



HOW PROFITABLE ARE THESE PRIME RETAIL STREETS?

A study of the most efficient retail streets in Europe

Introduction

Europe's Most Efficient Retail Locations

Europe remains one of the world's most competitive and diverse retail landscapes. From high-volume pedestrian arteries to ultra-premium luxury corridors, the continent's commercial streets play a decisive role in how brands scale, position themselves, and maximize return on real estate investment.

This study was designed to answer one fundamental question: where does retail performance truly outperform cost?

The analysis is based on a Footfall-to-Surface ratio, calculated as the average number of passersby by square meter generated on a monthly basis in 2025, in the corresponding streets.

The footfall corresponds to the number of visitors spending at least 10 minutes in the area, excluding workers and residents.

This ratio is evaluated alongside the 2025 Prime Rent (on a monthly basis) to investigate the correlation between the two features.

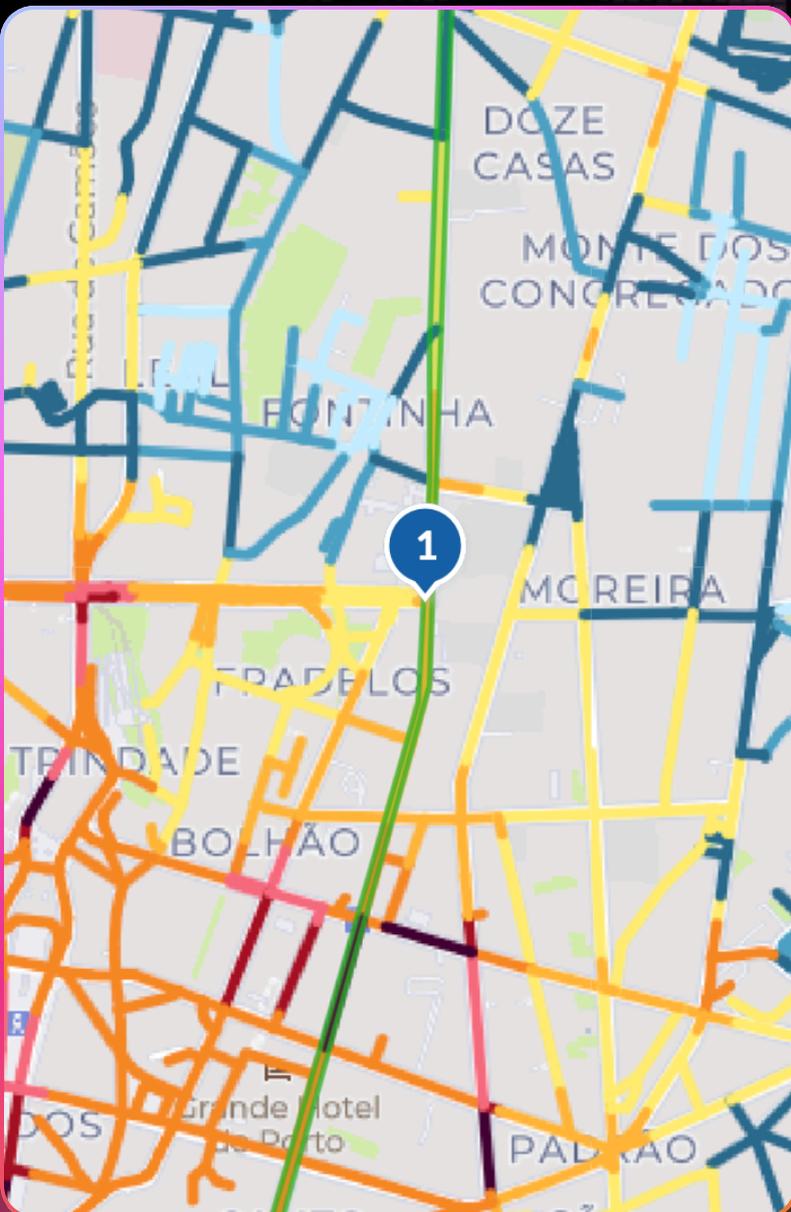
Data sources : MyTraffic, Cushman & Wakefield



PORTUGAL



Expanding into Portugal provides access to a fast-evolving retail market shaped by tourism, urban regeneration, and rising international visibility (32.5 million tourists in 2025 according to INE Portugal). Portugal combines relatively accessible entry costs with strong footfall in its prime city centers, particularly in Lisbon and Porto.



Rua Santa Catarina, Porto

AVERAGE MONTHLY FOOTFALL:
9,98 PER SQM
PRIME RENT : 85,00 € PER SQM

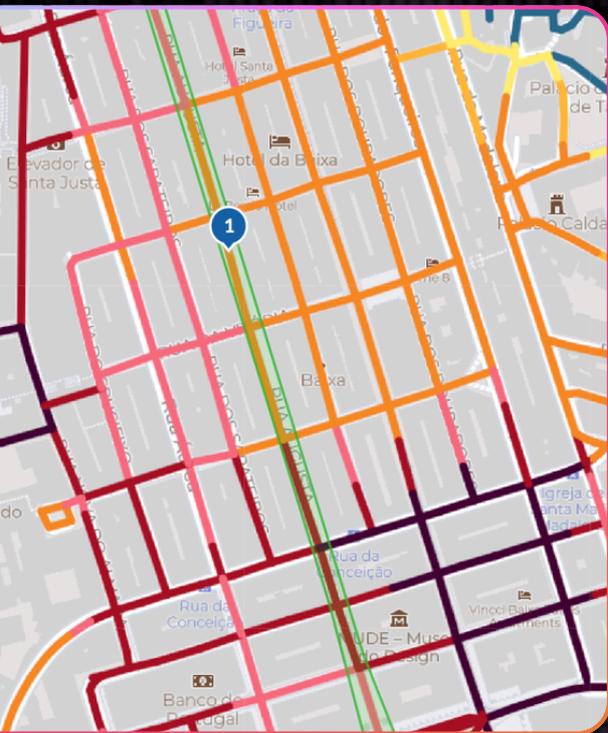
Rua Santa Catarina is Porto's commercial backbone, distinguished by its strong reliance on everyday consumption rather than luxury or destination retail

Its audience is largely local and regional, generating consistent, repeat-driven footfall.

PORTUGAL



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Rua Augusta, Lisbon

AVERAGE MONTHLY FOOTFALL: 85,54 PER SQM
PRIME RENT: 120,00 € PER SQM

Rua Augusta functions as Lisbon's main tourist retail corridor, connecting key landmarks and absorbing some of the city's highest pedestrian flows.

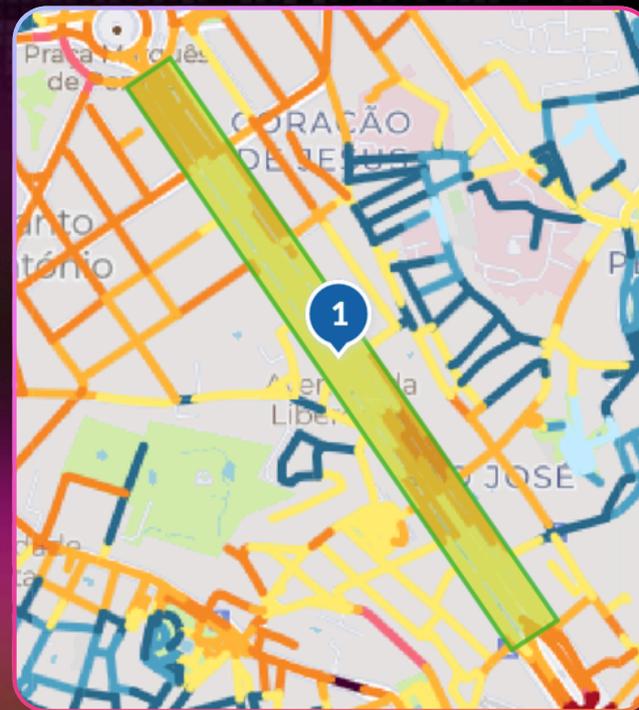
Its uniqueness lies in international exposure: visitors from multiple markets pass through daily, making it an effective platform for brand awareness, impulse purchases, and high-volume souvenir and lifestyle retail.

Avenida da Liberdade, Lisbon

AVERAGE MONTHLY FOOTFALL: 21,25 PER SQM
PRIME RENT : 115,00 € PER SQM

Avenida da Liberdade stands apart through its boulevard format and luxury orientation. Unlike Lisbon's dense pedestrian streets, it attracts a more deliberate, affluent audience arriving with clear intent.

For retailers, its value is strategic rather than volumetric: controlled footfall, premium positioning, and a setting aligned with flagship stores and long-term brand equity.

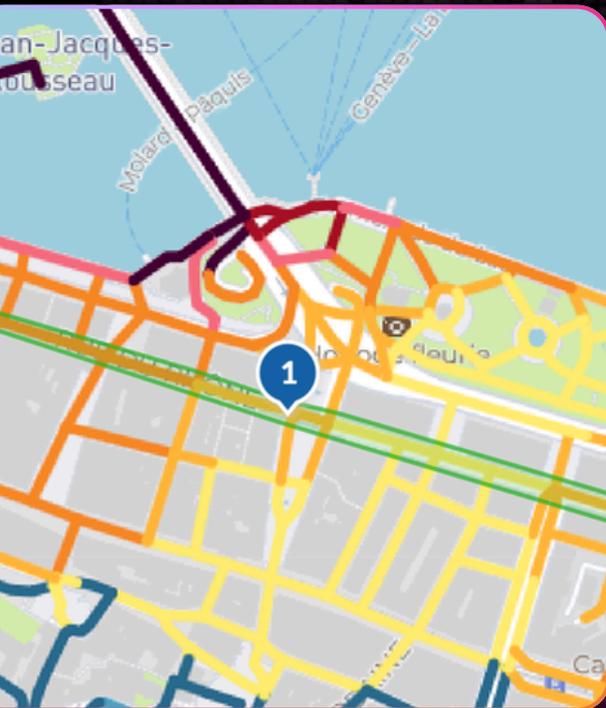


SWITZERLAND



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Expanding into Switzerland provides access to a highly resilient retail market (Swiss retail sales grew +1.0% in 2024, then accelerated to +2.9% YoY by end of 2025) driven by strong purchasing power, economic stability, and premium urban locations.



Rue du Rhône, Geneva

AVERAGE MONTHLY FOOTFALL: 24,62 PER SQM
PRIME RENT : 384,00 € PER SQM

Rue du Rhône functions as Geneva's premier luxury shopping street, connecting key cultural hubs with the city's most sought-after retail addresses and drawing significant international footfall.

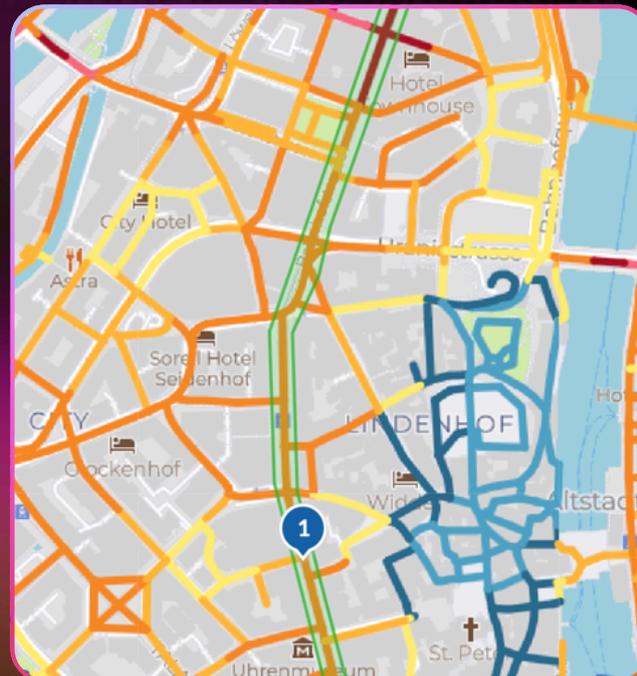
Its appeal stems from international reach: the street hosts affluent tourists and residents alike, offering a strategic platform for luxury brands.

Bahnhofstrasse, Zurich

AVERAGE MONTHLY FOOTFALL: 24,05 PER SQM
PRIME RENT : 804,00 € PER SQM

Bahnhofstrasse serves as Zurich's flagship retail artery, linking the city's financial district with prime urban attractions and consistently attracting some of the highest foot traffic in Europe.

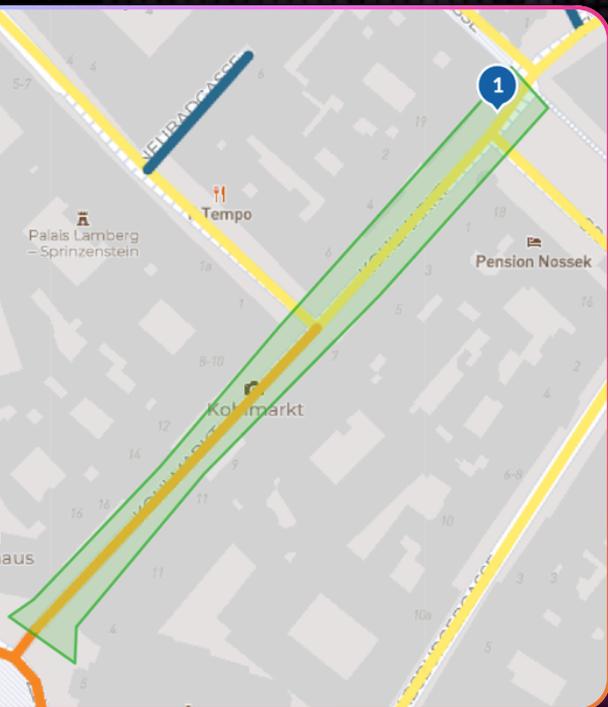
Its strength lies in concentrated affluence and global prestige: shoppers include both high-net-worth locals and international visitors.



AUSTRIA



Expanding into Austria opens the door to a stable and well-established retail landscape (Austrian retail turnover grew +2.1% in 2024), characterized by solid consumer spending and prominent urban shopping districts.



Kohlmarkt, Vienna

AVERAGE MONTHLY FOOTFALL: 305,31 PER SQM
PRIME RENT : 460,00 € PER SQM

Kohlmarkt stands as Vienna's quintessential luxury shopping destination, linking historic landmarks with the city's most prestigious retail addresses and consistently attracting high-net-worth visitors.

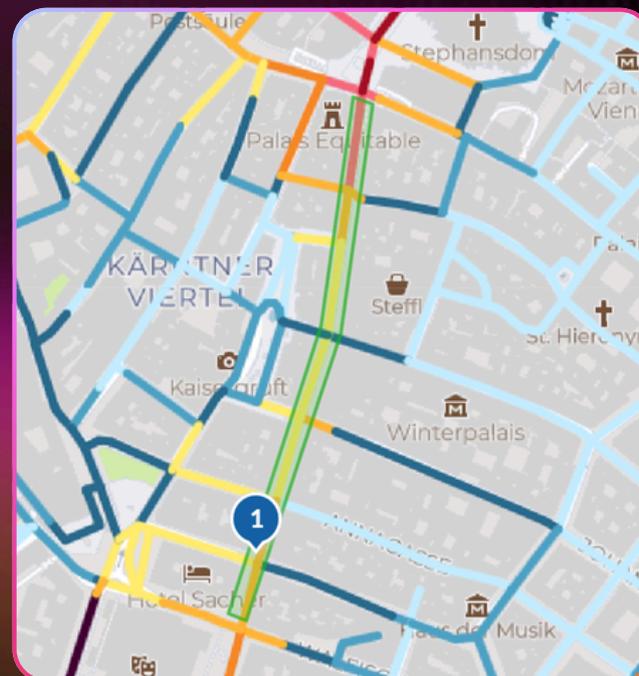
Its appeal stems from the economic and residential profile of the zone: the street benefits from a dense mix of residents, office workers, and high-income households nearby.

Kärntnerstraße, Vienna

AVERAGE MONTHLY FOOTFALL: 103,53 PER SQM
PRIME RENT : 400,00 € PER SQM

Kärntnerstraße functions as one of Vienna's busiest commercial streets, located within a highly attractive district alongside Kohlmarkt.

The area's strength drives significant footfall: the combination of these two major streets generates a high concentration of shoppers.



RANKING OF THE MOST EFFICIENT STREETS

This leaderboard orders the studied streets by their monthly average Footfall-to-Surface ratio in 2025.

Position	Street name	Footfall to Surface Ratio (in visitors per sqm)	Prime Rent value (in € by sqm)
1	Kohlmarkt, Vienna	305,31	460,00
2	Kärntnerstraße, Vienna	103,53	400,00
3	Rua Augusta, Lisbon	85,54	120,00
4	Rue du Rhône, Geneva	24,62	384,00
5	Bahnhofstrasse, Zurich	24,05	804,00
6	Avenida da Liberdade, Lisbon	21,25	115,00
7	Rua Santa Catarina, Porto	9,98	85,00

FOOTFALL DENSITY LEADERBOARD

CONCLUSION

Most streets tend to reverse their position when comparing the two indicators, pointing to a predominantly inverse relationship between prime rent levels and footfall density.

Two notable exceptions emerge :
Bahnhofstrasse combines some of the highest rental values with comparatively lower visitor intensity. In contrast, Rua Augusta records strong footfall density while remaining among the more affordable locations in rental terms.

*Footfall-to-surface ratio may underrepresent the attractiveness of wider boulevards, where a larger surface area mechanically dilutes visitor density, independent of actual foot traffic volume.

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