CUSHMAN & WAKEFIELD

ZÜRICH

GLOBAL CITIES RETAIL GUIDE

2026 EDITION

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ZÜRICH OVERVIEW

Zürich is the largest city in Switzerland and the most important in economic, scientific and social terms. Some 1.45 million people live in the urban agglomeration of Zürich and within the metropolitan area it increases to 1.9 million.

Like Geneva it is built on the edge of a lake. The city straddles the river Limmat at its junction with Zürichsee. It is on the west bank that most of Zürich's business and commercial activity takes place, and this is also the city's main shopping area.

Zürich is Switzerland's German-speaking business and banking centre, and the retail offer reflects the wealth generated by this sector. All the major designer names have a presence in Zürich. Many of the most famous boutiques are on the elegant Bahnhofstrasse, a 1.4 km long street with ca. 140 units.

Depending on the part of the street, Bahnhofstrasse is home to exclusive brands, as well as major international players from the mass-market sector or traditional department stores. Every day more than 100,000 people pass along the street and more than 400,000 travellers per day use Zürich's main station.

Due to the strong purchasing power and the associated high sales productivity of the retail trade, many international retailers and brands are attracted to the location. Top tenants generate revenues of more than CHF 200,000 per sqm on Bahnhofstrasse.



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Key Retail Streets & Areas

BAHNHOFSTRASSE

Zürich's retail offer is very broad. International fashion brands can be found mainly on Bahnhofstrasse, the street which has contributed most to Zürich's reputation as a shopping destination. Today on Bahnhofstrasse, numerous international brands, jewellery, watch and department stores are located. Further along Bahnhofstrasse the more exclusive the boutiques become with premium clothing brands, accessories, jewellery and watches down towards the lake. Luxury brands such as Louis Vuitton, Prada, Saint Laurent, Dolce & Gabanna, Gucci and many more are represented. Watch and jewellery brands such as Rolex, Panerai, IWC Schaffhausen, Patek Philippe, Blancpain, Tiffany, Harry Winston or Cartier are to be found mainly in the vicinity of Paradeplatz. International brands also occupy good positions on the side streets leading off Bahnhofstrasse such as Rennweg, Strehlgasse, Storchengasse or Bärengasse.

RENNWEG, STREHLGASSE, STORCHENGASSE

Rennweg is Zurich's renowned and representative retail street, located a few steps away from Bahnhofstrasse. Many leading international brands and designer labels such as Gant, Hanro, Maje, ORIS or Brandy Melville, KA/NOA are present there. Strehlgasse and Storchengasse are located within the pedestrian area of Zurich's old town. Both streets are known for the presence of a broad mid to upper price/luxury retail segment such as Zadig & Voltaire, ba&sh, Jil Sander, LE LABO, Anne Fontaine, Isabel Marant, Birkenstock, Luca Faloni and many more.

NIEDERDORF AND LIMMATQUAI

In the daytime the pedestrianised area of Niederdorf and Limmatquai is popular with its many small hidden shops attracting people to stroll, shop or pause over a drink or a meal. Filled with tourists and mainly students from the neighbouring university and public library, this part of the city has always been the right destination for contemporary concepts. The abundance of small bars, restaurants and shops make the Limmat area an attractive location. An abundant mixture of international brands in the mid to lower price range are located here. Depending on the part of the street brands such as Foot Locker, Rituals, Calida, Carhartt, Lululemon, COS or American Vintage have opened their stores in Niederdorf / Limmatquai. At night, the Niederdorf area with its bars, cafes and street performers turns into a party zone.

BELLEVUE, SCHIFFLÄNDE, OBERDORF

The Bellevue is perceived to be a diverse and highly frequented area, with very good public transport accessibility. It is an important transportation hub for Zurich, located on the southern end of the old town on the right side of Lake's Zurich outflow into the Limmat river. Increasingly in demand by national and international retailers requiring high footfall, this location has gained importance on the retail map of Zurich. Neighbouring Schifflände and Oberdorf are further developing their positioning as an urban retail area with brands such as Subdued, Joe & The Juice, Starbucks, Motel a Miio and Aesop located here.

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Market Overview

KEY AREAS / STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 200 SQM	RANGE OF UNIT SIZES
Bahnhofstrasse-Hauptbahnhof (commercial area)	Tourists, many local business people, local shoppers	H&M, Mango, ZARA Men, &other Stories, Globus, Swatch, Fielmann, Swarovski	Gisada, Rituals, Salt, ZARA Men, miramira	CHF 8,000 - 9,000 sqm/year	50-2,000 sqm
Bahnhofstrasse-Mitte (commercial / luxury area)	Tourists, many local business people, local shoppers	COS, Chanel, Burberry, Prada, Gucci, Cartier, IWC Schaffhausen, Omega, Lacoste	Longines, Céline, Chanel, Läderach, Messika, Boucheron	CHF 8,000 - 9,000 sqm/year	50-2,000 sqm
Bahnhofstrasse-Paradeplatz (luxury area)	Tourists, many local business people, local shoppers	Confiserie Sprüngli, Armani, Bulgari, Loro Piana, Louis Vuitton, Hermès, Vacheron Constantin, Piaget, Harry Winston, Blancpain	Rimowa, Canada Goose, ALEMI	CHF 8,000 - 9,000 sqm/year	50-2,000 sqm
Bahnhofstrasse-See (luxury area)	Tourists, many local business people, local shoppers	Bongénie, Tommy Hilfiger, Christian Dior, Tiffany, Brunello Cucinelli, Dolce & Gabbana, Saint Laurent, Rolex	Bongénie Van Cleef & Arpels	CHF 5,500 – 7,000 sqm/year	50-1,000 sqm
Rennweg / Strehlgasse / Storchengasse / Münsterhof	Tourists, many local business people, local shoppers	Gant, Liu Jo, Apple, Maje, Tara Jarmon, Pinko, ba&sh, Max Mara, ORIS, Valentino, Jil Sander, Zadig & Voltaire, Golden Goose, APM Monaco	Canada Goose, Birkenstock, Peserico, Brandy Melville	CHF 2,500 – 3,500 sqm/year	50-500 sqm

NOTE: *base rent

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KEY AREAS / STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 200 SQM	RANGE OF UNIT SIZES
Niederdorf / Limmatquai	Tourists, local business people, local shoppers	Rituals, Foot Locker, COS, Vero Moda, Lululemon, Burton, American Vintage, VIU, Carhartt, Only, Nile, Timberland, Levi's		CHF 1,300 – 1,500 sqm/year	50-500 sqm
Bellevue / Schifflände / Oberdorf	Local, Tourists shoppers	Subdued, Joe & The Juice, Aesop, Starbucks, Kuoni	Maurice de Mauriac	CHF 800 – 1,500 sqm/year	50-500 sqm
Glattzentrum	Local, tourists	Apple, Bershka, H&M, Gant, Douglas, Foot Locker, Guess, Kiko, LEGO, Nespresso, Pandora, Mango, Swatch	Aldi, Rossmann	CHF 2,000 – 2,400 sqm/year	30-2,000 sqm
Sihlcity	Local, tourists	Zara, Peak & Cloppenburg, SEPHORA, Nespresso, Snipes, Läderach, Marc O'Polo		CHF 1,000 – 1,200 sqm/year	30-2,000 sqm
Shoppi Tivoli	Trendy fashion, leisure	Bershka, Only, GUESS, Kiko, Läderach, Nespresso, Hunkemöller, Maisons du Monde, Calzedonia	Sostrene Grene, Lindt Chocolate, Visilab, Decathlon	CHF 1,500 sqm/year	30-4,000 sqm

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Key Retail Streets & Areas

GLATTZENTRUM

The Glattzentrum shopping Center is considered to be the most profitable shopping Center in Switzerland, with a turnover over CHF 600 million (2025). Located outside the city Center of Zürich and close to the airport, Glattzentrum is one of the biggest shopping centres in Switzerland (43,387 sqm).
This Center also has the highest productivity per sqm, totalling CHF 14,290 per sqm in 2025.

SHOPPI TIVOLI

The shopping Center Shoppi Tivoli is 92,000 sqm, the largest shopping Center in Switzerland. It is considered to be part of Zürich's agglomeration; however, with its size, its broad retail, leisure and F&B offering and its proximity to a number of big box operators (for instance Ikea), this Center has gained significant importance on the Swiss retail map. The turnover of Shoppi Tivoli is over CHF 400 million per year (2024). Many international retailers are located here, for instance Van Graaf, Inditex Group, Hunkemöller, Maisons du Monde and many others.

SIHLCITY

The shopping Center Sihlcity has developed its position as a 'city shopping Center'. The Center has good accessibility by public transport and is located around 3 km from Zürich's CBD. Sihlcity has a broad offering of retail, leisure and F&B, and with a floorspace of 42,466 sqm, Sihlcity is the sixth largest shopping Center in Switzerland. The Center is in the top 5 in terms of turnover, with approx. CHF 340 million (2023) per year.



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Food & Beverage

The range of food and beverage outlets in Zürich is as diverse as the city itself, whether this is dining in the best gourmet restaurants located in historic guild houses or enjoying a meal alfresco.

Innovative ideas are often pioneered in Zürich. For example, Europe's first vegetarian restaurant, Hiltl, was established in Zürich as was the well-known and often copied Blinde Kuh, where blind and partially sighted staff serve delicious food in complete darkness.

In the former industrial districts of Zürich, creative 'culinary artists' have taken advantage of the empty buildings to create a restaurant space in which to develop their innovative ideas. Behind these old walls, old and new are joined; industrial charm meets contemporary design, with many cuisines from around the world.

In the picturesque old city, there are numerous restaurants particularly in Neumarkt, Florhof and Rosengarten. In Zurich, there are also several terraced garden restaurants such as Fischer's Fritz, Seerose or Frau Gerolds Garten with breath-taking views of the city or Lake Zürich.

'Slow-food', numerous burger and vegetarian concepts have recently opened their doors. Local and international chains are targeting the market.

Burger concepts such as Bunzai Smashburger, Union Diner, Burgermeister or The Butcher are the most popular on the market. Also chains such McDonald's, Burger King and KFC are continuing with their expansion. It will not be long until Zürich welcomes Five Guys or Hans im Glück. The abundant offer is rounded up by various vegetarian restaurants and salad bars, such as HILTL, Tibits, Dean & David, Ona Poké or Beetnut, as well as sushi places as the newcomer Tiny Fish
or urban cafeterias as Henrici or Babus Bakery. ViCafe serves arguably one of the best own roasted coffee in the world. Their roastery is located in Altstetten in a former SBB factory building.



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Market Overview – Food & Beverage

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Kreis 1	Many business people, local residents tourists	Hiltl, ONA POKÉ, Loft Five, Più, Beetnut, Luigia, Carlton, Terrasse	CHF 800 – 1,300 sqm/year
Kreis 4	Many business people, local residents, tourists	Volkshaus, Helvetia, Loft five, Yuma, Loft Five, The Bite	N/A
Kreis 5	Many business people, local residents, tourists	La Salle, Les Halles, Restaurant Josef, Casa Aurelio, Frau Gerolds Garten, Restaurant Drei Stuben	N/A
Kreis 6	Many business people, local residents	Kreis 6, Mesa, Didi's Frieden, Drei Stuben, Casa Ferlin, Haldenbach, Con Gusto	N/A
Kreis 8	Many business people, local residents	Restaurant Conti, Fischerstube, Zürihorn, Totò,Yooji's, Co Chin Chin, Eden Kitchen & Bar, Bohemia	N/A

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