kebab.	\$15 to \$70	130 to 300 sq.m
Zona G	Upper class with substantial purchasing power	El Cielo, Pardis, Criterión, Castanyoles, La Penela, Astrid y Gaston, Kong, Rafael, Mezcal, El Árabe, Suna, Al agua patos, Romeo y Paleta, JULIA, Chef Burguer, El Corral, la Bagatelle, Sierra Nevada, Juan valdez, Starbucks, Mr Ribs, BBC, El Carnal.	\$12 to \$35	139 to 310 sq.m
Zona M	Middle- class	Donostia, Anticuario San Lorenzo, Tapas Macarena, Te Encantaré, La Juguetería, Attico, La hamburgueseria, Pasión Peruana, Anna y Otto, Cerveceria Irlandesa, La mesa de sabores, La mona pizza. Cordelia Joya del Océano.	\$13 to \$18	67 to 432 sq.m

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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	TYPICAL GROSS RENT USD/SQ.M./ MONTH	RANGE OF UNIT SIZES
Quinta Chamacho	Middle -Upper class with substantial purchasing power	14 Inkas, Bellini, Asia, DiLucca, La Toscana, Hooters, Buffalo Wings, Jhony Rockets, Archies, Starbucks, Burguer King, Crepes and Waffles, La Taquería, WOK, El Techo, Gyros y Kebab.	\$12 to \$30	130 to 140 sq.m
Chapinero	Middle class	Brunetta Pizzeria, Capo di Capi, El caracol Azul, La Ventana, La Lupita, El Día que me Quieras, Grazia, Ceviche 66.	\$13 to \$27	180 to 310 sq.m
Calle 116	Middle- Upper class with substantial purchasing power	El Rancho mexicano, El Corral, Juan Valdés, Starbucks, BBC, Buffalo Wings, Taco Bell, Cantares, Balsámico, Plaza Mexico, Don Valentin.	\$28 to \$31	150 to 301 sq.m
Calle 109	Upper class with substantial purchasing power	Mister Lee, Coctel del Mar, Rock and Food, Bosforo, Teriyaki, Central Cevicheria, Home Burgers, Full 80's, Pastelería Jaques, La Bagatelle.	\$21 to \$23	115 to 258 sq.m
Usaquén	Middle-Upper class with substantial purchasing power	Beirut, Il Pomodoro, Kathmandu, 80 Sillas, La Mar, Abasto, 14 Inkas Café Quindio, 80 sillas, Osaki, Olivetto, La Provence de Andrei, Amor Perfecto, Mister Ribs, Wingz, JULIA, Tienda del Café, La Puerta de Alcalá.	\$15 to \$35	97 to 270 sq.m
Parque de la 93	Upper class with substantial purchasing power	El Sitio, Salto del Ángel, Pesquera Jaramillo, La Bonga del Sinú, Wok, Buffalo Wings, T.G.I.Friday's, Juan Valdez, Subway, Starbucks, BBC, Osaki, Juan Valdez, El Corral, La Vecindad, Muelle 11.	\$21 to \$56	120 to 780 sq.m

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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
RETAIL & LEISURE



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