

# Gran Vía

*Madrid*



2023

Madrid's Gran Vía has opened a new chapter since the dark days of the pandemic. With new flagship stores arriving in recent months and the highest footfall of any shopping street in Europe, it may well be its strongest yet.

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# Overview

## The Gran Vía looks indomitable, as rents climb back to the pre-COVID baseline and continue to rise

Madrid's Gran Vía has entered a unique phase in its history. While COVID-19 brought huge challenges for retailers, this iconic thoroughfare has got its glow back, courted by top-tier brands like Uniqlo, Wow Concept and Pull and Bear, all of which have launched flagships here in recent months.

And things are happening in this part of the city: newly widened pavements champion pedestrians over cars, while further traffic restrictions have had a host of benefits, not least of which is cleaner air. Plaza de España, fresh from its recent facelift,

**Now the most frequented high street in Europe, and ranked second for annual growth in footfall, the Gran Vía glitters with confidence and style**

now boasts more green space, more room for pedestrians and improved connectivity with the local environment. All of this has helped the Gran Vía hold onto its crown as one of Spain's — and Europe's — greatest high streets.

While international travel has taken longer to recover (numbers remain 8% lower than in the pre-pandemic period), the average spend for overseas visitors has jumped by close to 40%, confirming Madrid as one of Europe's top destinations for high-end tourism. The inimitable Gran Vía, lined with 4\* and 5\* hotels and prestigious labels, is a major factor in this success.

### European high street ranking June 2022 – May 2023

Position	Street	Annual footfall increase	Average monthly footfall (in front of a store)
1	Kalverstraat   Ámsterdam	+30%	726,000
2	GRAN VÍA   MADRID	+26%	1.923,000
3	Av. Campos Elíseos   París	+15%	1.009,000
4	Corso Vittorio Emanuele II   Milán	+6%	906,000
5	Meir   Amberes	+2%	834,000
6	Av. Kurfürstendamm   Berlín	-12%	688,000
7	Oxford Street   Londres	-18%	1.014,000

Source: Mytraffic



Kalverstraat, Amsterdam

Statistics show that, for brands seeking a prime address in the capital, the Gran Vía still outshines the rest

**13**

Record number of openings in just 17 months

**29**

Annual footfall (millions)

**70.000**sqm

Retail space

**9**

New luxury hotels

**No. 1**

European high-street with most footfall

**+38%**

Incremento gasto medio por turista internacional en Madrid

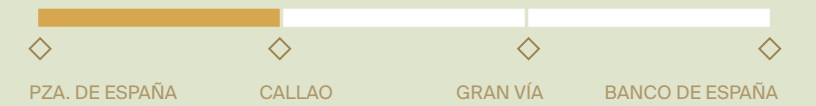
(INE, May 2023 v. May 2019)



FIRST STRETCH

**7.5M - 10.2M**  
Annual footfall

CALLE GRAN VÍA



CALLE GRAN VÍA

CALLE GRAN VÍA

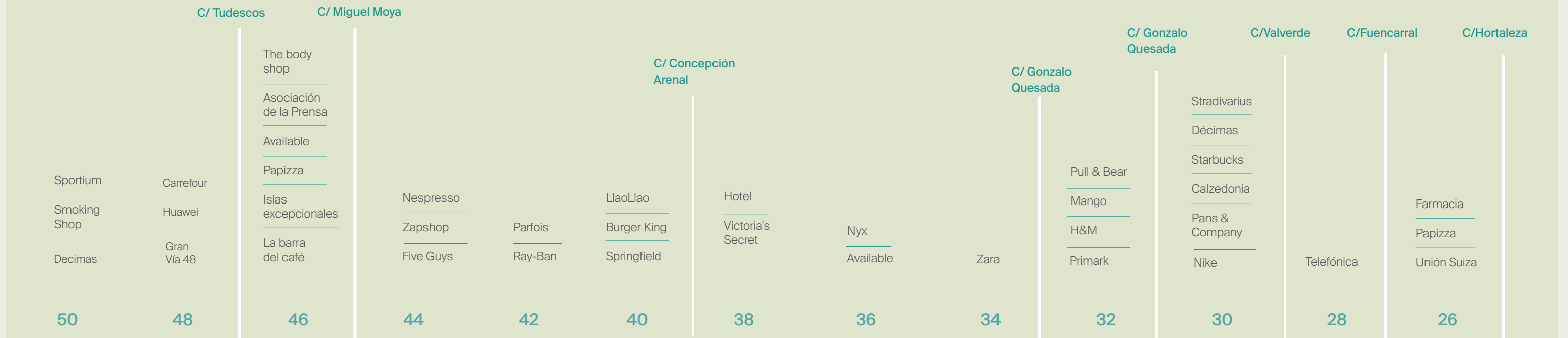


SECOND STRETCH

**9.1M - 12.4M**

Annual footfall

CALLE GRAN VÍA

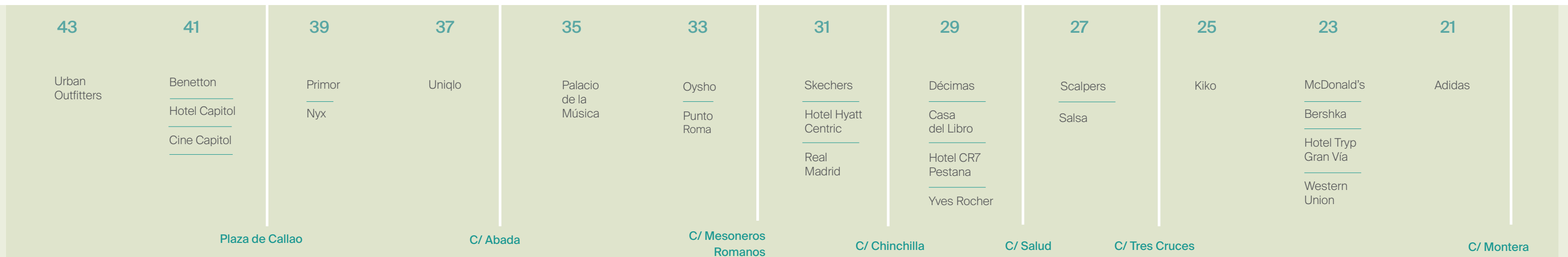


CALLAO

CALLE GRAN VÍA

CALLE GRAN VÍA

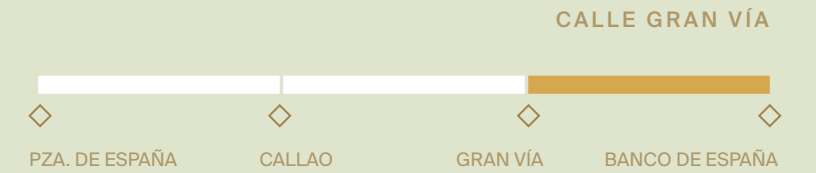
GRAN VÍA



THIRD STRETCH

**4.7M - 6.5M**

Annual footfall



C/ Clavel

C/ Víctor Hugo

C/ Alcalá

Casino	The Good Burger Jamonería Bravo Java Villa de La Reina	Available	Wow	Steak Burger Western Union Ale-Hop	Available	Museo Chicote Farmacia Mercado de La Reina	Hotel Vincci Perfumería Rosi Parrilla de La Reina	Engogo Available	Oven Vinitus Sabadell Atlántico	Gran Vía 4	Kave Home
24	22	20	18	16	14	12	10	8	6	4	2



GRAN VÍA

CALLE GRAN VÍA

CALLE GRAN VÍA

BANCO DE ESPAÑA



19

17

15

13

11

9

7

5

3

1

Juzgados de lo contencioso

Real Oratorio  
Opticalia  
Available

Museum GV15

Kutxabank  
Phone Shop

Gran Clavel  
Hotel de las Letras  
Available

Hotel Gran Vía

Honest Greens  
Closed

Targo Bank

General Registration of the Community of Madrid  
New Hotel

Lynk & Co  
Tinge Horston  
La Primera (Restaurant)

C/ Clavel

C/ Alcalá

**New openings/catchment area**

2018	2019	2020	2021	2022	2023
<b>Primor.</b> <i>Puerta del Sol</i>	<b>Huawei.</b> <i>Gran Vía</i>	<b>Levi's.</b> <i>Preciados</i>	<b>Skechers.</b> <i>Gran Vía</i>	<b>WOW Concept.</b> <i>Gran Vía</i>	<b>Nike.</b> <i>Gran Vía (Coming Soon)</i>
	<b>Primor.</b> <i>Gran Vía</i>	<b>Douglas.</b> <i>Gran Vía</i>		<b>Zara.</b> <i>Plaza De España</i>	<b>Victoria Secret.</b> <i>Gran Vía (Coming Soon)</i>
	<b>Pikolinos.</b> <i>Preciados</i>	<b>Salsa.</b> <i>Gran Vía</i>		<b>Uniqlo.</b> <i>Gran Vía</i>	<b>Pull &amp; Bear.</b> <i>Gran Vía</i>
	<b>Ray-Ban.</b> <i>Gran Vía</i>			<b>Stradivarius.</b> <i>Plaza de España</i>	<b>Scalpers.</b> <i>Gran Vía 27</i>
				<b>Lefties.</b> <i>Montera</i>	<b>Urban Outfitters.</b> <i>Gran Vía</i>
				<b>Omega.</b> <i>Canalejas</i>	<b>Snipes.</b> <i>Puerta del Sol</i>
				<b>Décimas.</b> <i>Alcalá</i>	<b>Legends.</b> <i>Puerta del Sol</i>

Source: Knight Frank Research

**NEW RETAILERS**

The Gran Vía is one of the most desirable addresses in Madrid for major retailers looking to open a new flagship store. Its outstanding location, newly widened pavements and generous unit size add up to an unbeatable proposition for big-name brands.

The retail scene here has come on leaps and bounds in recent years, offering a much fresher and more exciting selection with a broad-spectrum of appeal. One of the most talked-about newcomers is WOW, presiding over eight full floors (5,500 sqm) and pioneering an innovative retail concept: “phygitals”, a blend of physical and digital products. In one of 2022’s most hotly anticipated arrivals, Plaza España now boasts the world’s largest Zara, extending to 7,700 sqm over four floors. Meanwhile, Uniqlo has taken over 2,200 sqm at Gran Vía 37, a four-storey space with an emphasis on instore experience, including the chance to design a customised tote bag or tee.

Just seconds from the Puerta del Sol, Galería Canalejas is another must-visit destination and the city’s new home for luxury brands, such as Hermes, Louis Vuitton, Cartier and more. These new additions have helped redraw the average customer profile, with the area now attracting shoppers with greater purchasing power.

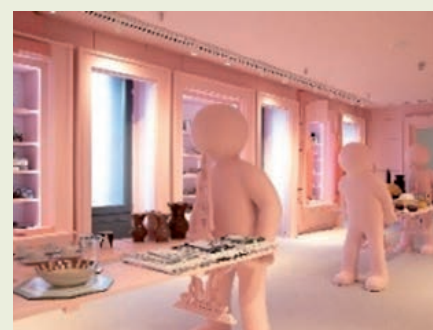
**Aperturas destacadas**



Retailer: Zara. Location: Plaza de España



Retailer: Uniqlo. Location: Gran Vía 37



Retailer: WOW. Location: Gran Vía 18

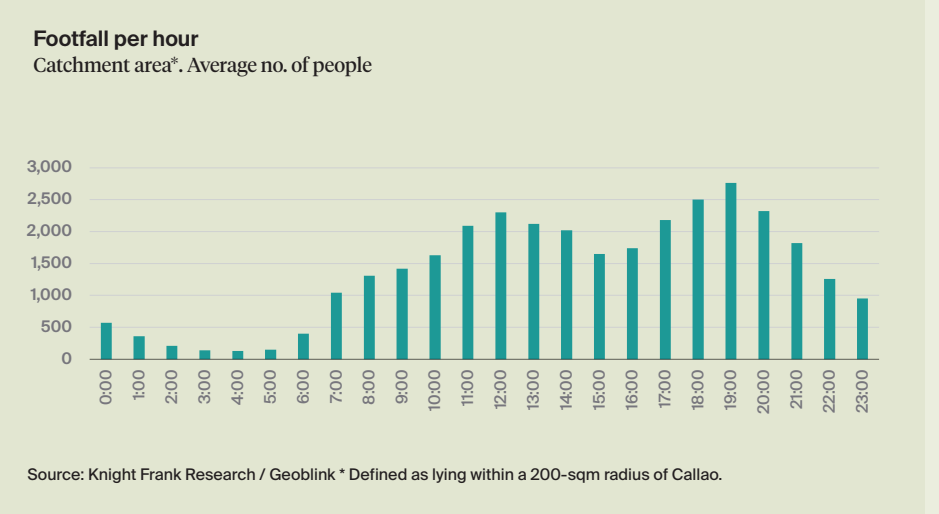
Right now, a retail unit on the Gran Vía is a hot commodity, and vacancies are few and far between. Thirteen new brands have landed in this area during 2022 and the start of 2023, compared with just six in 2018 and 2019.

**FOOTFALL**

The Gran Vía has the highest footfall of any high street in Europe, according to data from Mytraffic. Historically one of the busiest streets in Spain, certain stretches see between 65,000 and 90,000 pedestrians every day.

It’s at its liveliest in the evening, specifically between 6 pm and 8 pm, when the tally can reach around 2,800 people per hour.

The siren call of this part of the city can also be seen in the volume of passengers passing through its metro stations. Stations studding the Gran Vía were in the top 20 for passenger numbers in 2022, from Plaza España, with close to 32 million users, to Gran Vía (around 20 million) and Callao (over 18 million). It is

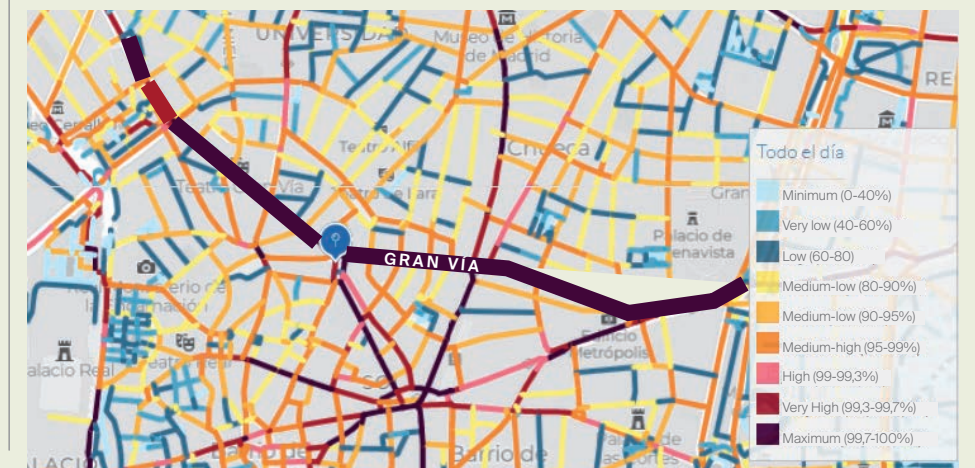


Source: Knight Frank Research / Geoblink \* Defined as lying within a 200-sqm radius of Callao.

worth stressing that, now the pandemic is officially over, users have been gradually returning to the metro. The crowds may be a little thinner still than in 2019, but in

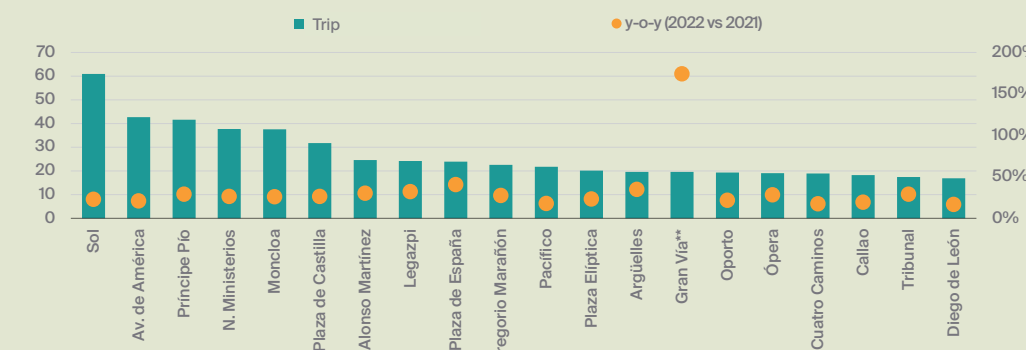
the last 12 months stations closest to the Gran Vía clocked some impressive growth in passengers: 41% year on year for Plaza de España, 23% for Sol and 19% for Callao.

**Footfall**



Source: Knight Frank Research / Geoblink

**Trips on the Madrid metro\* Top 20 2022. Millions of people**



Source: Knight Frank Research / Geoblink

\*One “trip” is counted each time a passenger travels through the station interior. To attain the number of trips, passengers are counted as they enter and depart from the station through the ticket barriers. Changes between lines (transfers) are then added to this figure for stations with multiple lines. \*\* The Gran Vía station was closed for the majority of 2021.



Zara Gran Vía, Madrid

### SALES AND SPENDING ACROSS THE CATCHMENT AREA

By category, bars and restaurants have the busiest tills with almost 3 million transactions, followed by fashion with over 1.5 million.

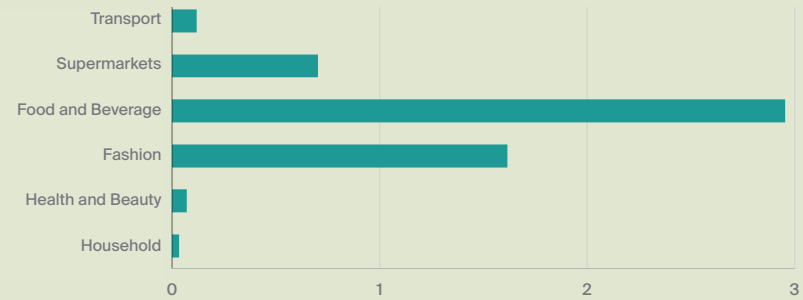
In terms of the average spend, health and beauty retailers are in the lead on €53, followed by sports and toys (€42) and fashion (€41).

Women make more purchases than men in virtually every age bracket — especially those aged between 25 and 34, who account for nearly 15% of the total. Men in this group are not far behind, with approximately 14%.

While Spanish consumers are responsible for more than 85% of transactions here, international visitors are well represented — particularly those from the USA and France, contributing 21% and 10% respectively to the international total.

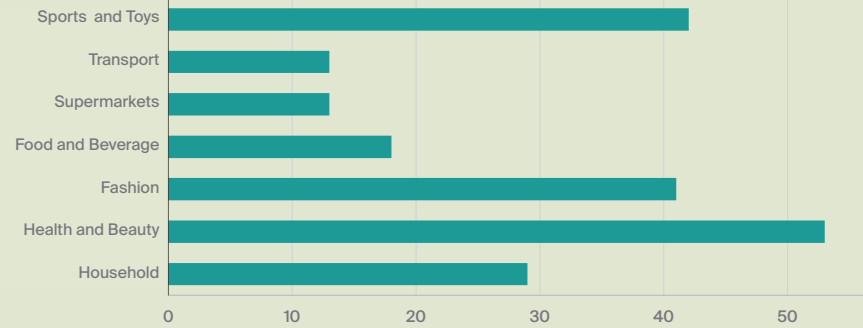
**Women make more purchases than men in almost every age bracket — especially those aged between 25 and 34, who account for nearly 15% of the total.**

No. of retail sales  
1 June 2022 - 1 June 2023. Millions



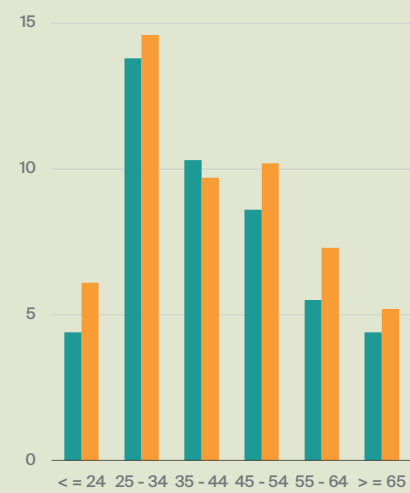
Source: Knight Frank Research / Geoblink

Average spend  
June 2022 - 1 June 2023 (€)



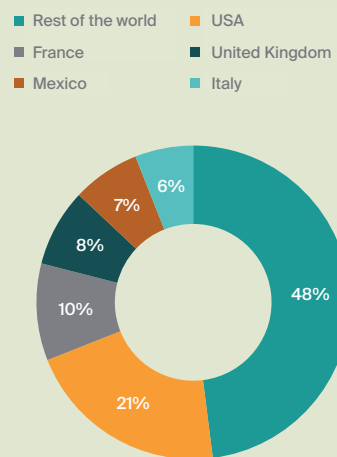
Source: Knight Frank Research / Geoblink

No. of retail sales by age and gender  
1 June 2022 - 1 June 2023 (%)



Source: Knight Frank Research / Geoblink

Origin of international buyers  
1 June 2022 - 1 June 2023 (%)



Source: Knight Frank Research / Geoblink



## INVESTMENT

Demand for retail opportunities in Madrid seldom wanes, with the average investment volume hovering around €500 million in the period between 2015 and 2018. While 2019 brought a definite chill to the market, two years out of lockdown investors have circled back, sending volumes back up to the level we would expect. This market attracted total investment of almost €200 million in 2022, 40% more than in 2021 and approximately 95% more than in 2019.

At 4%, Madrid's prime yield is among the most attractive in Europe, with an edge over Paris and on a par with Berlin and Barcelona.

## RENTS

In the first half of 2023, Madrid's average prime rent hit €275 per sqm per month, making it pricier than Berlin, Barcelona or Prague. Milan is still out in front on just under €1,300 per sqm per month, followed by Paris on €1,250.

On the Gran Vía, the average rent is precisely €275 per sqm per month, leaving no room for doubt that this

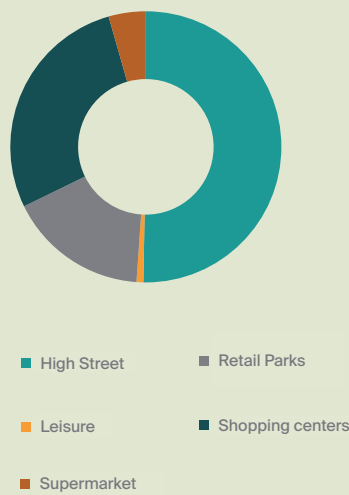


### Retail unit average rent\* Madrid – main high streets €/sqm/month

	T2 2023	TRENDS
PRECIADOS	275	↑
PUERTA DEL SOL	280	↑
SERRANO	280	↑
<b>GRAN VÍA</b>	<b>275</b>	<b>↑</b>
FUENCARRAL	180	↑

Source: Knight Frank Research  
\*Based on a 200 sqm ground floor retail unit.

Retail investment volume  
By subsectors. Madrid. Last 5 years. %



Source: Knight Frank Research

### Women make more purchases than men in almost every age bracket — especially those aged between 25 and 34, who account for nearly 15% of the total.

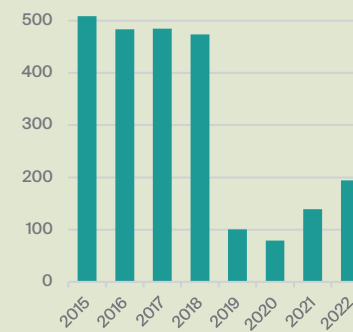
market has dusted itself off from the ordeal of the pandemic and resumed its former course. We are seeing some very encouraging trends, with solid signs that rents will soon be on the rise again. Rental values on the Gran

Vía are comparable with those on Calle Preciados, and higher than on surrounding streets such as Calle de Fuencarral.

In a stable economic climate, the arrival of such A-list brands, plus the recent improvements to the urban realm in the vicinity of the Gran Vía, would be pushing prices higher still. However, while the outlook is brightening for the rest of the year and into 2024, forecasts point to a levelling off in average rents in this part of the city.

The Gran Vía's vibrant street life still draws in the crowds, and a storefront here will always carry a lot of cachet, particularly now that tourists are flocking back to Madrid.

Investment volume  
Madrid High Street. Millions (€)



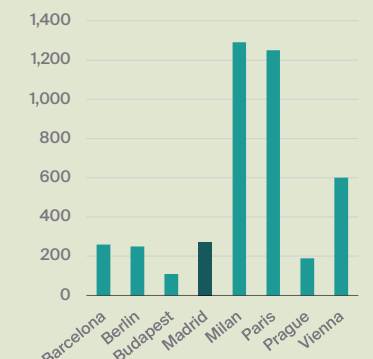
Source: Knight Frank Research

Average European prime yields  
High Street. Q1 2023. %



Source: Knight Frank Research

Average European prime rents  
High Street. Q1 2023. €/sqm/month



Source: Knight Frank Research



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