CUSHMAN & WAKEFIELD

BARCELONA

GLOBAL CITIES RETAIL GUIDE

2026 EDITION

Better never settles

BARCELONA OVERVIEW

Barcelona, Spain's second-largest city and the capital of Catalonia, is the country's most visited province. It serves as the hub of a dynamic metropolitan area with a population of approximately 5.3 million inhabitants.

The city is renowned for its prosperous economic centre, recently ranked as Europe's fifth-best city for business. Additionally, Barcelona hosts one of the Mediterranean's key ports, functioning as a pivotal start and end point for cruise ships traversing the region.

As one of Europe's premier tourist destinations, Barcelona ranks as the 12th most visited city globally. The city's vibrant atmosphere, distinguished architecture, lively nightlife, and numerous museums, galleries, beaches, and entertainment options attract a significant number of tourists annually.

The main shopping district is centered around Plaça Catalunya, featuring a mix of prominent Spanish brands and international retailers. Barcelona's fashion-conscious culture caters to both tourists and local shoppers. Major retailers in the city include Zara, H&M, Desigual, Adidas, Nike, Chanel, Gucci, Louis Vuitton, Burberry, Dolce & Gabbana, Pull & Bear, Massimo Dutti, Intimissimi, Bershka, Mango, Apple, El Corte Inglés and Replay amongst others.



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Key Retail Streets & Areas

PASSEIG DE GRÀCIA

Passeig de Gràcia is one of the most prestigious and emblematic streets and a mandatory stop on any tourist route through Barcelona. It is one of the major avenues in Barcelona and one of its most important shopping and business areas, home to several of the city's most celebrated pieces of architecture. Passeig de Gràcia is both Barcelona and Spain's most expensive retail street with rents of €285 per sqm (as of December 2025).

It is the chosen location for many flagship stores such as Zara, Mango, Apple and Stradivarius together with luxury brands Gucci, Prada, Dolce & Gabbana, Cartier and Ermenegildo Zegna among others. The street includes La Pedrera & Casa Batlló (two Gaudi buildings which are some of the most visited tourist sites in Barcelona) together with leading hotels.

PORTAL DE L'ÀNGEL

Portal de l'Àngel is a pedestrian street targeted towards mass market retail. It is in the Ciutat Vella district next to Plaça Catalunya and is one of the city's most visited streets. Retailers include most of the Inditex Group brands, Benetton and Cortefiel. Portal de l'Àngel is famous for the huge thermometer located at the beginning of the street and for the presence of various craft markets throughout the year, which attract even more people, thus ensuring a retail location in this street is an assured success.

LES RAMBLES

Les Rambles is popular because of the theatres and museums, flower shops, artisans and human statues; all located where Las Rambles links Plaça Catalunya with Barcelona harbour. Major retailers present here include FC Barça, Vapiano, Primark, Sprinter and Levi's.

PELAI

Calle Pelai has always been one of the most sought-after prime areas by retailers thanks to its central location just a few metres from Plaça Catalunya (the heart of Barcelona). Today it is a safe bet as it has gained more pedestrian spaces and commercial life thanks to the latest works and renovations on the section from Plaça de la Universitat to Plaça Catalunya. The street is dominated by international and national fashion retailers such as Inditex Group, Primor, Druni and Normal.

PORTAFERRISSA

Portaferrissa, located in the Gothic Quarter, is a pedestrian street that runs between Portal de l'Àngel and Les Rambles. The street targets young and mass-market shoppers; brands such as VANS, Querol, Camper, Courir, Sunglass Hut, Foot Locker have a presence on this street.

AVINGUDA DIAGONAL

Avinguda Diagonal is one of Barcelona's most important avenues. It runs diagonally from west to east right across the city, hence the name. The most consolidated retail pitch is located between Plaça Francesc Macià and Passeig de Gràcia. The section between Françesc Macià and Passeig de Gràcia has become the "homeware golden mile" - with more than 1 kilometer of decoration and furniture brands. Most retailers consider Avinguda Diagonal as a good location for a second city centre store.

RAMBLA CATALUNYA

Rambla Catalunya runs parallel to Passeig de Gràcia. Characterised by its tree-lined central avenue, it has a traditional charm. The focus of this area is on medium to high-level shopping with a mix of restaurants and international brands.

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Market Overview

KEY AREAS / STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT	RANGE OF UNIT SIZES
Passeig de Gràcia	Mass market and high-end/luxury, high tourism activity	Chanel, Prada, Gucci, Uniqlo, Lego, Adidas, Zadig & Voltaire, Moncler, Rabat, Tiffany & Co, Dior, Maje, IRO, Hermès, Balenciaga, MaxMara, Philipp Plein, Chaumet, Primor	Onitsuka Tiger, Tudor, Tag Heuer, Golden Goose, Pandora, Big Mamma	€285 sqm/month	50 – 3,000 sqm
Portal de l'Àngel	Mass market, high tourism activity	New Balance, Parfois, Benetton, JD Sports, Parfois, Pull & Bear, Massimo Dutti, Llegit Stradivarius, Brandy & Melville, Rituals, Druni, Primor, Pop Mart, Tezenis	Pop Mart, Izipizi, Dan John, New Era	€255 sqm/month	50 – 2,000 sqm
Portaferrissa	Mass market, trendy	Sunglass Hut, Claire's, Snipes, Vips, Querol, JD Sports, Skechers, Druni, , Courir, Foot Locker	Adopt, Miin Cosmetics, Blind Box, Satisfyer, Ale-Hop, Ette Jewerly	€90 sqm/month	30 – 1,000 sqm
Pelai	Mass market	Parfois, Normal, Primor, Lefties, Zara, Decimas, Natura, Lacoste, Stradivarius, Pandora	Mira Mira, Lushë, Kiko, Women Secret, Springfield	€120 sqm/month	30 – 1,000 sqm
Rambla Catalunya	Mass market	Hoff, Mango, Tezenis, Ulanka, Rituals, Sephora, El Ganso, IKKS, Calzedonia, New Balance, Colombia, Kiehl's	Fred Perry, Lindt, Kokaï, Ecoalf, Carnier Perfumes, Sebago, American Vintage, Silbon, Parfois, The Are, Siroko	€95 sqm/month	30 – 1,500 sqm
Diagonal	Mass market	Zara Home, Casa Viva, Normal, Five Guys, Pailma, Maison deu Monde, Comptoir de Cotonniers, Porcelanosa, Rituals, Boss, Parfois, Mango, Normal	Sargadelos, Paul Bakery, Lorena Canals, Natura	€100 sqm/month	50 – 1,500 sqm

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Shopping Centres

L'ILLA DIAGONAL

L'illa Diagonal shopping centre opened in 1993 and it offers 172 shops, bars and restaurants across a total of 35,000 sqm GLA.

Its main anchors are Caprabo, Fnac, Decathlon, Zara, Primark, Sfera, Mango, Oysho, Cortefiel and Stradivarius.

In November 2006 L'illa completed an extension of some 4,000 sqm with an additional 17 new stores and a new 308 room hotel. L'illa Diagonal complex was the first of the half dozen office and commercial centres to be opened in Barcelona in the nineties.

In addition to the shopping centre, the L'illa Diagonal complex includes two four-star hotels, two schools, a sports centre, dance hall, conference centre, a public park and a car park with capacity for more than 2,400 vehicles. The building has a 334-metre-long façade and its design of a skyscraper lying down was inspired by the Rockefeller Centre in New York. The height of the building varies from 40 and 60 metres at the ends to 30 metres in the middle. The whole L'illa Diagonal complex is built on 56,000 sqm of city land, and there are 4 floors of car parking, 1 floor for installations and logistics where 250 vehicles can unload simultaneously, 3 commercial floors and up to 9 further floors of offices.

DIAGONAL MAR

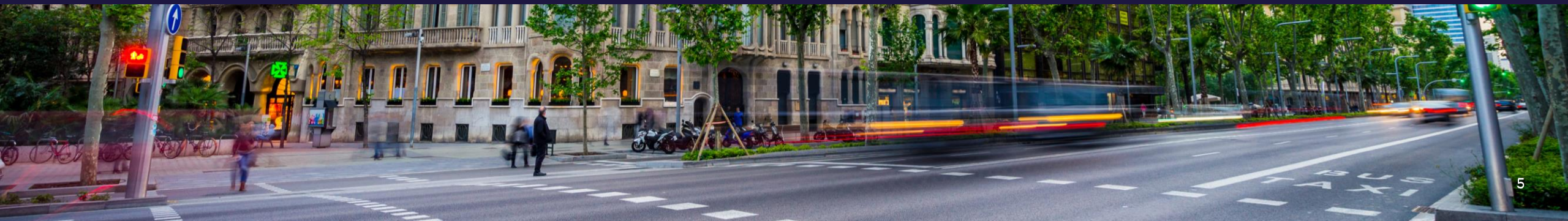
Diagonal Mar Shopping Centre opened in November 2001. It is located in the district of Diagonal Mar and Forum. There are more than 190 shops with leading fashion, home and lifestyle brands. Additionally it has an excellent selection of restaurants offering cuisines from around the world. It comprises nearly 91,000 sqm of retail floor space, cinema complex and food court. Main anchors are Alcampo, Primark, Media Markt, Decathlon, Zara, Forum Sport, Kiabi, Sfera, Lefties and Pull & Bear.

The mall has also wide variety of nations and internation F&B retailers and Multicinema with 11 screens.

SPLAU

Opened in 2010, this scheme is located in Cornellà de Llobregat, next to the RCD Espanyol stadium, and receives around 7.5 millions visitors per year. It offers a total of 55,000 sqm GLA including 124 shops, 28 screen full HD cinema and 2,800 parking spaces. Main anchors include Mercadona, Primark, Media Markt, H&M, C&A, Zara, Fnac, Sprinter, JD Sport, Deichmann, Drim and Pull & Bear.

There is a variety od restaurant for all visitors: Fast food, dining, coffees and traditional Spanish Cuisine.



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Shopping Centres

GRAN VÍA 2

Gran Vía 2 opened in 2002 next to the trade centre of Barcelona with a GLA of nearly 52,000 sqm. (There is a potential extension planned for the future). This shopping centre has 181 stores and wide choice of national and international F&B operators such as Viena Capellanes, Burger King, Baskonia, KFC, Kurz&Gut, Pans & Company, Foster's Hollywood, Cañas y Tapas amongst others.

Main retail anchors are Carrefour, Inditex brands, Decathlon, H&M, JD Sports, Massimo Dutti, Benetton and Hollister. In terms of leisure, the scheme offers a 12-screen cinema.

The centre receives around 12.2 million visitors per year.

GLORIES

Westfield Glories, located in the heart of the 22@ district, opened in 1995 with a GLA of 68,800 sqm and further 38,000 sqm for leisure. There is a 7-screen cinema, a new food court and more than 170 shops spread over 3 levels, including Carrefour and fashion retailers such as H&M, C&A, Zara, Mango, Massimo Dutti, Sprinter, Uniqlo, Bershka, Adidas and Pull & Bear. It has an underground car park with capacity for 3,000 vehicles. The scheme has recently been refurbished and now offers a wide range of commercial, recreational and food & beverage, with some 113 units.

Some F&B retailers: Mussol, PaiMei, La Tagliatella, Tapa Tapa, Honest Greens, Ginos and many more.

The upsizing and refurbishment of the shopping centre coincided with the urban transformation of the Les Glories square and the consolidation of the 22@ technology district as one of the main areas for regeneration.

Footfall: 15 millions visitors per year.

WESTFIELD MAQUINISTA

La Maquinista with a 95,000 sqm of GLA and footfall 12.5 million visitors per year, is an open-air shopping centre, designed to be an oasis in the middle of an urban area. It is the largest shopping centre in Catalunya with 220 shops, hosting a wide mix of fashion brands.

The main anchors are Carrefour, Apple, Leroy Merlin, Fnac, Mango, all Inditex brands, Druni, Desigual, Decathlon and Media Markt. Leisure activities include 13 cinema screens and a large food court with large variety of national and international cuisine.

La Maquinista opened in 2000, following the extension in 2011 and re-fit in 2021 There is a new Project planned for 2025/2026 (MaquiNext) including a 20,000sqm retail extension, 5,000sqm of other uses, 11,500 sqm green areas, 47,500sqm of residential plus 4 additional levels of parking.



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Retail Warehousing/ Big box Retail

VIA SABADELL RETAIL PARK

Retail park located to the south of the city of Sabadell, with easy access to the busiest motorways in Catalunya (C-58 & AP7) . Opened in 2012, it is a busy retail park with well-known international anchors. Via Sabadell retail park has more than 60,000 sqm of GLA with IKEA super store and 36 commercial units alongside 1,853 parking spaces and around 4 million visitors per year.

SANT BOI

The location is a mixture of a shopping centre and a retail park opened in 1997. With a total GLA of 53,553 sqm and 80 commercial units this retail scheme complements its offer with a Hypermarket of 13,000 sqm and 4,003 parking spaces.

Footfall: 5 million visitors per year.

PARC VALLÈS

Located in Terrassa, to the north of Barcelona with 47,300 sqm GLA, 40 units and 2,670 parking spaces. Parc Vallès is a mixture of a Leisure F&B and retail park, opened in October 1998. 12,000 m2 change of use from leisure, restaurants and services to retail in 2016.

Parc Vallès receives approx. 11 million of visitors per year.

MONTIGALÀ

Montigalà is located in Badalona, 10 km northeast of Barcelona and is a mixture of Shopping Centre and Retail Park with a total of 31.000 sqm of GLA and 51 commercial units, is adjacent to an Ikea superstore.

Montigalà has 2.368 parking spaces and around 4 million visitors per year.

RETAIL PARK	RETAILERS PRESENT	F&B AND LEISURE TENANTS
Via Sabadell	Ikea, Mercadona, Leroy Merlin, Conforama, Walla, Mega Elim, Media Markt, Muebles Boom, Galerias Tresillo, Pepco, Globix, Dormity	McDonald's, Viena, La Tagliatella, Foster´s Hollywood, La Tagliatella, Udon, Casa Carmen, Casa Cándido
Sant Boi	Alcampo, Decathlon, Leroy Merlin, Kiabi, Maisons du Monde, Norauto, Pepco, Querol, Eggo Macson, Jysk, Fitness Park, Kiwoko, Media Markt	McDonald's, La Tagliatella, KFC, Taco Bell, El Rincón de la Gloria, Dreamfit, Sould Park Jump
Montigalà	Ikea, Media Markt, Decathlon, Punto Roma, Drim, Maison du Monde, Kiwoko, Carrefour, Kiabi, Nike Store, Leroy Merlin	McDonald's, KFC, Pans & Co, Delicream, Isushi
Parc Vallès	Media Markt, Mercadona, Nike Unite, Maisons du Monde, Lidl, Jysk, Skechers, Décimas, Mango Outlet	Cinesa, Qsport, Urban Planet, New Park Bowling, Viena, Ribs, Xip pollo, Pomodoro, Burger King, McDonalds, La Tagliatella

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