CUSHMAN & WAKEFIELD

GENEVA

GLOBAL CITIES RETAIL GUIDE

2026 EDITION

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GENEVA OVERVIEW

With 520,000 residents, Geneva is the second most populous city in Switzerland (after Zürich), with a high percentage of foreign residents (46.7%).

Geneva is a worldwide financial, commodities and oil trading centre, as well as a centre for diplomacy, due to the presence of over 40 international organisations such as the UN, ICRC, CERN, IKRK, WHO, IAO, ISO, ITU, WIPO, WMO, WOSM, WTO and UNHCR.

For many years, Geneva has been ranked as one of the world's most expensive cities with the highest cost of living and the highest quality of life. Purchasing power is also very high in Geneva. The high standard of living combined with a cosmopolitan resident mix, and a large contingent of consumers from the Middle East, makes Geneva an ideal location for major international retailers and more particularly for luxury brands.

FACTS ABOUT CITY



65% - Proportion of household revenue dedicated to consumption expenses (including housing & energy)



CHF 14,805 - Average monthly revenue per household (2.18 persons) in Geneva



2.77 M – international overnight stay in Geneva hotels in 2024

GENEVA

Key Retail Streets & Areas

RUE DU RHÔNE

The Rue du Rhône is the most emblematic luxury retail street in Geneva. This street located in the Geneva CBD, and close to the lake, hosts many famous luxury brands such as Hermès, Dior, Chanel and Louis Vuitton, as well as world famous watchmaker and jewellery stores such as Patek Philippe, Omega, Panerai, Richard Mille, Piaget, Van Cleef & Arpels, Boucheron, Graff, Tiffany, Cartier and Bvlgari amongst others.

RUE DE LA CONFEDERATION / RUE DU MARCHE / RUE DE LA CROIX D'OR / RUE DE RIVE

Located on the left bank, these streets are parallel to Rue du Rhône and lead from Place Bel-Air to Cours de Rive. In contrast to Rue du Rhône, many mass-market international brands are located on these streets, such as Apple, FNAC, H&M/H&M Home, Longchamp, Zara Home, Massimo Dutti, Cyrillus, Diesel, Tommy Hilfiger, KIKO, Mango, Cos, Benetton, Intimissimi, Rituals, Etam etc.

RUE DU MONT-BLANC

Although not as fashionable as the city centre, there is an equally large selection of clothing and jewellery retailers along Rue du Mont-Blanc, and within the surrounding streets. These include Franck Namani, Ladurée, Swatch, Four Seasons Hotel des Bergues, auction houses Christie's and Antiquorum, watchmaker Girard Perregaux and a large F&B offer.



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Key Retail Streets & Areas

RUE DE LA ROTISSERIE / RUE DE LA MADELEINE / RUE DU VIEUX COLLEGE / RUE DE LA FONTAINE

This area mainly consists of Rue de la Rôtisserie and Rue du Vieux Collège, located between Geneva Old Town and the mass market area of Rue du Marché / Rue de la Croix d'Or. Many well known upper-mass and premium retailers are located here, including Zadig & Voltaire, Max Mara Weekend, Aesop, Gérard Darel, Eric Bompard and Comptoir des Cotonniers.

PLACE DE LA FUSTERIE / PLACE DU MOLARD / RUE NEUVE DU MOLARD / RUE DU PORT / RUE D'ITALIE / RUE PIERRE FATIO

This area is made up of many pedestrian streets perpendicular to Rue du Rhône and Rue de la Confédération / Rue du Marché / Rue de la Croix d'Or / Rue de Rive. Retailers on these streets are a mix of mass market and luxury brands, such as Brunello Cuccinelli, Fursac, Burberry, Manoush, Claudie Pierlot, Tara Jarmon, Maje, Sandro, Diptyque, Jacadi amongst others.



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Market Overview

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE/ RETAIL MIX	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Rue du Rhône	Luxury brands	Boucheron, Louboutin, Jimmy Choo, Bulgari, Tiffany, Chopard, Van Cleef&Arpels, Omega, Pomellato, Graf, Cartier, Louis Vuitton, Christian Dior, Loro Piana, Valentino, Chanel, Hermès, Patek Philippe, Prada, Yves Saint Laurent, Gucci, Céline, Moncler, Bottega Veneta, Ferragamo, Max Mara		CHF 1,250-8,000 sqm/year	80-500 sqm
Pedestrian streets : Rue de la Confédération Rue du Marché Rue de la Croix d'Or Rue de Rive	Mix of mass market and premium retailers	Marionnaud, Foot Locker, Victorinox, Kiko, Intimissimi, Etam, Rituals, Hugo Boss, H&M, H&M Home, Bershka, C&A, Longchamp, Zara Home, Massimo Dutti, Bon Génie, Globus, Cyrillus, Apple, Fnac, Diesel, Guess, Cos, Mango, Etam, Hugo Boss	Sephora (2026)	CHF 1,000-4,000 sqm/year	80-900 sqm
Rue du Mont-Blanc (Pont-du-Mont-Blanc area) – Quai des Bergues	Premium retailers	Four Seasons Hotel des Bergues, Frank Namani, Ladurée, Antiquorum, Christie's, Girard Perregaux, Pace Gallery	Breitling & Breitling Café (2024)	CHF 800-1,800 sqm/year	80-400 sqm
Place de la Fusterie / Place du Molard / Rue Neuve du Molard / Rue du Port / Rue du Prince / Rue d'Italie, Rue Pierre Fatio	F&B and premium retailers	Audemars Piguet, Burberry, Hublot, Gagosian, Dinh Van, Zara, Starbucks, Maje, Gucci, Sandro, Alain Afflelou, F.P Journe, Messika	Diptyque (2025)	CHF 900-2,000 sqm/year	80-300 sqm

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Market Overview

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE/ RETAIL MIX	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT	RANGE OF UNIT SIZES
Rue de la Rôtisserie / rue de la Madeleine / rue du Vieux Collège / rue de la Fontaine	Luxury, Premium, F&B and Mass market retail	Rolex, Max Mara Weekend, Zadig & Voltaire, The Kooples, Comptoir des Cotonniers, Peak Performance, Gérard Darel, Not Shy		CHF 600-1,000 sqm/year	50-200 sqm
Balexert Shopping Centre	F&B, Leisure, Food and Mass market	Migros, Zara, Mango, H&M, FNAC, Guess, Diesel, Flying Tiger, Aeschbach, Tezenis, Guess, Kookaï, Sephora, Maison 123	Guess, Maisons du Monde	CHF 750-1,000 sqm/year	80-5,000 sqm
La Praille Shopping Centre	F&B, Leisure, Food and Mass market	COOP, Zara, C&A, JOTT, Aeschbach, Rituals, PKZ, Rituals		CHF 600-1,000 sqm/year	From 80 sqm
Chavannes Centres	Families (middle and upper class, expats)	H&M, Manor, Gérard Darel, Bon Génie, Lacoste, Nespresso, Kiko, Aeschbach, Jacadi, Decathlon		CHF 500-1,000 sqm/year	50-1,000 sqm

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Shopping Centres

LEFT BANK / LA PRAILLE

This shopping centre was developed as part of the Geneva stadium area development and opened in 2002.
It is located on the left bank of Geneva, close to the Geneva city centre.
This centre is part of the “Stade de Genève” comprising a stadium, a hotel and a shopping centre. The centre hosts approximately 80 retailers over 32,000 sqm. Part of the centre is dedicated to leisure (fitness, bowling, cinemas) and restaurants. The distance to the city centre / main train station is around 4.5 km (ca. 21min by public transport).

RIGHT BANK / AIRPORT

The Balexert shopping centre is the biggest centre in Geneva and one of the oldest (inaugurated in 1971).
It is located on the right bank of Geneva, close to the Geneva Airport. This centre has been transformed and extended many times and today totals to 50,000 sqm. It provides both retail and leisure (cinemas, fitness etc.).
The distance to the city centre / main train station is approx. 4.5 km (ca. 16 min by public transport).

CHAVANNES CENTRE

This centre is located on the right bank in the Chavannes-de-Bogis area (20-minute drive from Geneva’s city center) and located in the canton of Vaud.
This centre is directly located along the motorway A1 and in the immediate vicinity of the French border. The centre has been developed by the Swiss retailer Manor and delivered in 1992. The centre has been transformed and refurbished many times and counts today more than 40 retailers. Due to the tenant mix and the high purchasing power of the local population living in the area, this centre, even smaller than many other centres, is known as one of the most profitable shopping centres in the French speaking part of Switzerland.



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Food & Beverage

The food and beverage sector in Geneva is fragmented and dominated by independent operators.

The largest fast-food operators in the city include McDonald's and Migros, which operates restaurants, take-aways and coffee shops. Starbucks and Le Pain Quotidien are also represented in the city.

Geneva is often regarded as the culinary capital of Switzerland and in some respects not typical of the country. There is a not surprisingly strong French influence given its proximity to France. Geneva is one of the country's main nightspots with a multitude of bars and clubs. Many bars and restaurants also provide local folk entertainment.

Local specialties include fondue, raclette, lake fish dishes, smoked sausage and a variety of casseroles. As an international city, Geneva also offers visitors the chance to sample food from around the world. Although many of Geneva's most refined gourmet restaurants are expensive and formal; diners can also enjoy Geneva's more relaxed café culture at a reasonable price.

The key areas for food and beverage are around Lac Léman and along both sides of the River Rhône. The hotels and eateries around the lake feature some of the most decadent restaurants in Geneva with stunning views and first-class service. The luxury hotels include Swissôtel Métropole; Four Season's Les Bergues, Le Richemont, Beau Rivage, La Paix, Hôtel d'Angleterre, Kempinski, dent-Wilson and Mandarin Oriental etc.

The city centre extending from the banking district to Eaux Vives, the parallel streets of Rue du Rhône and Rue du Marché (becoming Rue de Rive further east) make up Geneva's most famous shopping district and have many food and beverage outlets, including in the Confédération Centre.

The Pâquis is Geneva's most international district in terms of cuisine and is where some of Geneva's well-known restaurants are located. Particularly prevalent are Arabic, Thai, African and South American cafes offering value-priced cuisine. It is also home to trendy vintage clothing stores and interesting ethnic boutiques.

The many winding alleys of the Old Town area of Geneva are home to traditional Swiss restaurants and French cafes, while Italian cuisine is to be found in the Eaux-Vives district.

Plainpalais is a university student area with many lower-priced options including take-away foods, while Carouge is home to the most trendy and experimental restaurants in the area.

New food and beverage areas are developing, corresponding to the CEVA train stations.

This train line was put in service in 2019 links the French border on the left bank to the Geneva main station on the right bank.

Some stations and projects around them are still under construction, and the marketing of the retail / F&B surfaces is underway.

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Food & Beverage Market Overview

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Confédération Centre	Locals, tourists	Lipp, Capocaccia, Food Court
The Old Town	Locals, tourists	Les Armures, Restaurant de l'Hôtel de ville, La Clémence, Demie Lune, La Favola
City Centre /Place du Molard	Locals, tourists	Café du Centre, Molino, Globus food, BG Café, Le Carnivore, Rooftop 42 etc.
Rue du Rhône	Locals, tourists	F P Journe, Métropole, Chez Philippe etc.
Along Lac Léman/River Rhône	Locals, tourists	Cottage café, Atelier Robuchon, Fiske Bar, Grill Floor Two, Lou One, Arabesque, Bayview, Il Lago.
Rue du Mont-Blanc	Locals, tourists	Wine & Beef, Café de Paris, Five Guys, Starbucks, McDonald's, Starbucks, Intenso, Café Bristol
Pâquis	Locals, tourists	Boeuf Rouge, l'Entrecôte Couronnée, East West
Eaux Vives	Locals, tourists	La Taqueria de los Cuñados, Indabar, Attar, Cineciità, Da Paolo etc.
Plainpalais	Banking district, students	Le Lyrique, La Plage, Le Kiosque des Bastions, Le Dorian, Monsieur Bouillon, Meyhanè
Carouge	Trendy locals, tourists	Café des Négociants, Dix Vins, Olivier de Provence, Via Roma, L'Artichaut, Le Flacon



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Retail Warehousing/ Big-box Retail

LITTORAL PARC – ETOY

The Littoral Parc area is the most important retail park area in the French speaking part of Switzerland. Located along the motorway A1, between Geneva and Lausanne, this area originally developed with the opening of Ikea in 1979 and the construction of the Littoral Centre shopping centre. The retail development continued with the opening of major retailers like Hornbach. The retail development of this area has now been stopped due to the decision of the local authorities to limit the nuisances (primarily traffic).

NAME	CONSUMER PROFILE	RETAILERS PRESENT	F&B AND LEISURE TENANTS	TYPICAL RENT FOR UNIT OF 500 SQM	RANGE OF UNIT SIZES
Littoral Parc Etoy	Families	Ikea, Hornbach, Migros, Orchestra, Casa, Maisons du Monde, Heytens, Natuzzi, Pfister	Migros, McDonald's	CHF 240 sqm/year	200-3,000 sqm



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