Marketbeat
Retail
Geneva

#MARKETBEAT

H1 2026

CUSHMAN & WAKEFIELD | spg partner

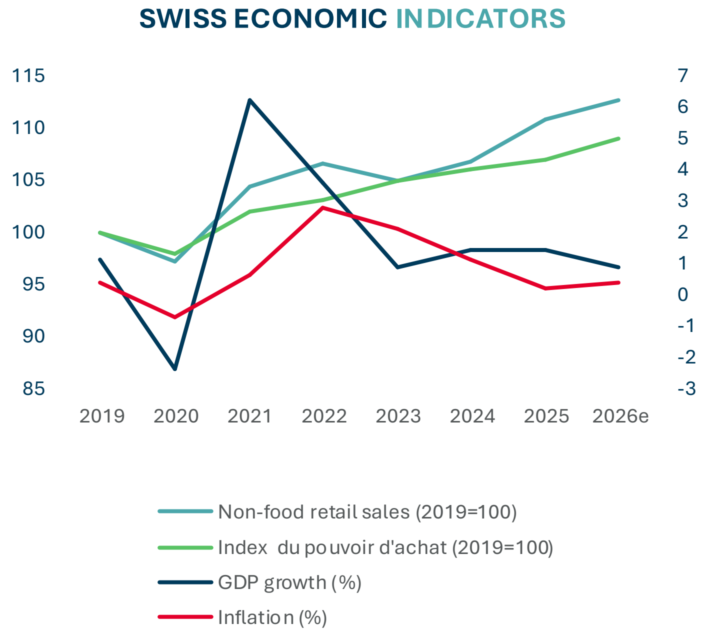
Economic Overview

Swiss inflation has remained low and well contained, supported by falling energy costs and stable consumer goods prices. Inflation is forecast at around 0.40% in 2026, allowing households to preserve their purchasing power. **The labour market remains robust**, with one of the lowest unemployment rates in Europe. While economic growth stays moderate, Swiss GDP is expected to grow by around 0.90% in 2026, driven by domestic consumption, services and high-value-added exports.

The Swiss hospitality sector continues to grow, supported by the recovery in international tourism and the country's strong appeal to European, North American and Asian visitors. Establishments are benefiting from sustained demand, particularly in urban centres and alpine destinations.

In retail**, household consumption remains broadly dynamic** thanks to a stable labour market and low inflation. Food retailers continue to post solid performance, while **non-food retail is gradually benefiting from improved consumer confidence** and a recovery in discretionary spending.

The outlook for 2026 remains favourable, with moderate but stable growth in activity across all sectors, underpinned by a particularly resilient Swiss economic environment.



Sources: IMF, SECO, OECD, FSO

General Overview

Leasing

- **Strong demand and limited supply, particularly in prime locations**, attracting international luxury brands and commanding some of the highest rents in Europe thanks to high visibility and an affluent clientele.
- **Saint-Gervais and Eaux-Vives emerging as more affordable alternatives**, driven by recent urban development and rising footfall.
- Changing consumer behaviour driven by the rise of e-commerce and the COVID-19 pandemic, leading to lower demand for physical space in some segments (fashion, non-essential retail).
- **Organic food and specialty retailers, however, seeing renewed interest.**

Investment

- **Retail investment volume reaching CHF 31.4 million in H1 2026**, driven over 70% by a single institutional deal, illustrating the shallow depth of the Geneva market in this segment.
- The 2021 peak (CHF 309 million) was entirely explained by a single trophy sale-and-leaseback transaction (CHF 220 million) — excluding this effect**, retail activity has stabilised between CHF 35 and 58 million a year since 2022**, a sign of the structural scarcity of prime product and of a retail market heavily shaped by large owner-occupiers.
- A supportive financing environment for buyers: the 10-year rate has fallen back to 0.31% (well below the 1.57% peak at end-2022) and the SNB policy rate remains at 0.00%, supporting purchasing power despite limited supply.

31,4 M
Transaction volume *in CHF*

1,77 M
Stock *in m²*

2,2 %
Availability Rate

3,5 %
Gross prime yield

Key Indicators H1 2026

Demographics & Economy

City Population	210'585
Canton Population	538'509
1-year growth	*+1,3 %*
Disposable Income	7'186 CHF
Inflation (1-year) [1]	0,4 %

Consumption Trends

Footfall (maximum)	50'130
Non-food Revenue Growth (10 years)	+ 13,8 %
Geneva Overnight Stays	3'851'477
1-year growth	*+1,7 %*
international overnight stays	*73 %*

Real Estate Market

Retail Stock, City	704'000 m² SBP
Retail Stock, Canton	1'765'000 m² SBP
Gross Prime Yield	3,5 %
Availability Rate	2,2 %
Prime Rent per Year	9'800 CHF/m²

Sources: OCSTAT, FSO, Wüest Partner, spg partner

Leasing

Tax policy encouraging improvements in building energy efficiency **in the canton of Geneva has prompted many owners of commercial buildings to undertake major renovation works.**

Since 2020, numerous construction projects have altered both pedestrian and vehicle traffic flows. While these initiatives aim to modernise the city and make it more sustainable, **civil works, combined with the effects of the 2020 pandemic and the rise of online retail, have significantly affected retailers' results**. As in most major cities, independent retailers are increasingly struggling to cope with city-centre rents and rising production and supply costs.

Geneva is no exception. **Major international brands and luxury groups** (ITX, Richemont, LVMH, Kering and Prada Group) **now dominate the market** and concentrate their presence in the most sought-after locations. This has led to the emergence of **micro-markets with strong appeal**, to the detriment of certain parts of the city whose commercial appeal has declined sharply.

It is clear that the renovation works launched from 2019 at numbers 1 to 19 Rue du Rhône have led to significant retail vacancy and a roughly 35% drop in rental values. Market rents, estimated at around CHF 5,400/m^2/yr in 2020, have thus been replaced by deals concluded at around CHF 2,900/m^2/yr.

OUTLOOK FOR 2026/2027

	Luxury Goods	Premium Goods	High Street Goods
Supply	→	↘	↘
Demand	↗	↗	↗
Rents	↗	↗	→

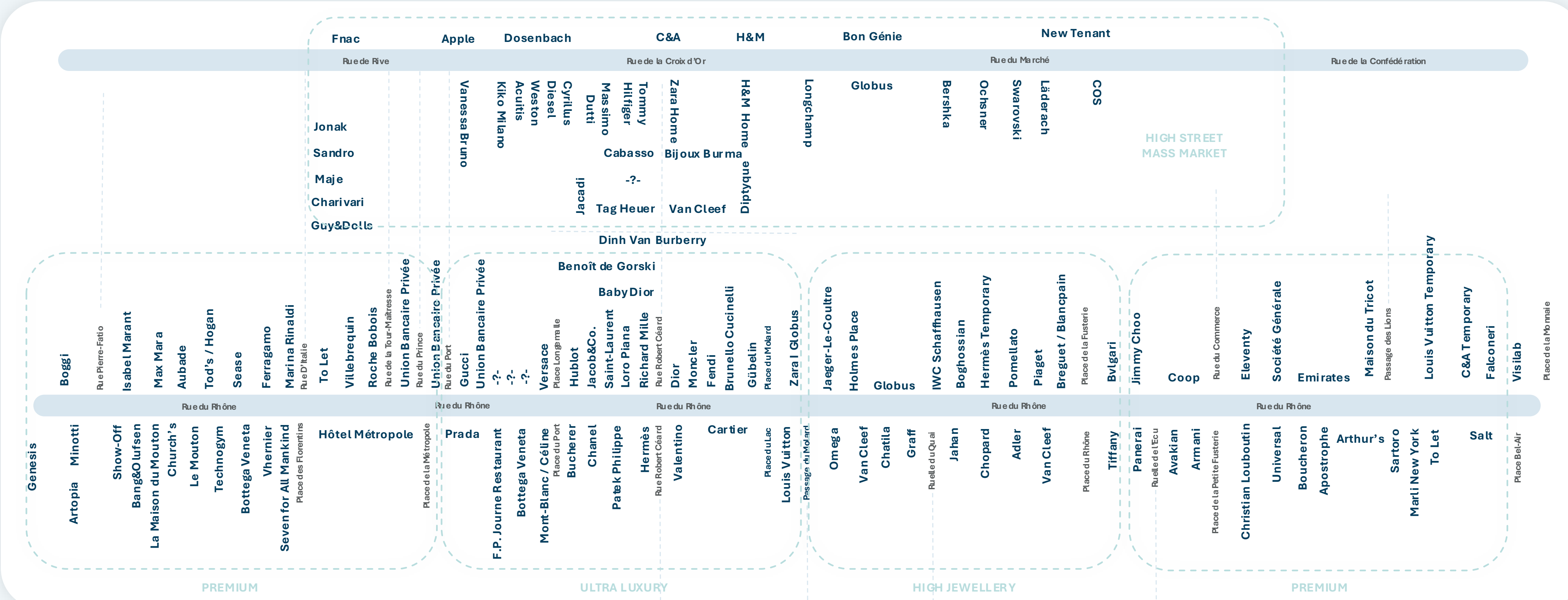
Alongside this direct and objectively measurable effect, **the arrival of mid- or lower-range retailers in an area frequently changes consumption habits and customer flows.**

This phenomenon encourages higher-value-added brands to seek geographic repositioning in order to preserve their brand image and commercial appeal.

SUBMARKET INDICATORS

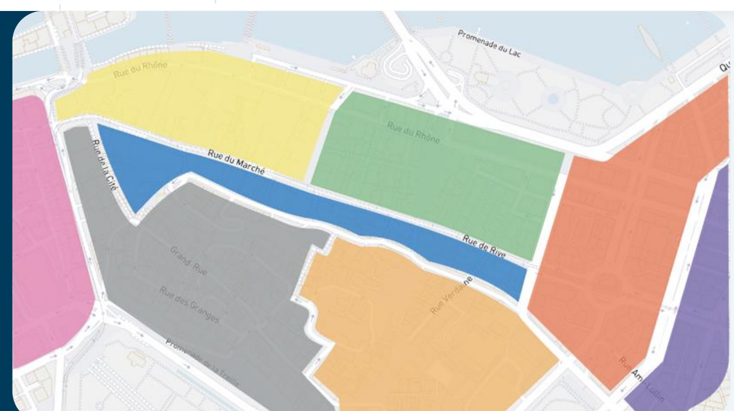
	Market Rent CHF/m^2/yr
Cité-centre	900 – 9’800
Eaux-vives	450 – 850
St-Gervais - Pâquis	350 – 950
Champel - Malagnou	400 – 550
Nations - Grand-Pré	350 – 450
Plainpalais - Philosophes	350 – 550
Charmilles - Petit-Saconnex	300 – 400
Acacias	275 – 450
Carouge	250 – 500
Airport - Vernier - Meyrin	250 – 450
Lancy - Onex	250 – 350
Chêne-Bougeries - Thônex	250 – 350

Leasing – Luxury Segment



INDICATIVE RENTS BY SUB-SECTOR, GENEVA CENTRE

	Rent CHF/m²/yr
Hollande	500 – 1'100
Rues-Basses - Fusterie	1'500 – 8'500
Rues-Basses - Longemalle	1'200 – 9'500
Rues-Basses - Cité	900 – 3'300
Rond-Point-de-Rive	600 – 2'900
Glacis-de-Rive	600 – 900
Cité	900 – 1'300
Bourg-de-Four	900 – 1'500



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Investment

The Geneva retail investment market recorded CHF 31.4 million in transactions in H1 2026. This volume rests almost entirely on a single large institutional deal worth CHF 22.15 million. The remainder consisted of eleven small retail units and strata-title shares, each below CHF 1.5 million.

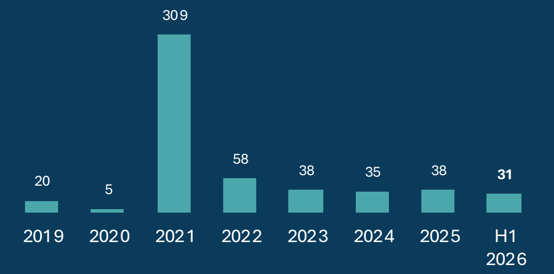
As a half-year figure, this is not directly comparable to full years, and in particular to the exceptional 2021 peak, when CHF 309 million changed hands — driven entirely by a single trophy sale-and-leaseback transaction worth CHF 220 million, unlikely to be repeated. Once this effect is stripped out, **annual retail activity has instead ranged between CHF 35 and 58 million since 2022**: in six months, H1 2026 has therefore already reached almost the level of a recent full year. **A sign of how scarce the product is: large, well-located and secure prime ground-floor retail units rarely change hands.**

The gross prime yield reached 3.50% in H1 2026 — its highest level since the 2021 peak (3.70%). This reflects a downward revision in the prices buyers are willing to pay.

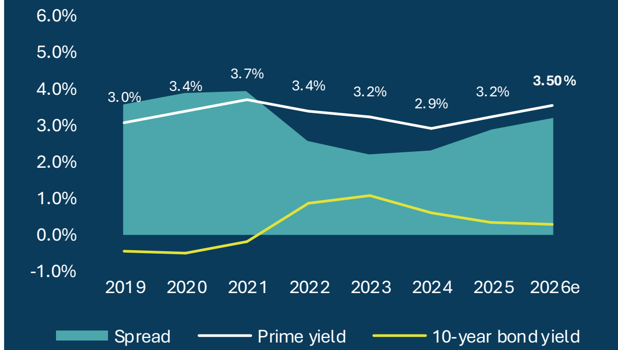
This shift comes despite a financing environment that has remained particularly favourable, with the yield on 10-year Confederation bonds having fallen to around 0.31% at end-June 2026, against a peak of 1.57% at end-2022. The cost of credit therefore does not explain this rise in required yield, which instead reflects **a risk premium in a market where transaction volumes remain constrained**.

This risk premium chiefly reflects a pricing gap between sellers and buyers: **sellers remain anchored to valuations inherited from the 2021-2022 cycle**, while buyers will only transact at higher yields. Hence a volume driven by a single deal and, for the rest, activity limited to small units.

TRANSACTION VOLUME (CHF MILLIONS)



ESTIMATED GROSS PRIME YIELD



TOP 5 TRANSACTIONS IN H1 2026

	Address	Sector	Buyer	Seller	Price CHF
1	Place du Lignon 1-45	Le Lignon	CP Serrières SA	BVK Pers. canton ZH	22'150'000
2	Rue Baylon 2bis	Carouge	GM Concept SA	Bushido Conseils Sàrl	1'400'000
3	Rue de l'Est 2	Eaux-Vives	FM Patrimoine / Probord	ASCM SA	1'250'000
4	Rue Vautier 17-19	Carouge	A. Bérard / T.-M. Nguyen	J. Vautier	1'210'000
5	Rue A. Carteret 24 / Schaub 13	Servette	ICF-Genève	Fond. Handisport GE	1'000'000

As of 30.06.2026 (source: FAO)

We get your point

Our teams are here to help

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