


## Belgrade Retail, Q1 2017

# After 4 years, Belgrade has witnessed the opening of a new prime shopping mall

 Total Belgrade Stock  
**300,000 sq m**

 Stock per 1,000 inhabitants  
**180 sq m**

 Total Serbia Stock  
**651,185 sq m**

\*Arrows indicate change from the corresponding quarter in the previous year.

Figure 1 – Retail Market in figures

**Traditional shopping centers (western-style, neighborhood malls, department stores)**  
**437,065 sq m**  
**67%**



**Specialized formats (Retail parks)**  
**214,120 sq m**  
**33%**

Source: CBS International, part of the CBRE Affiliate Network  
GLA – Gross Leasable Area

### Q1 2017 SUMMARY

- In 2017, the completion of a new modern shopping center of 32,300 sq m GLA has brought the total Belgrade stock to the level of app. 300,000 sq m of GLA and subsequently Serbian stock to the level of app. 651,000 sq m
- BIG Fashion has attracted new market entrants: fashion brands LPP's Reserved, Funky Buddha and Diadema, underwear brand Tezenis and handmade jewelry brand Oxette
- Retail market is booming with numerous projects under construction and announced for development in the forthcoming period
- The number of smaller retail formats in secondary locations, mostly in the retail park segment, constantly rises
- New small-scale retail schemes in Kraljevo and Sombor are expected

**SHOPPING CENTERS**

After a 4-year period, Belgrade has witnessed the opening of the fourth Western-style shopping mall, BIG Fashion of 32,300 sq m. This opening has increased Belgrade total shopping center stock to the level of app. 300,000 sq m or 180 sq m per 1,000 inhabitants. When it comes to the total Serbian stock, it amounts 651,000 sq m or 91 sq per 1,000 inhabitants.

After being acquired by Israeli developer BIG Shopping Centers, which has signed a binding share purchase agreement with Plaza Centers for the acquisition of the Belgrade Plaza (renamed into BIG Fashion), BIG Fashion opened its doors to the customers on April 20, 2017. This new shopping destination comprises 32,300 sq m of the retail space split into 114 retail units. With this opening, some new brands entered Serbian market such as fashion brands LPP's Reserved, Funky Buddha and Diadema, underwear brand Tezenis and handmade jewelry brand Oxette.



**BIG Fashion**  
32,300 sq m GLA

The construction of Capitol Park Rakovica, totaling app. 21,000 sq m, of British developer Poseidon group in cooperation with Belgian Mitiska REIM is in progress and the opening is scheduled for October 2017. GTC has commenced the construction of its Ada Mall, as the foundation stone was laid down on March 6, 2017. GTC's first retail project will be placed opposite Belgrade leisure destination Ada Ciganlija, in Radnicka street and will hold 34,000 sq m of GLA. It is scheduled to be opened in November 2018. The interest among tenants is substantial and shopping center will welcome several new brands, currently not present in Serbian market.

The trend of developing larger retail formats in the capital continues with the new project of Israeli developer BIG CEE. Namely, the investor is aiming to develop BIG Fashion Vidikovac, as one of the largest shopping malls in Belgrade with 70,000 sq m of GLA and 300 retail units. As per the available information, the completion is scheduled for 2019. UAE developer Eagle Hills has started the preparation of its large-scale shopping mall BW Galerija within Belgrade Waterfront project, totaling 93,000 sq m of GLA, planned for completion in 2020.



**BIG Fashion Vidikovac**  
70,000 sq m GLA

On the other hand, the growth of the number of smaller retail formats in secondary towns is evident, as these formats are very attractive due to smaller surface area, accessibility of parking space and functionality. Czech developer RC Reinvest commenced the construction of its first project in Serbia, Retail park in the city of Kraljevo, holding 5,000 sq m. Another investment of Poseidon group in Serbia is the retail format Capitol Park in Sombor. The total of 5,200 sq m, shall comprise LIDL hypermarket totaling app. 2,000 sq m to be developed as a separate object.

**Table 1 – Rental levels**

Location	Size of units		
	< 150 sq m	150 - 500 sq m	> 500 sq m
Knez Mihailova Street	Up to 100	60-80	40-60
Terazije Square/Kralja Milana Street/Kralja Aleksandra Blvd	45-60	30-45	20-30
Secondary high street (Pozeska, Gospodska)	35-45	25-35	Up to 25
Modern Shopping Centers	50-70	35-50	Up to 35

Source: CBS International, part of the CBRE Affiliate Network

Table 2 – Pipeline projects

Location	Project	Investor	Size GLA sqm	Status
Belgrade, Downtown	Rajiceva Shopping Center	Ashfrom Group and Avital	15,300	under construction
Belgrade, Rakovica	Capitol Park Rakovica	Poseydon Group and Mitiska Reim	21,000	under construction
Belgrade, Cukarica	Ada Mall	GTC	34,000	under construction
Belgrade, Vidikovac	BIG Fashion Vidikovac	BIG CEE	70,000	preparation
Belgrade, City Center	Belgrade Waterfront	Eagle Hills	93,000	preparation
Novi Sad	Promenada	NEPI	App. 50,000	planning phase
Sombor	Capitol Park Sombor	Poseydon Group	5,200	under construction
Kraljevo	Retail Park	RC Reinvest	5,000	under construction
Smederevo	Shoppi	MPC Properties	9,500	planning phase
Krusevac	Retail Park	NEPI	10,000	planning phase
Pozarevac	Stop.Shop	Immofinanz	7,000	planning phase
Lazarevac	Stop.Shop	Immofinanz	8,600	planning phase
Vrsac	Stop.Shop	Immofinanz	8,200	planning phase
Obrenovac	Retail park	RC Reinvest	10,000	planning phase

Source: CBS International, part of the CBRE Affiliate Network

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