

# Retail Market Report 2026





## RETAIL MARKET REPORT

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GLOBAL REAL ESTATE EXPERTISE

# Who is CBRE?

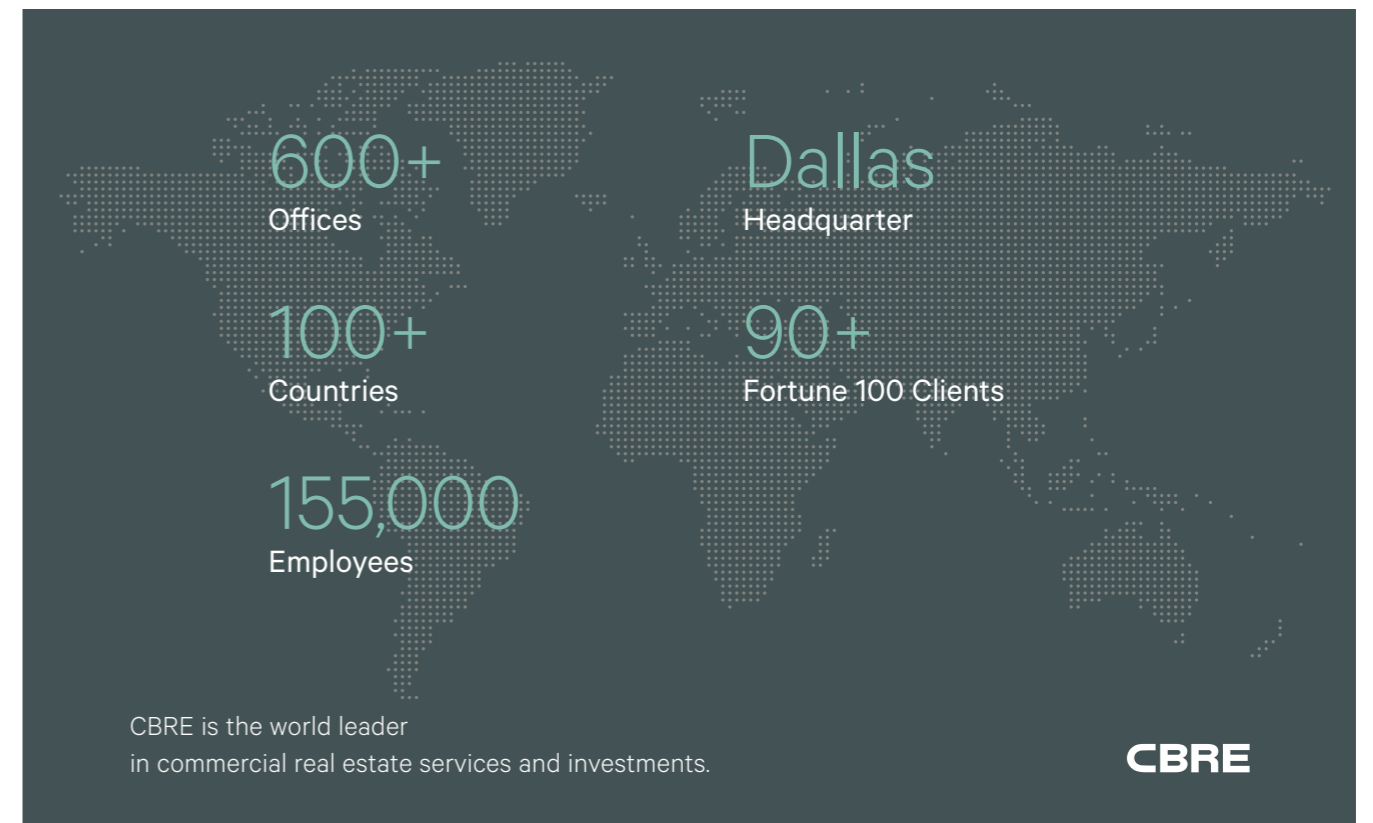
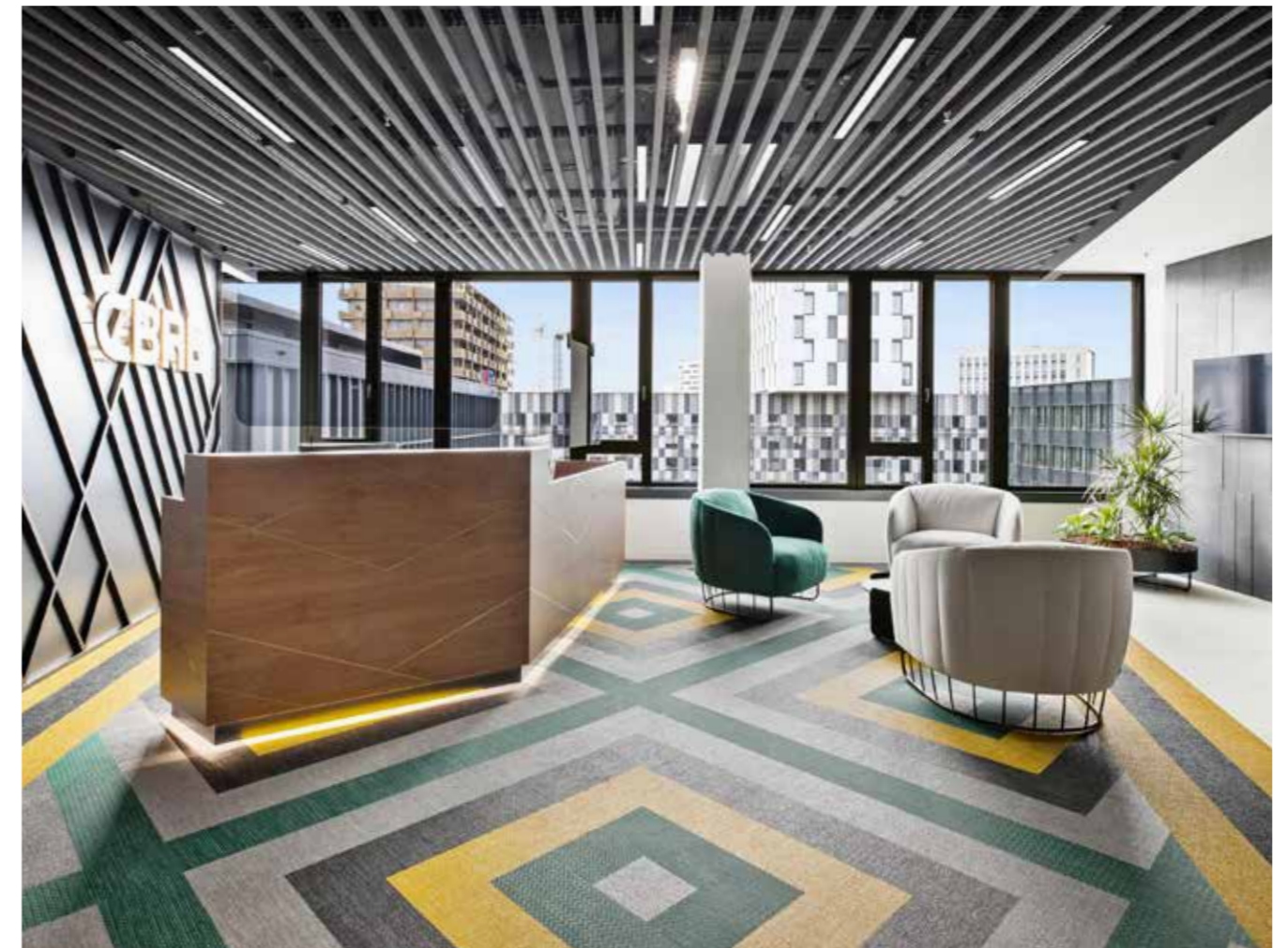
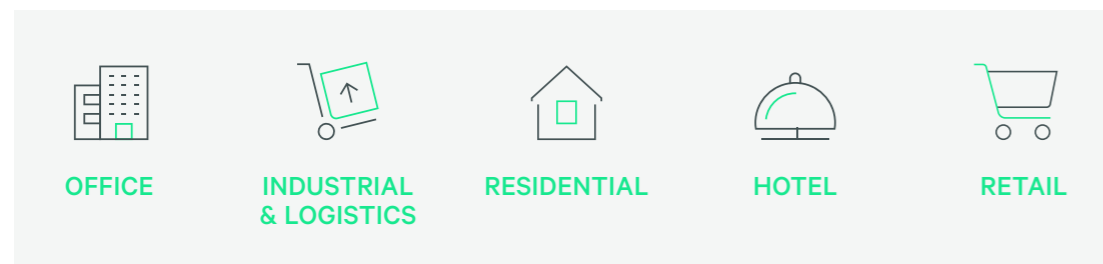
**The CBRE Group\* is listed on the Fortune 500 and S&P 500 stock index and is the world's leading commercial real estate services firm\*\*.**

The company which operates out of Dallas has more than 155,000 employees in over 600 offices across the globe (excluding branches and partner offices) and serves property owners, investors and tenants all over the world. Based in Vienna, CBRE has been represented in Austria since 1991.

At CBRE Austria, around 140 employees advise owners, investors, property developers and tenants in all aspects concerning real estate. The interdisciplinary team adopts a holistic approach when working on all projects. CBRE is therefore the only service provider in the market that offers an all-in-one solution for real estate.

**CBRE Services – Office, Industrial & Logistics, Residential, Retail and Hotel:**

- Renting and letting advisory services
- Acquisitions and sales advisory services
- ESG advisory and certifications
- Workplace & Design
- Commercial and Technical Property Management
- Shopping center Management
- Property valuation
- Market research, studies and analyses



\* New York Stock Exchange: CBG \*\* Basis: revenue 2025

## RETAIL MARKET EXPERTISE

# Retail in a state of flux

## Austria's retail market is showing renewed strength and is undergoing a transformation.

The Austrian retail sector is looking to the future with cautious optimism. Following the economic slump of recent years, there are increasing signs of stabilisation: growth is returning, the market is becoming more active – and, at the same time, more modern. Whilst inflation and consumer caution remain noticeable, this transformation is increasingly seen as an opportunity rather than a hindrance.

One thing is clear: brick-and-mortar retail is reinventing itself. It is no longer the size of the premises that matters, but quality, location and a coherent usage concept. Shopping centres and city centres are evolving into multifunctional spaces where retail, dining, leisure and services converge. The focus is shifting towards the shopping experience, the quality of the environment and local amenities.

Austria's high streets – led by Vienna – are benefiting from tourism, urbanisation and international brand interest. New market entrants, catering concepts and selective growth are driving momentum, even as adjustments and market consolidation remain part of the development.

Investors, too, are once again focusing more strongly on retail: clearly positioned properties, high-footfall locations and retail parks with a stable foundation are in demand. The trend is clear – away from mass retail, towards sustainable, resilient retail formats. The Austrian retail sector is therefore not facing its demise, but is in the midst of a self-assured transformation.

### Benefit from our diverse retail expertise

Whether it's high streets, shopping centres, retail parks, stand-alone properties, mixed-use developments or food & beverage and sport & entertainment – our retail experts support investors/landlords and tenants/retailers with all matters relating to retail space and mixed-use properties. With our exclusive access to the world's largest network of retail experts, our marketleading research and our local expertise, we bring new trends and brands to Austria and develop the right retail concept for every need and every location.



Are you looking to buy or sell retail property?

Contact our  
Head of Investment Manuel Bugl:  
T +43 676 501 45 98



Are you looking for new retail premises, seeking a tenant, or keen to explore new ways to utilise your property?

Contact our  
retail expert Christoph Ecker:  
T +43 664 824 15 41



Would you like to speak to a retail specialist based in your region?

Austria south: Sigrid Filzmoser  
T +43 676 500 21 33  
Austria west: Christoph Oßberger  
T +43 676 501 45 97

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# Economic framework



ECONOMIC FRAMEWORK

# Economic recovery faces headwinds

The overall economic climate continues to be characterised by moderate but increasingly stable growth. Following two years of recession, Austria recorded a modest economic upturn of 0.7% for the first time in 2025. According to current forecasts, economic output is expected to stabilise further in 2026, with a moderate increase of 0.6%.

Despite the slight economic recovery, inflationary pressure has recently increased again. Inflation stabilised temporarily towards the end of 2025, but persistent geopolitical uncertainties and global economic developments have led to a renewed increase. Rising energy and, in particular, fuel prices continue to weigh on inflation trends. For 2026, an

elevated inflation rate of around 3.4% is still anticipated, meaning that price levels will remain at a similar level to last year.

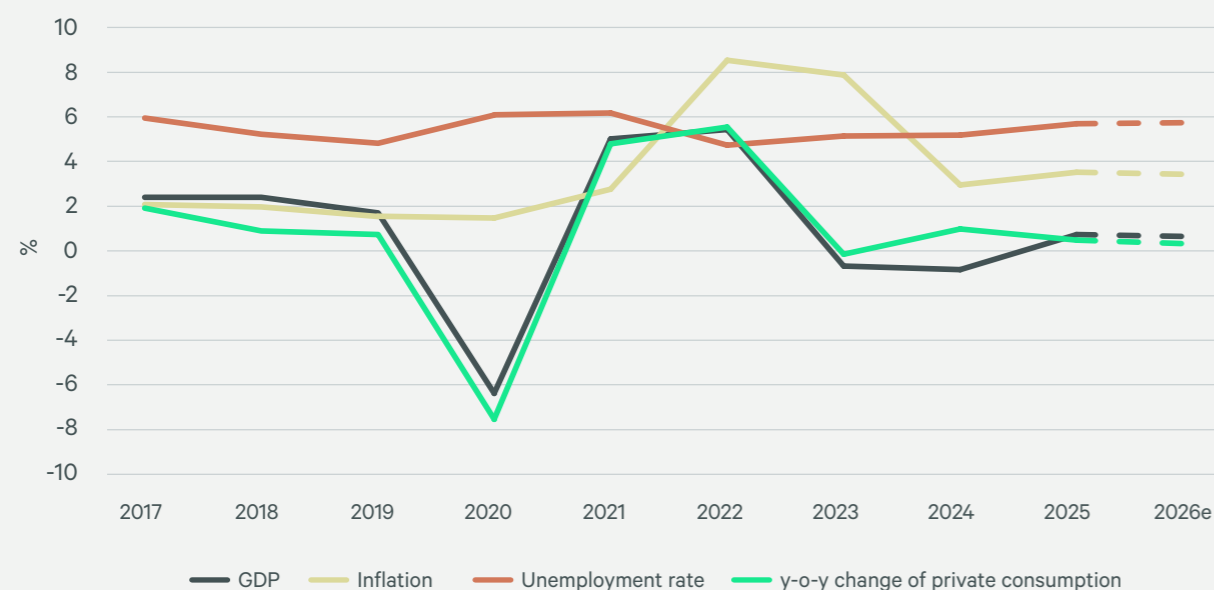
The labour market continues to be characterised by generally subdued employment growth. Although there has recently been an increase in the number of vacant positions being filled, suggesting a degree of stabilisation, the unemployment rate is nonetheless expected to remain at around 5.7% in 2026. However, demographic trends are having a dampening effect on the labour market and preventing a significant rise in unemployment, which was observed in previous recessions. Additionally, some industries continue to face a shortage of skilled workers.

Consumer confidence in Austria has recovered since its lows in 2022, when it temporarily reached levels as low as -35%, though it still remained below the EU average throughout 2025.

This highlights the continuing uncertainty among private households about the economic environment. In contrast, retailer confidence developed positively. Retailer confidence remained above the EU average for almost the entire year in 2025. Since the start of 2026, confidence among retailers has risen even further and is currently well into positive territory, and thus also above the EU average.

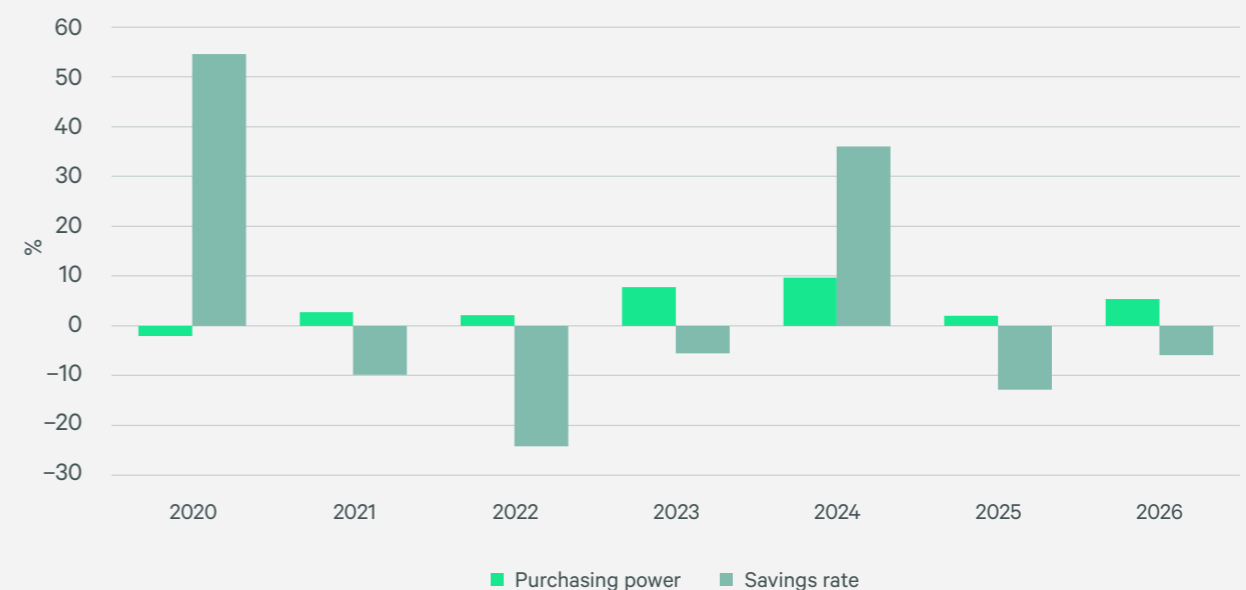
Purchasing power increased by around 2.0% in nominal terms in 2026, reaching approximately EUR 31,500, but lagging behind inflation. Private consumption was already subdued in 2025 and is likely to remain subdued this year as well, particularly due to uncertain economic and inflationary trends. The savings rate is forecast at 9.6% for 2026. Although this is below the level of the previous two years, it remains at a comparatively high level. A decline in the savings rate would have a supportive effect on private consumption.

Economic indicators



Source: Oxford Economics, CBRE Research

Annual change in purchasing power and savings rate



Source: Wifo, GfK

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General



GENERAL

# Modest growth in turnover and innovative usage concepts

## Slight increase in retail turnover

In 2025, retail turnover rose slightly by 0.8% when adjusted for inflation. The food retail sector and e-commerce remain the key drivers of growth. The non-food sector, however, is under pressure, with the furniture and home furnishings, sports goods and electrical goods sectors in particular struggling with falling demand.

In contrast to the generally stable employment situation across the economy as a whole, the retail sector has seen a steady decline in the number of employees. At the same time, cost pressures remain high, particularly due to rising energy and labour costs. These conditions are leading to an ongoing market consolidation, reflected in both an increased number of insolvencies and a reduction in retail space.

Looking ahead to 2026 and beyond, it is becoming apparent that it is no longer the sheer size of the retail space that is decisive, but rather its quality, location and the strength of its concept that will increasingly determine market success.

## From growth to consolidation to optimised use

According to an analysis by Standort + Markt, the retail floor area (GLA) of shopping centres and retail parks has more than doubled over the last 25 years. This has led to a significant shift in the area ratio in favour of retail parks. Whilst high annual growth in floor space was still observed in shopping centres and retail parks in the early 2000s, growth has slowed significantly over the past ten years.

On average, shopping centres have become larger. These developments are primarily attributable to the expansion of existing centres and the opening of large-scale new centres. The average size of retail parks, however, has decreased, whilst their number has risen significantly. One of the reasons for this is their growing importance for local supply, particularly in rural regions.

In addition to refurbishments or extensions, retail properties are increasingly being revitalised or repurposed, such as numerous former Kika/Leiner sites, which are being repositioned and utilised with different usage concepts.

Major inner-city projects such as the Kaufhaus Tyrol, the modernisation of the Dornbirn Messepark and the expansion of the Spar store in Europark in Salzburg are also characterised by structural adjustments and further developments.

Furthermore, companies are seeking to use their space efficiently by combining different, complementary usage concepts, as IKEA Klagenfurt is doing by subleasing some of its space to Thomas Philipps.

## Entertainment in shopping centre

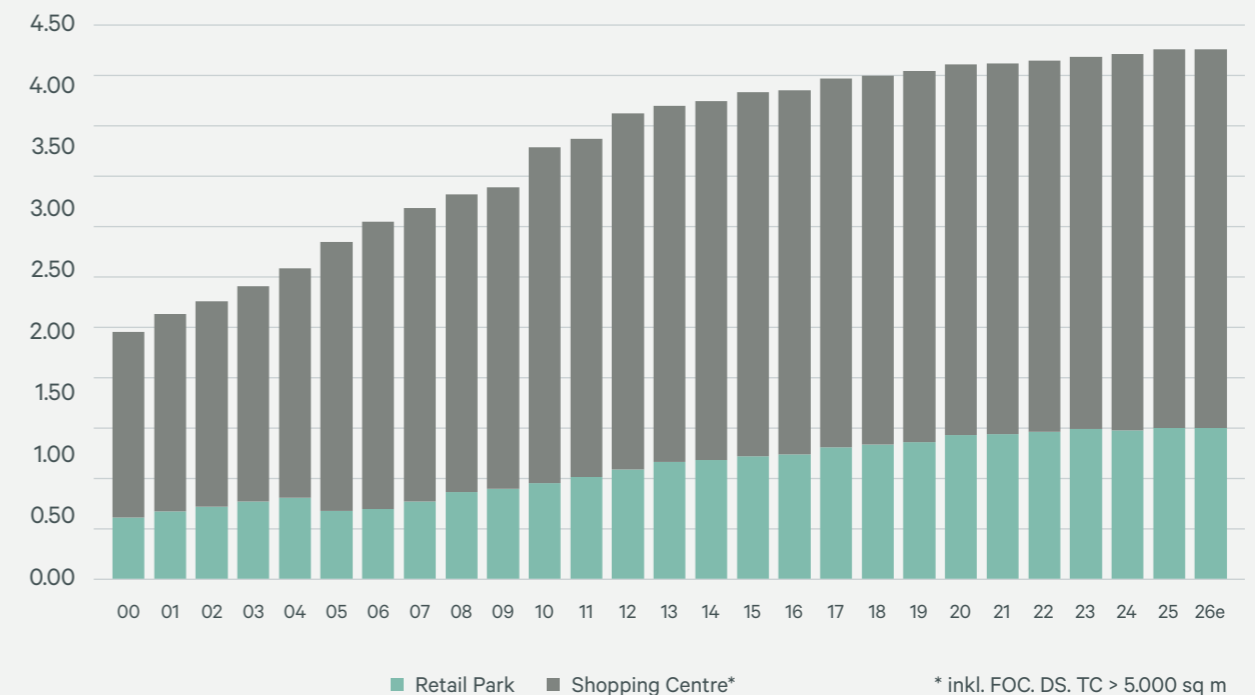
The trend towards experience-oriented shopping centres continues. Traditional concepts increasingly feature entertainment and leisure offerings, which prove particularly suitable for spaces that are difficult to lease and, at the same time, act as additional footfall generators.

For example, in autumn 2025, the family entertainment concept WOOP! opened at Center West Graz, taking over almost seamlessly from the previous operator, FlipLap.

Fitness centres, too, play an expanding role within retail real estates. CBRE brokered locations for the fitness chains Virgin Active at the SCS, John Reed at the repositioned Kärntnerringhof, and EVO Fitness in Graz. Similarly, health centres within shopping centres have gained in importance.

Overall, these uses contribute to the expansion and diversification of the range of services on offer and strengthen the position of shopping centres as multi-functional retail and leisure destinations.

Total retail sales area in shopping centres and retail parks (in m sq m)



**Gastronomy as an additional source of revenue**

Gastronomic offerings remain a key factor in the appeal of high streets and shopping centres. Asia-inspired concepts such as Hitomi, Noodle King and Zushi Market continue to expand. Two new dining concepts are planned for the repositioned Kärntnerringhof, including Minus Sixty, a premium Japanese fast-casual format. In Graz, 60 Seconds to Napoli, a concept from the Gustoso Group, is set to move into the former Vapiano premises. Furthermore, food and drink offerings are also being integrated directly into shops, for example through in-house cafés like at Arket or through complementary concepts such as at Thalia. However, the market continues to be characterised by adjustments and consolidation. Recent insolvencies included Swing Kitchen, amongst others. Vapiano is currently offering a reduced menu and modified concepts in order to respond to the current challenges.



**Austria remains attractive to international brands**

The Austrian retail market remains attractive to international brands. In 2025, several luxury brands, including Loewe, Celine and the eye-wear brand Moscot, opened new stores in Vienna's city centre. Arket, a brand belonging to the H&M Group, opened on Mariahilfer Straße.

2026 has already seen a number of new market entries. The Australian luxury clothing brand Zimmermann opened a store in inner-city Vienna, and On Running is also set to enter the market shortly – both deals were brokered by CBRE. The Danish drugstore chain Normal AS has also opened its first store on Mariahilfer Straße.

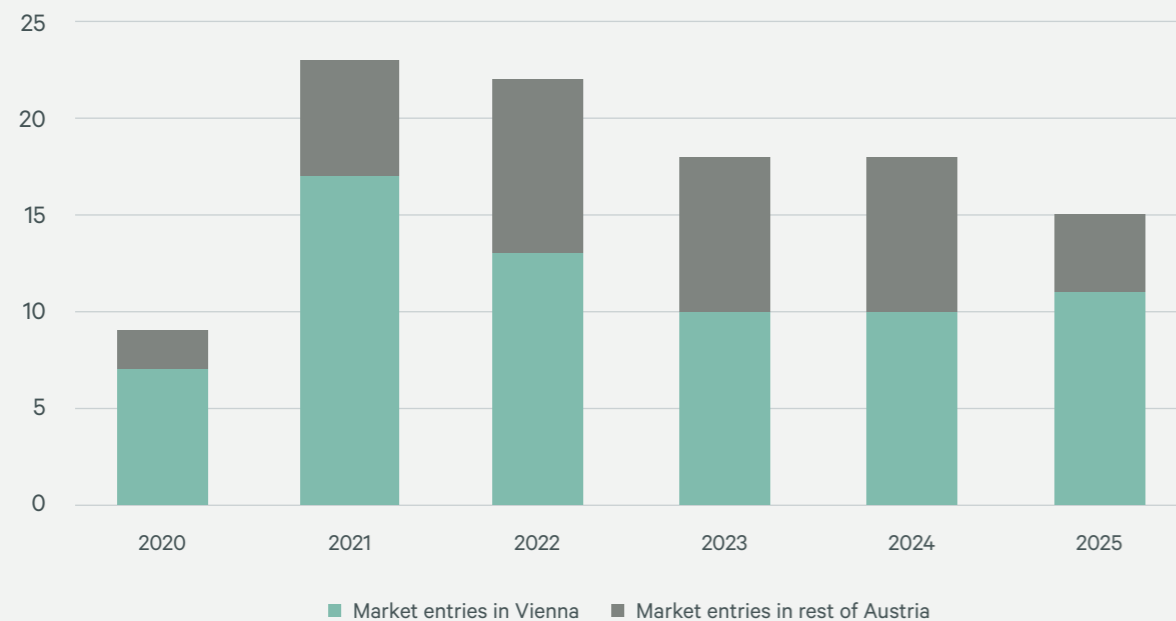
Beyond that, several other international brands, such as Abercrombie & Fitch, have announced their entry into the Austrian market.

The discounters also remain active. Early in 2025, the first Centershop branch opened in Parndorf, which was as well brokered by CBRE. Also Action and Woolworth keep pushing ahead with their expansion plans.

The Chinese car manufacturer BYD and the two Chinese brands YOYOSO and UOUOROSE have strengthened their presence on the Austrian market. The takeover of MediaMarkt's parent company by JD.com is one example of the strategic investments underpinning this trend.

In general, the market continues to be characterised by structural consolidation and increased M&A activity. Current examples include the acquisition of the sports retail chain Hervis by the investors Sven Vogt and Udo Schlömer, the takeover of several Unimarkt branches by Rewe and Spar, the acquisition of Leder & Schuh by MASS Schuhe and the acquisition of NKD by the South African Mr. Price Group.

**International market entries in Austria**



Source: CBRE Research

**(Possible) international market entries**



Source: CBRE Research

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# High Street Vienna



HIGH STREET VIENNA

# Retail market Vienna

As the federal capital, Vienna ranks among Austria's most important shopping destinations and boasts the country's busiest shopping streets in terms of footfall and turnover. In addition to strong local demand, the prime inner-city locations in particular act as a magnet for international tourists. In 2025, over 20 million overnight stays were recorded in Vienna, which means that tourism continues to be a key driver of demand for the retail sector.

It is not only tourism but also Vienna's steady population growth that contributes to the stability of the city's retail sector. The population in Vienna has risen by 22.7% over the last 20 years.

Current project developments include the repositioning of the Kärntnerringhof, which will be completed this year, and the completion of the former Kaufhaus Lamarr on Mariahilfer Straße, expected in the coming years. Demand for prime retail space remains high, whilst supply continues to be limited.

The current prime rent in Vienna stands at around EUR 380/sq m/month, however, in individual cases it may exceed this figure.



2,042,000

Inhabitants 2026  
(beginning of the year)



+22.7%

Population growth  
2006 – 2026



€ 29,100

Purchasing power  
per person 2026



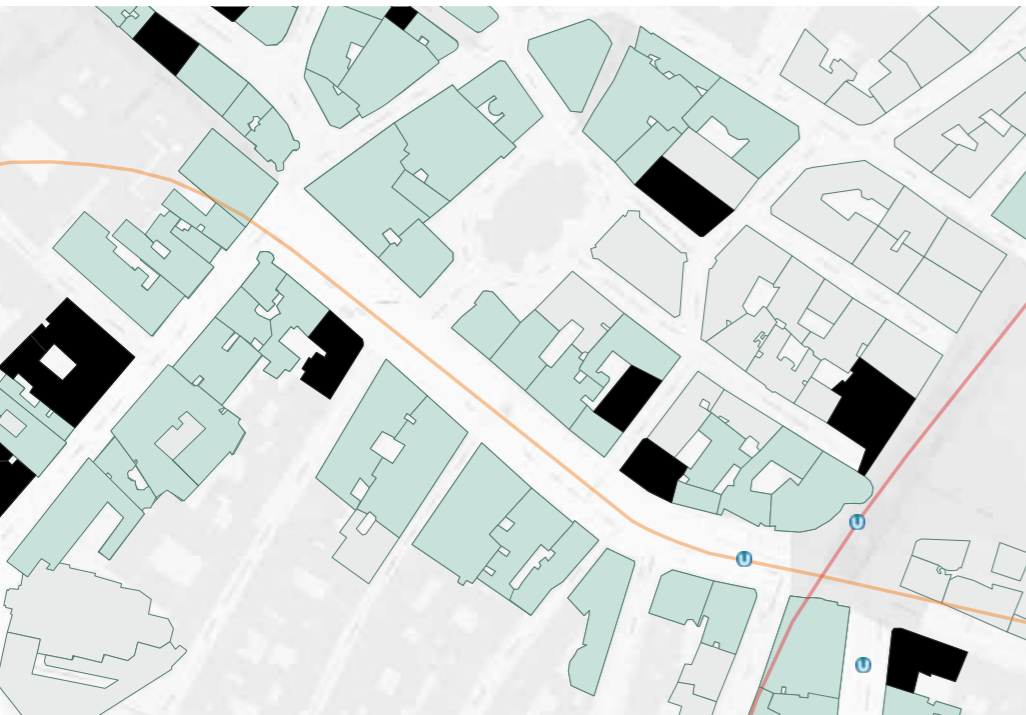
€ 59,100

Ø annual disposable  
household income  
2026



HIGH STREET VIENNA

# Graben



- Building with commercial space
- Building in A-location Graben
- Selected new tenants 2025/2026



### A sought-after location with high footfall

The Graben lies between Kärntner Straße and Kohlmarkt and, together with these two shopping streets, forms the so-called “Goldenes U”, Austria’s most prestigious shopping district. As one of Vienna’s busiest locations, the Graben benefits not only from the combination of high-end retail and a diverse range of dining options but also from the multitude of major attractions in the immediate vicinity.

Against this backdrop, the location is of particular importance for international premium and luxury brands.

The Bucherer jewellery store has temporarily moved into the former Tchibo store during the renovation work at its premises. In April 2026, Arc'teryx opened its flagship store at Trattnerhof 1.



HIGH STREET VIENNA

# Kohlmarkt and Goldenes Quartier



- Building with commercial space
- Building in A-location Kohlmarkt/Goldenes Quartier
- Selected new tenants 2025/2026



### A premier destination for luxury

Kohlmarkt and the adjacent “Goldenes Quartier” are among the most exclusive retail locations in Austria and are regarded as Vienna’s central luxury destination for international brands. With a prime rent of EUR 380/sq m/month, the Kohlmarkt is also one of the world’s most expensive shopping streets.

LORO PIANA is moving into the former Dior store. MCM has relocated its store from Michaelerplatz to Wallnerstraße and Brunello Cucinelli has expanded its retail space by integrating the YSL store space.

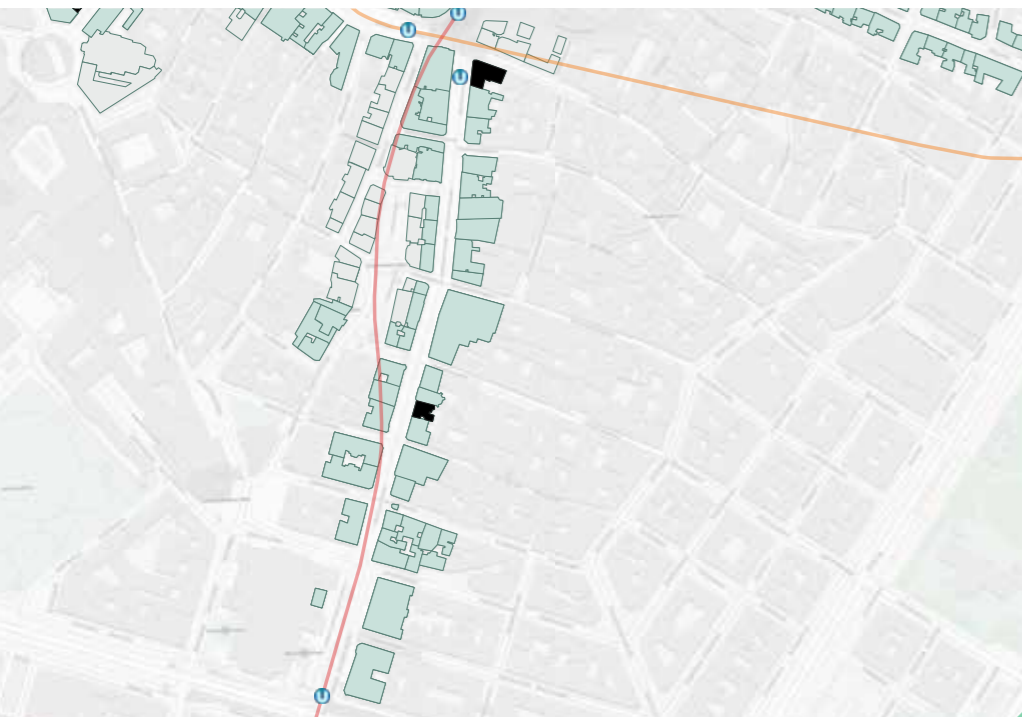
On the other hand, there are a few departures, including the closure of the Freytag & Berndt bookshop in 2025 and the traditional store Zur Schwäbischen Jungfrau, which is relocating to Spiegelgasse.

With the market entry of Celine in 2025, that of Zimmermann in March 2026, and the planned opening of Hackett in Seitzergasse, the range of luxury brands is expanding. At the same time, there are also location optimisations:



HIGH STREET VIENNA

# Kärntner Straße



- Building with commercial space
- Building in A-location Kärntner Straße
- Selected new tenants 2025/2026



### A popular location attracting numerous new openings

Kärntner Straße is one of Vienna's best-known and most important shopping streets. As a pedestrianised zone, it links St Stephen's Cathedral with the Vienna State Opera and is home to international brands outside the luxury segment, such as H&M and Zara. Key tenants include the P&C Weltstadthaus and the Steffl department store.

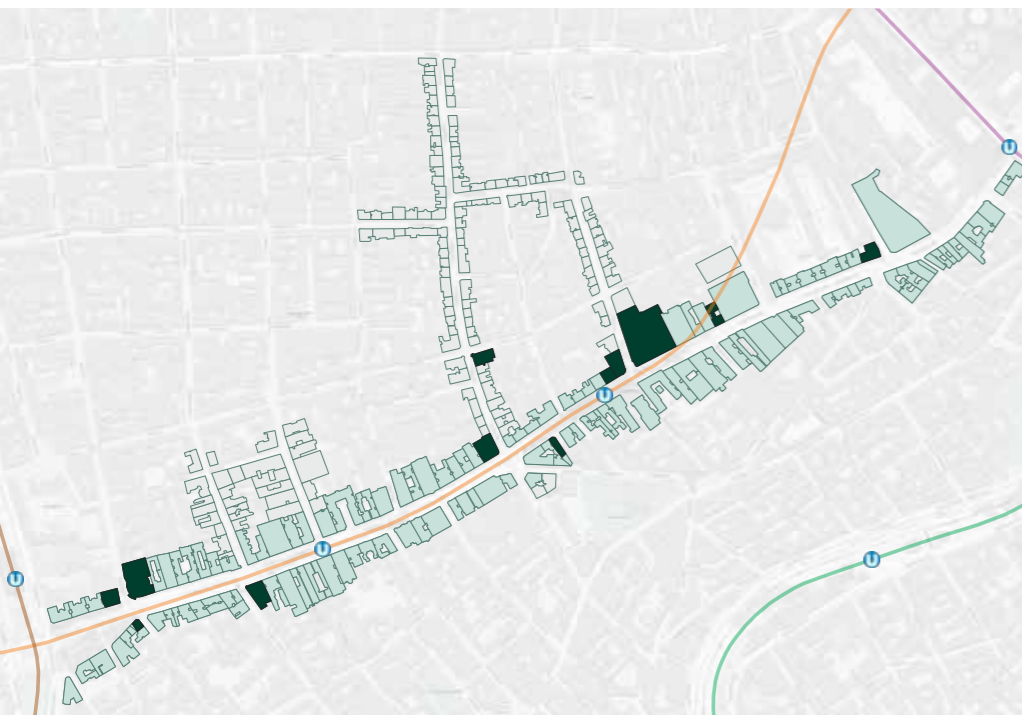
There have recently been several new openings on Kärntner Straße, including Lindt with its first flagship store and the IUMAN – Intimissimi Uomo monobrand store.

Gastronomic offerings in the area have also been expanded. With the Café am Dom on Stephansplatz, the Figlmüller Group has launched a coffee house concept, whilst the Figoletta pizzeria, also run by Figlmüller, has opened on Rotenturmstraße.

		
<b>83</b>	<b>42,700 / 69,400</b>	<b>€ 150 – 200</b>
Stores	Number of visitors 2024 Kärntner Straße 16/19 (Th despite rain)	Rent for 100 – 500 sq m (per sq m/month)

HIGH STREET VIENNA

# Mariahilfer Straße



- Building with commercial space
- Building in A-location Mariahilfer Straße
- Selected new tenants 2025/2026




## Austria's longest shopping street

At 1.8 km in length, Mariahilfer Straße is Austria's longest shopping street and the one with the highest turnover. The total retail space amounts to around 210,000 sq m.

New openings in 2025 include Søstre Grene, Woolworth and H&M's sister brand Arket. In addition, Adidas has taken over the former Nike store. Fitinn is now present both in Gerngross and at a further location at Mariahilfer Straße 122. 2026 has already seen a new opening with Normal AS. In the same year, Decathlon will move into Gerngross with

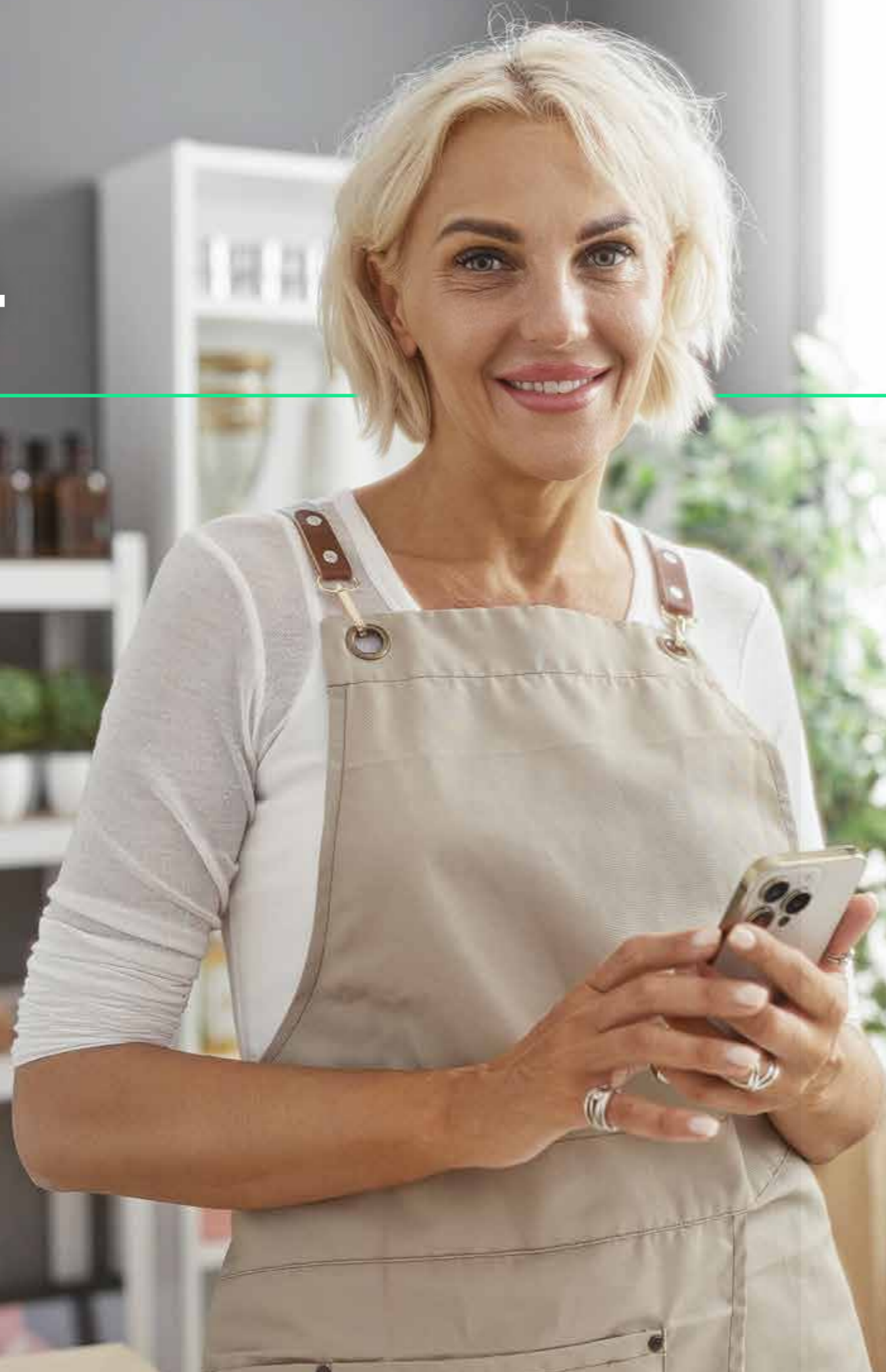
a newly opened store. Likewise in 2026, ON Running will open its first store, not directly on Mariahilfer Straße but on Neubaugasse, a street that is growing in importance and is increasingly perceived as an extension of the main shopping street.

However, Mariahilfer Straße is also facing a problem of vacant space. For example, the retail spaces previously occupied by KARE, Butlers, Puma and Orsay are currently vacant.

 <b>322</b> Stores	 <b>36,800 / 70,000</b> Number of visitors 2024 Mariahilfer Straße 80/85 (Th despite rain)	 <b>€ 75 – 140</b> Rent for 100 – 500 sq m (per sq m/month)
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High Street  
Linz



HIGH STREET LINZ

# Retail market Linz

Linz is one of Austria's most important industrial centres and is progressively strengthening its position in the fields of research, innovation, software and IT. This results in stable employment and a per capita purchasing power that is above the Austrian average. Tourism, on the other hand, plays a relatively minor role in Linz.

The retail market in Linz is largely characterised by Landstraße as the central inner-city shopping axis, as well as by Plus City located outside the city in Pasching, which is Austria's third-largest shopping centre. North of the Danube, Lentia City fulfils an important supply function for the Linz-Urfahr district with its range of local retail and services.

Recent project developments include the refurbishment of the Passage Linz, completed in 2025, which saw the arrival of brands such as Rituals and Nanu-Nana, as well as the ongoing repositioning and modernisation of the Pro Kaufland shopping centre in Urfahr, scheduled for completion in summer 2026. In the recently completed Quadrill, BILLA covering around 1,000 sq m, a fitness centre and various gastronomic offerings have opened.



214,500

Inhabitants 2026  
(beginning of the year)



+13.6%

Population growth  
2006 – 2026



€ 32,200

Purchasing power  
per person 2026



€ 62,300

Ø annual disposable  
household income  
2026



HIGH STREET LINZ

# Landstraße



- Building with commercial space
- Building in A-location Landstraße
- Selected new tenants 2025/2026



### Vibrant shopping street

Landstraße in Linz city centre is the most frequented shopping street outside Vienna. A distinctive feature of Landstraße are the three shopping centres located there: Linzerie, Passage and Atrium City Center. However, these three locations face intense competitive pressure from the nearby Plus City.

During 2025, there were several new openings on Linz's Landstraße, including Søstrene Grene, brokered by CBRE, Scotch & Soda and Only & Sons.

This contrasts with the announced closure of the Interio store in mid-2026. Kleider Bauer is currently undergoing extensive refurbishment, with the reopening scheduled for late 2026.

		
<b>191</b>	<b>385,000</b>	<b>€ 40 – 70</b>
Stores in A-location	Inhabitants within a catchment area of 20 minutes driving time	Rent for 100 – 500 sq m (per sq m/month)

5

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# High Street Graz



HIGH STREET GRAZ

# Retail market Graz

Graz is Austria's second-largest city. With a population growth of around 25% over the past ten years, it is, in percentage terms, the fastest-growing city in the country. Its catchment area extends far beyond the city limits, encompassing parts of southern Burgenland and stretching as far as Slovenia. As a renowned university city with eight higher education institutions, Graz is one of Austria's leading centres for students and boasts the highest proportion of academics at over 36%.

Graz's Old Town, designated a UNESCO World Heritage Site and a popular conference venue, is a key driver of tourism-driven retail. The central shopping axis in the city centre is Herrengasse, which, as the main pedestrian zone, connects Jakominiplatz and Hauptplatz.

The Kastner & Öhler department store, with around 35,000 sq m of retail space, is a major footfall driver. The city centre offering is complemented by large-scale shopping centres, foremost among them Shopping City Seiersberg in the south of Graz, one of Austria's largest shopping centres with around 85,000 square metres of retail space. Other shopping centres in Graz include Citypark, Murpark, Shopping Nord and Center West.

With the completion of the city centre traffic relief scheme and the reorganisation of tram traffic, footfall is expected to rise, after construction work led to an increase in tenant turnover and business closures. This development is supported by urban development projects such as Smart City and the Reininghaus site, which are further increasing housing supply.



**307,000**

Inhabitants 2026  
(beginning of the year)



**+24.6%**

Population growth  
2006 – 2026



**€ 31,400**

Purchasing power  
per person 2026



**€ 61,400**

Ø annual disposable  
household income  
2026



HIGH STREET GRAZ

# Herrengasse



- Building with commercial space
- Building in A-location Herrengasse
- Selected new tenants 2025/2026



### New concepts for the city centre

Graz city centre is Austria's second-largest inner-city retail hub after Vienna. The core area around Herrengasse serves as the main shopping area.

In autumn 2025, Only opened in the Spitzhaus on Herrengasse. Manufactum followed in March 2026 at Kastner & Öhler, and a few months later, Thalia will open on Hauptplatz – both were brokered by CBRE.

The food and beverage sector has been particularly dynamic recently. In 2026, KFC opened on Jakominiplatz in the former Sorger bakery store. Vapiano Piccolo, the new concept from the Vapiano restaurant chain, moved into the former Swing Kitchen store. The opening of 60 seconds to Napoli is planned for spring 2026 in the former Vapiano restaurant.

On the exit side, BoConcept closed its store on Tummelplatz. The location will be used in future by EVO Fitness, also brokered by CBRE. In addition, Benetton withdrew from the city centre.

		
<b>140</b>	<b>376,000</b>	<b>€ 40 – 80</b>
Stores in A-location	Inhabitants within a catchment area of 20 minutes driving time	Rent for 100 – 500 sq m (per sq m/month)

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High Street  
Salzburg



HIGH STREET SALZBURG

# Retail market Salzburg

With a population of around 158,000, Salzburg is Austria's fourth-largest city and plays a central role as a tourist destination. The high number of overnight stays, combined with a significant number of day tourists, has ensured a high footfall for years, benefiting inner-city retailers. The location's appeal is further enhanced by its geographical proximity to Germany and its excellent accessibility from other parts of the country.

The population's purchasing power is at a very high level by Austrian standards and ranks among the highest of the major cities. Despite only moderate population growth, the city thus possesses substantial purchasing power potential. Salzburg city centre comprises around 72,000 sq m of retail space.

The city centre offering is complemented by several shopping centres, including Europark, the Shopping Arena Alpenstraße and Forum 1 on Bahnhofplatz.

The Vonree Group's "Am Goldeck" revitalisation project on Rathausplatz, as well as the redevelopment of Waagplatz and Mozartplatz, will further enhance the city centre's appeal. The AVA-Hof is to be converted into a luxury hotel with retail and office space until 2028. In the area around the main station, the Salzburg State Service Centre is creating a new workplace for around 1,400 employees, which is expected to lead to a significant increase in footfall for retail and hospitality in the immediate vicinity. In the beginning of the year, the expansion of Europark began, which will create an additional retail space of around 8,500 sq m by autumn 2027.



158,000

Inhabitants 2026  
(beginning of the year)



+3.0%

Population growth  
2006 – 2026



€ 33,300

Purchasing power  
per person 2026



€ 66,400

Ø annual disposable  
household income  
2026



HIGH STREET SALZBURG

# Getreidegasse



- Building with commercial space
- Building in A-location Getreidegasse
- Selected new tenants 2025/2026



## Mozart's City with strong momentum

Salzburg's Old Town is characterised by its historic buildings and features a fragmented structure, which results in a relatively low concentration of retail chains and contributes significantly to the unique character of the Old Town.

In 2025, Lindt Chocolate Boutique opened in Getreidegasse and Mango moved into the former Zara store, brokered by CBRE.

Alter Markt is increasingly establishing itself as a destination for watch and jewellery retailers. In early 2025, the watch boutique Bink, also brokered by CBRE, opened there. At Kranzmarkt, Dallinger opened a Rolex boutique and a further jewellery store, whilst the store on Rathausplatz was converted into a Tudor boutique. Omega relocated from the corner property on Kranzmarkt to the former Wolford store on the opposite side.

The long-established Café Tomaselli is facing a change of management after generations of ownership by the family.

 <b>167</b> Stores in A-location	 <b>238,000</b> Inhabitants within a catchment area of 20 minutes driving time	 <b>€ 50 – 110</b> Rent for 100 – 500 sq m (per sq m/month)
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# Investment market



INVESTMENT MARKET

# A return to momentum and a clear focus on demand

**The Austrian retail investment market picked up again in 2025. Close to half of the transaction volume was accounted for by international investors, with the market characterised by an increasingly selective focus on specific assets. A number of major transactions are already underway or in the pipeline for 2026.**

The retail investment volume in 2025 amounted to around EUR 485 m, representing approximately 12% of the total investment volume. International investors, in particular, shaped market activity.

Some notable transactions included the Kaufhaus Tyrol in Innsbruck, acquired from the insolvency estate of Signa Prime, and the Palais Corso in Vienna, acquired from the insolvent parent company. There were also several sales of retail parks, such as the Gewerbeparks Stadlau.

It was notable that, on the one hand, very large-scale properties were transacted and, on the other, significantly smaller deals were completed, with the investor focus clearly on trophy properties and core assets. Retail parks with a large catchment area and a high

proportion of everyday retail outlets are at the top of investors' shopping lists.

A slight and expected compression in yields began in 2025, with prime yields for retail parks stabilising at around 5.70% and for shopping centres at around 5.90%. Yields on high streets, however, remained stable at 4.70%.

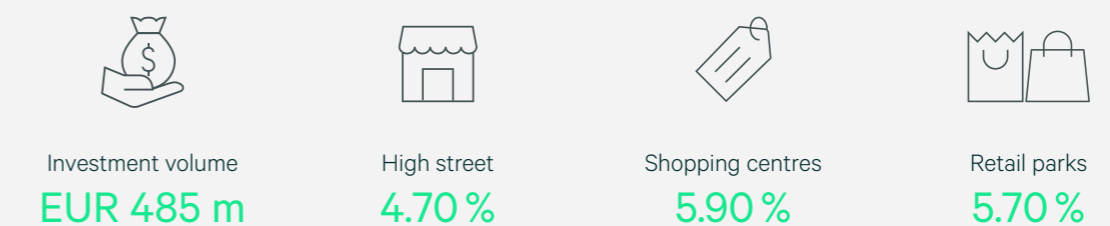
Investor interest is expected to remain high in 2026, particularly from international investors in the CEE region. At the same time, the market remains strongly product-driven: properties with clear positioning, high footfall and stable cash flows will continue to be in high demand, whilst secondary locations and less well-positioned formats must expect higher yield requirements.

The potential of the retail property sector continues to be viewed positively in the



Austrian property market. This is also reflected in CBRE's European Investor Intentions Survey 2026, in which 12% of market participants surveyed cited retail property as their preferred investment target. Investors are particularly interested in retail parks with food retailers as anchor tenants, which are perceived as comparatively stable and resilient.

### Investment volume and prime yields in the Austrian retail sector in 2025



# Glossary

The **prime rent** refers to the upper price segment of a retail market on high streets, for premises with a retail area of between 100 and 500 sq m, and provides information on the rents actually achieved. Only the base rent agreed in new leases is taken into account; key money is excluded. The realised prime rent is stated in EUR/sq m/month and always refers to the past 12 months. Whilst the prime rent reflects the median of the upper price segment, there are also individual **maximum rents** that may achieve higher values.

In Austria, unless otherwise stated, the **prime yield** corresponds to the gross initial yield.

**CBRE**

# Global strength. Local success.

Drawing on our market strength and the global CBRE network, we let a wide range of premises and provide strategic support to numerous international brands as they enter the Austrian market.

We would like to thank all the companies for the placed in us and wish them every success at their new locations!



**Arc'teryx**

1010 Vienna, Trattnerhof 1  
Opening April 2026 · ~ 552 sq m



**Hackett**

1010 Vienna, Am Hof 2  
Opening summer 2026 · ~ 101 sq m



**Polène**

1010 Vienna, Herrengasse 1-3  
Opening summer 2026 · ~ 308 sq m



**Zimmermann**

1010 Vienna, Tuchlaubenhof 7  
Opening March 2026 · ~ 315 sq m



**On**

1070 Vienna, Neubaugasse 20  
Opening summer 2026 · ~ 786 sq m



**Thalia**

8010 Graz, Hauptplatz 10  
Opening summer 2026 · ~ 1.865 sq m



**Manufactum**

8010 Graz, Murgasse 10  
Opening March 2026 · ~ 571 sq m

Your CBRE  
retail expert is  
glad to assist you:

## RETAIL

### Christoph Ecker

Director  
Head of Retail Leasing  
T +43 664 824 15 41  
christoph.ecker@cbre.com

## Lukas Schwarz

Managing Director  
T +43 1 533 40 80  
lukas.schwarz@cbre.com

## SENIOR ADVISOR TO THE BOARD

### Andreas Ridder

T +43 1 533 40 80  
andreas.ridder@cbre.com

## INVESTMENT

### Manuel Bugl

Director  
Head of Capital Markets  
T +43 676 501 45 98  
manuel.bugl@cbre.com

## RESEARCH

### Marc Steinke

Associate Director  
Head of Research  
T +43 676 501 78 26  
marc.steinke@cbre.com

## ESG

### Elvis Penjo

Director  
Head of ESG  
T +43 664 885 06 112  
elvis.penjo@cbre.com

## AGENCY

### Patrick Schild

Senior Director | Head of  
Leasing, Workplace & Design  
T +43 664 885 06 108  
patrick.schild@cbre.com

## VALUATION

### Christian Aplienz

Senior Director  
Head of Valuation  
T +43 664 851 57 46  
christian.aplienz@cbre.com

## Daniel Pfeiffer

Director | Head of Sector  
Industrial & Logistics Leasing  
T +43 664 518 45 12  
daniel.pfeiffer@cbre.com

## PROPERTY MANAGEMENT

### Petra Kern

Director  
Head of Property Management  
T +43 664 887 13 881  
petra.kern@cbre.com

## PROJECT MANAGEMENT TURNER & TOWNSEND

### Nadja Pröwer

Senior Director  
Business Unit Lead Austria  
T +43 676 500 48 13  
nadja.proewer@cbre.com

## Our locations and contact details

### Office Vienna

CBRE GmbH  
Am Belvedere 10  
1100 Vienna  
T +43 1 533 40 80  
cbrevienna@cbre.com

cbre.at  
LinkedIn: CBRE Austria

### Office Graz

Liebenauer Hauptstraße 34  
8041 Graz  
T +43 316 231 125 02

### Sigrid Filzmoser

Director | Lead Region South  
Advisory Services  
T +43 676 500 21 33  
sigrid.filzmoser@cbre.com

### Office Salzburg

Rainbergstraße 3A  
5020 Salzburg  
T +43 662 234 553 02

### Christoph Oßberger

Director | Lead Region West  
Advisory Services  
T +43 676 501 45 97  
christoph.ossberger@cbre.com