


Belgrade Retail, Q2 2016

# Increasing demand and lack of available supply initiated new construction cycle

 Total Stock  
**255,000 sq m**

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

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

Figure 1 – Retail Market in figures



**Modern Retail Stock**

**Belgrade/Serbia**  
**255,000 / 600,000**  
**sq m GLA**



**Under construction**

**Belgrade**  
**80,000**  
**sq m GLA**



**Retail Warehouse Stock**

**Belgrade/Serbia**  
**372,000 / 718,000**  
**sq m GBA**

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

**Q2 2016 SUMMARY**

- The modern shopping center stock in Belgrade stands at the level of 255,000 sq m of GLA
- Four retail schemes are under construction in Belgrade, indicating the increase of the stock by 80,000 square meters, by 2017.
- Swedish IKEA commenced the development of its first store in Serbia of 30,000 sq m.
- German LIDL works on the construction of its stores in several cities across Serbia, along with the acquisition of new locations across the country.

## SHOPPING CENTERS

Due to the lack of new deliveries in the previous period, prime shopping centers in Belgrade record almost no vacancy, which have triggered investors to commence the construction of their retail schemes across the capital. At the moment, four retail schemes are under construction in Belgrade, indicating the increase of the stock by 80,000 square meters, by 2017. The most recent active project is 21,000 sq m-large Poseydon's Capitol Park Rakovica, having started the construction in May 2016.

In addition, GTC works actively on preparation of its first shopping center in Belgrade, Ada Mall, which should comprise 32,000 sq m of GLA.

Upon completion of all schemes, the retail stock in Belgrade will exceed 330,000 square meters of GLA.

The modern retail stock in whole Serbia stands at the level of 600,000 sq m of GLA, whereas the share of retail parks formats grew, currently amounting to 30% of the total stock, as compared to the share of 8% marked in 2013.

South-African fund New Europe Property Investments (NEPI) has bought the land of nearly 33,0000 sq m in the city of Novi Sad for EUR 30.6 million where it plans to develop a large shopping mall.

Table 1 – Pipeline projects

Location	Project	Investor	Size	Status
Belgrade, Downtown	Rajiceva Shopping Center	Ashtrom Group and Avital	15,300	under construction
Belgrade, Palilula	Belgrade Plaza	Plaza Centers	32,300	under construction
Belgrade, Borca	Borca Retail Park	MPC Properties	13,000	under construction
Belgrade, Rakovica	Capitol Park Rakovica	Poseydon Group	21,000	under construction
Belgrade, Cukarica	Ada Mall	GTC	35,000	preparation phase
Sombor	Capitol Park Sombor	Poseydon Group	9,200	preparation phase

Source: CBS International, part of the CBRE Affiliate Network

Table 2 – 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 Centres	50-70	35-50	Up to 35

Source: CBS International, part of the CBRE Affiliate Network

## RETAIL WAREHOUSE

Greek toys store chain Jumbo has entered Serbian market by opening the store of 2,800 sq m, as a part of Veropoulos hypermarket in New Belgrade. The construction of the first Serbian IKEA department store of 30,000 sq m continues as per plans. The new facility will be developed in Bubanj potok, along highway E75, by mid-2017. German LIDL works on the construction of its stores in Belgrade, Bor, Zrenjanin and Sabac, along with the acquisition of locations across the country.

**CONTACTS****Dragan Radulovic***Managing Director**Serbia*

dragan.radulovic@cbre.rs

**Jelena Radulovic***Director Retail Agency**Serbia*

jelena.radulovic@cbre.rs

**Tamara Kostadinovic***Head of Market Research**Serbia*

tamara.kostadinovic@cbre.rs

**CBRE SERBIA OFFICE**

CBS International doo

Part of the CBRE Affiliate Network

88b, Omladinskih brigada Str.

11070 Belgrade, Serbia

+381 11 22 58 777

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