



June 2021

# Outlet Centres in Europe

Market Survey covering all operating and planned Outlet Centres in the European Countries

**Study within the Scope of ecostra's Basic Research**

# Analyses and Strategies for Markets and Locations in Europe

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- Analyses for Investment and Financing Decisions
- Expert Statements and Consulting in Approval Procedures for large-scale Retail Projects
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- Analyses on Local Retail Supply
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# Preliminary remarks

Beginning in the USA and, over the past 25 years, subsequently spreading in Europe as well, a new retail format has been established: the Factory Outlet Centre (FOC) or Designer Outlet Centre (DOC). In the meantime, such a high density of Outlet Centres already exists in some European countries (e.g. Great Britain), that one can certainly speak of market saturation here. Thus, in Great Britain, as in the USA also, a market shakeout is observable among locations of Outlet Centres, whereby the most professional operators, and accordingly suitable locations, win out over less productive concepts or locations with weaknesses.

The situation in continental Europe is somehow different. Due what are, to date, extremely restrictive building permission procedures compared to those in the rest of Europe, Germany has only a very few Outlet Centres in relation to the size of this national market. However, there is little doubt that this will change in the medium-term perspective, at least. The kind of emotional argument that often used to take place until just a few years ago has now given way to a much more factual discussion on the advantages and disadvantages of establishing an Outlet Centre.

Whereas Germany still shows a lot of potential for new Outlet Centres, Italy has seen a rapid development in the last years, and it's difficult to discover any "white spots" on the map there. The same applies to Switzerland and Austria. In the Central and East European Countries (CEE) the development took up pace but slowed down again in the aftermath of the credit crunch. So still there are significant differences on the development of Outlet Centres and the numbers of such centres in the European countries.

For more than 12 years now, ecostra is publishing this survey on Outlet Centres in Europe. Gathering reliable market-data requires a clear definition of the subject of investigation. Starting with the December 2014 issue, ecostra adapted the definition to new developments in the outlet markets, in particular the up-coming outlet-hybrids (e.g. Value Centres, Outlet Agglomerations). The **new definition of an Outlet Centre** is:<sup>1</sup>

*Outlet Centres are an agglomeration of many outlet store units within a coordinately-planned or a spatially-interrelated complex of buildings with more than 5,000 m<sup>2</sup> retail sales area (= approx. 6,000 m<sup>2</sup> GLA) and with more than 20 outlet stores. There **brand** manufacturers and vertically-integrated retailers sell past seasons, factory seconds, surplus stock etc. directly to the consumer, without using retail businesses as (intermediate) distributive channels. All products are sold with a discount to the original high-street price of at least 25 %, **whereas double-pricing ("High Street Price" / "Outlet Price") is ruled by the leasing contract. The marketing targets a supraregional area and above all customers from far away are addressed. The coordination, organisation and marketing of an outlet centre is carried out by a centre management.***

The overview presented in this survey includes all those centres that are, currently either in operation or planned, that correspond to the above definition of Outlet Centres. For this reason, the Lifestyle Outlets Myland Crystallerie Wadgassen ([www.myland.eu](http://www.myland.eu)), the A6 Fashion Place in Herrieden ([www.a6-fashionplace.de](http://www.a6-fashionplace.de)), the 50 Factory Store in the Italian town of Aosta ([www.fifty.it](http://www.fifty.it)) nor, among other sites, the Hackney Walk Luxury Outlet District ([www.hackneywalk.com](http://www.hackneywalk.com)) in London have been excluded from the list.

At the same time such concepts like Outletcity Metzingen ([www.outletcity-metzingen.com](http://www.outletcity-metzingen.com)) or the City Outlet Bad Münstereifel ([www.cityoutletbadmuenstereifel.com](http://www.cityoutletbadmuenstereifel.com))<sup>2</sup> are not covered by the definition above. Following the request of many brand manufacturers, who were on the search for market data and informations for such projects ecostra presented with "**Organized Outlet Agglomeration" (OOA)** a definition for such a retail format that does have various features similar to those of an outlet centre but at the same time is different in many aspects. OOA can be distinguished from FOC by the following features:

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<sup>1</sup> The new elements in this definition are marked in red colour.

<sup>2</sup> The City Outlet Bad Münstereifel is the first professionally organized outlet concept using already existing historical buildings in the high streets of a city.



- There is no coordinately-planned or spatially-interrelated complex of buildings. Such common features can refer to some sections of the object, but not the whole. This is most obvious by differences in architecture and missing common functional areas, e.g. heating, storage, waste.
- There are other uses – e.g. services, retail businesses, gastronomy, flats – located between the outlet stores of the OOA. These premises are not necessarily jointly owned by the investor of the OOA nor are they necessarily leased by the operator of the OOA.
- There are public roads, streets and pavements passing through the area where the outlets are located.
- Other than a more or less random agglomeration of outlet stores, an OOA does have a centre-management, which is responsible for marketing and sometimes even for leasing of the object.
- All other features correspond to those of an Outlet Centre (see definition above).

The following survey of existing and planned Outlet Centres and Organized Outlet Agglomerations in Europe is intended to help improve transparency on the retail trade market. This survey is free of charge and is available to everyone without any limitations as a PDF-download at the [ecostra](http://ecostra.com)-website. The overview has been compiled according to the best of [ecostra](http://ecostra.com)'s knowledge and is updated approximately every 3 months. Plans, developments or other information disclosed to the authors on a confidential basis have not been included in the overview, in consideration of protection of confidence. No guarantee can be given for the completeness or correctness of the said information.

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Location	Type	Status	Name of the Object / Project	Operator	Developer / Investor / other Partners	Gross Leasable Area (GLA) in m <sup>2</sup>	Retail Sales Area (SA) in m <sup>2</sup>	Remarks
Parchim (Mecklenburg-West Pomerania)	FOC	cancelled	Luxus Outlet Center Parchim	n.s.	LinkGlobal Logistics Co. Ltd.	15.000	12.000	At the regional airport of Parchim-Schwerin a Chinese investor intended to develop an outlet centre. The specific positioning of this center - according to the investor - was the tenant mix, consisting only of high-priced luxury brands. To generate the necessary demand for such brands in this anything else but densely populated area, the investor intended to organize daily shuttle-flights from China. The process to apply for a building permit started in 2016 but was put on a halt soon after. An impact study ordered by the city of Parchim assumes that this outlet centre could be able to generate a floorspace productivity of approx. 28,000.-- Euros / m <sup>2</sup> sales area. This would exceed the highest productivity figures of German outlet centres by far. It remains to be seen whether or not all of this will turn out to be just "castles in the air" (resp. "castles at the airport"). Currently there are more and more hints that this project has been cancelled.
Gelnhausen (Hesse)	FOC	cancelled	Barbarossa City Outlet	n.s.	GSK-Group	16.000	12.000	In the city centre the former department store JOH was sold to the investor Jan Leuze, who intended to turn it into an inner city outlet centre with 4 sales-levels. In September 2016 the project received the construction permit. The sale of the site was made under the condition that the developer will have to prove financing and a leasing rate of about 50 % before the transfer of ownership will take place. In February 2018 the city of Gelnhausen announced that the developer has failed to provide this proof so far and extended the deadline by 1 month. Finally in March 2018 the developer provided both, an investor and the leasing quote. But, in April 2018 the payment deadline passed. At the end of April 2018 the city administration provided with the Munich based ITP Group and the Leipzig based GRK Group two new investors. In September 2018 the city council first decided in favour of the GRK Group, but withdraw later. In May 2019 it was announced that the plans to establish an outlet centre were finally cancelled and instead offices and other uses will be built on the site.



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Usingen (Hesse)	OOA	cancelled	Outlet City Usingen	n.s.	n.s.	n.s.	n.s.	Some years ago, there were plans to convert empty shops in the city centre of Usingen to outlet stores according to the example of Bad Münstereifel. The initiative was pushed by the local trade and commerce association. A concept-study was elaborated. In summer 2016 meetings with investors and landlords were announced. The project was supported by the local trade and business club as well as the town administration. For some time now, there is no information about any progress of the plans, so it can be assumed that this project is cancelled.
Schwerin (Mecklenburg-West Pomerania)	FOC	cancelled	n.s.	n.s.	n.s.	n.s.	10.000	In August 2016 the local press reported that in the Schwerin city district of Haselholz an outlet centre is planned by an unnamed investor. In first statements representatives of the city of Schwerin stated to support this project. In spring 2017 it was announced that this project was cancelled.
Füssen (Bavaria)	FOC	cancelled	Ludwigs Center Outlet	n.s.	Jan D. Leuze / Manfred Rietzler	n.s.	n.s.	The festival hall of the bavarian city of Füssen went bankrupt some time ago. The building was sold to an investor, who intended to turn it into an outlet centre. After the city and districts representatives announced in line with local retailers to oppose the project, the investor decided to cancel the outlet project. In March 2017 Jan Leuze sold his shares in the project to the co-investor Manfred Rietzler.
Marl (Northrhine-Westfalia)	FOC	under construction	Fashion Outlet Marl	Outlet Evolution Services	FFIRE Immobilienverwaltung AG / Kristofer Jürgensen	19.000	15.000	Following the closure of the Karstadt Department Store, the shopping centre "Marler Stern" struggled with an increasing vacancy problem. In a redevelopment of the centre, the new owner will integrate an outlet centre on the upper floor of the 2-storey shopping centre, which is with a total of approx. 58.000 m <sup>2</sup> GLA one of the biggest inner-city shopping centres in Northrhine-Westfalia. Opening of the shopping centre (lower floor) happened in January 2020, a soft opening of the outlet centre (upper floor) will take place on 10th September 2020 and will encompass approx. 12 stores. In June 2021 the grand opening is announced.



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Pohlheim (Hesse)	FOC	cancelled	Limes The Style Outlets	Neinver	FS Entwicklungsgesellschaft Mittelhessen GmbH / Neinver	17.000	13.500	In the industrial area "Garbenteich-East", which is located in immediate proximity to the motorway A5, an Outlet Center is planned. The project was presented at the end of October 2017 at a special meeting of the Pohlheim town council. A citizens action group has formed to oppose the project because of the expected traffic. The city of Giessen already announced to oppose this project too. In April 2018 an impact study, ordered by the city of Giessen, was presented. This impact study came to the result, that this planned outlet centre will severely damage the surrounding city centres. In August 2018 a citizens vote was carried out but failed to reach the limit of 25 % of the local constituency voting. At the end of June 2019 the investor announced to cancel the plans to build the centre, due to the high hurdles of the planning process.
Bremerhaven (Bremen)	FOC	operating	Mein Outlet Bremerhaven	AVW Immobilien AG	AVW Immobilien AG	10.000	9.000	In the harbour area of the city of Bremerhaven, closeby to the city center, 2008 a shopping centre opened, that was designed in the Tuscany village style. The name was "Mediterraneo". Since the start the shopping centre failed to meet expectations and showed an increasing number of vacancies. In January 2019 press reports indicated that the Mediterraneo will be rebranded and turned into an outlet centre. Opening of the outlet centre was on 20th April 2020. In April 2021 the owner of the centre took over management from the former management company 1A Outlet Projekt GmbH.
Pforzheim (Baden-Wuerttemberg)	FOC	uncertain	n.s.	n.s.	Bader GmbH & Co. KG	30.000	24.000	The mail order company Bader intends to convert its former logistics centre in Pforzheim into an outlet centre. The property is to comprise 3 to 4 sales levels, with the first sales level starting on the 1st floor. A preliminary building application was submitted to the city administration in February 2019. The investor has ordered a preliminary impact study, to have a basis for the following discussions. Latest press reports indicate, that the investor intends to cancel this project.



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Bad Lippspringe (Northrhine-Westfalia)	OOA	early planning phase	City Outlet Bad Lippspringe	n.s.	n.s.	n.s.	9.000	Due to the high number of vacant shops in the city centre, the municipality is planning to implement a city outlet concept modelled on Bad Münstereifel. A market study has confirmed the basic feasibility. Now further studies are to be carried out and steps for implementation are to be initiated. The population is informed about the progress of the project within the framework of periodic public meetings.	
St. Augustin (Northrhine-Westfalia)	FOC	advanced planning phase	Outlet Köln / Bonn	IPH Handelsimmobilien GmbH	GoOutlet! GmbH / Jost Hurler Group	9.000	7.000	The shopping centre huma was opened in 1977 and 2017 extended up to approx. 50,000 m <sup>2</sup> GLA. Now on the 1st floor an area with approx. 9.000 m <sup>2</sup> GLA is supposed to be occupied with 40 outlet stores, So this will be a hybrid concept of a shopping and outlet centre. The existing building permit allows such a development without an approval procedure. There are already approx. 2,300 parking spaces in a multi-storey car park.	
<b>Greece</b>									
Attiki (Athens)	Odos	FOC	operating	Factory Airport	Factory Outlet S.A.	Elmec Sport S.A.	14.000	13.000	Located in a retail park (next to IKEA) near Athens Airport
Piraeus		FOC	operating	Factory Pireos	Factory Outlet S.A.	Elmec Sport S.A.	13.000	12.000	Approx. 300 parking spaces
Yalou (close to Athens)		FOC	operating	McArthurGlen Designer Outlet Athens	McArthurGlen	McArthurGlen Group / Bluehouse Capital Advisor Ltd	21.240	18.400	Village Centre with 2 sales levels and underground parking. Opened 02nd June 2011; approx. 2,400 parking spaces
Thessaloniki		FOC	operating	One Salonica Outlet Mall	n.s.	n.s.	17.500	15.000	Located at the west of Thessaloniki. Multi-storey building with outlet stores on 2 sales levels. Approx. 60 outlet stores. In the basement there is a Carrefour Hypermarket located. Approx. 1.000 parking places.
Larissa		FOC	operating	Fashion City Outlet	Sonae Sierra	Bluehouse Capital	20.000	16.000	Relaunch of the former "Pantheon Plaza". The centre will also encompass a supermarket (1,600 m <sup>2</sup> ), a large Media Market and a cinema (1,900 m <sup>2</sup> ). Approx. 1,600 parking spaces. Opening took place at 15th November 2018.



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Athens	FOC	advanced planning phase	Gazi Outlets	Hines	National Bank of Greece (NBG)	22.000	18.000	Redevelopment of the former Athens Heart Mall shopping centre. Opening was originally scheduled for spring 2021, but had to be delayed. According to press reports, Hines is still determined to realize this project.
<b>Hungary</b>								
Törökbálint (west of Budapest)	FOC	closed	GL Outlet Center	GL Outlet	Group GL	16.500	15.000	Project opened in November 2004. However, due to location disadvantages and conceptual planning weaknesses, the centre was not able to compete with the neighbouring Premier Outlets Center in Biatorbágy and closed down operations at the beginning of 2011. The centre is now occupied in part with offices of the local city administration. But large parts are standing empty.
Biatorbágy (west of Budapest)	FOC	operating	Premier Outlet Budapest	ROS Retail Outlet Shopping	DWS Group	23.710	20.000	Project opened in November 2004. The 3rd construction phase was completed in August 2007. In 2015 the centre was sold by AVIVA Central European Property Fund to Lone Star Real Estate Fund III. At the end of 2016 the centre management moved from Jones Lang LaSalle to ROS. In 2018 the centre was sold to the DWS fund "Grundbesitz Europa". Approx. 1,780 parking spaces.
Budaörs (west of Budapest)	FOC	closed	M1 Outlet Center	Óbuda-Újlak	FTB Invest Kft.		16.500	Located in immediate proximity to the Premier Outlets Center in Biatorbágy. The centre was more a mixture between an OC and a traditional shopping centre. Due to the severe competition, it failed and closed again. The centre is now standing empty!
Polgár	FOC	operating	M3 Outlet Center	Jones Lang LaSalle	BTZ Kft. / M3 Outlet Service Kft.	10.900	9.500	Located at the M3 motorway in Eastern Hungary, between Miskolc and Debrecen. Opened on 17th May 2008. On 1st May 2012 management changed from Jones Lang LaSalle (JLL) to the developer's management company. In October 2013 JLL was entrusted with the management again.
<b>Ireland</b>								
Killarney	FOC	operating	Killarney Outlet Centre	European Outlet Markets	Green Property	7.000	6.500	
Rathdowney	FOC	closed	Rathdowney Shopping Outlet	Morrison Developments	Morrison Developments / AWG	7.500	6.800	Centre was closed in May 2012.



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Kildare	FOC	operating	Kildare Village	Value Retail	Hammerson Plc. / Value Retail	16.800	13.500	Project was opened in July 2006. Construction work started in 2014 for a 5,540 m <sup>2</sup> GLA extension in phase II. Opening of phase II took place in November 2015. In January 2018 Value Retail was granted planning permission for phase III which will add another 5,500 m <sup>2</sup> GLA to the centre. Opening of this extension is planned for summer 2021.
Carrigtwohill (Cork)	FOC	uncertain	Tourist Outlet Village (TOV)	n.s.	Rioja Estates	20.000	16.000	The site is close to the IDA industrial estate at Killacloyne in Carrigtwohill. Cork County Council voted in favor of the planned outlet centre. The amendment of the County Development Plan (CDP) is necessary. Construction was supposed to start in 2022 and opening in March 2024. In June 2020 the national planning authority (planning regulator) has rejected this development. In April 2021 Cork County Council announced to fight this decision in High Court.

### Italy

Serravalle (San Marino)	FOC	closed	One Gallery Outlet	n.s.	San Marino Factory Outlet Srl	8.000	5.000	According to available information, the "San Marino Factory Outlet" centre closed doors in April 2015. In March 2016 the centre was reopened as "One Gallery Outlet". 2 sales-levels and 700 parking spaces. ATrony electronics mega-store was added to the centre. In April 2017 insolvency proceedings were implemented. According to available information, the centre is closed for good.
Serravalle (San Marino)	FOC	under construction	The Market San Marino Outlet Experience	n.s.	Borletti / Dea Real Estate / Aedes Sisiq / One Works	25.000	20.000	The project is situated in a commercial area in the north of San Marino, closeby to the SS72 (San Marino - Rimini). It will be developed as an outlet village in 2 construction phases. Phase 1 will encompass approx. 17,000 m <sup>2</sup> GLA and phase 2 the remaining 8,000 m <sup>2</sup> GLA. Part of the project is a supermarket with approx. 2,000 m <sup>2</sup> GLA. Approx. 1,500 parking spaces. Opening of phase 1 is scheduled for 24th June 2021.
Serravalle Scrvia	FOC	operating	McArthurGlen Designer Outlet Serravalle	McArthurGlen	McArthurGlen Group / TH Real Estate	50.650	35.700	Opened September 2000; approx. 4,250 parking spaces. Enlargement by approx. 12,260 m <sup>2</sup> SA took place in phase IV in 2016.
Bergamo	FOC	closed	La Galleria Factory Outlet Center	Morrison Developments	Buontempo	14.000	12.000	Opened in 2003; approx. 1,100 parking spaces. In the meantime, the centre has been turned into a classical shopping centre.

