

BOGOTÁ

GLOBAL CITIES

RETAIL GUIDE

2026 EDITION

Better never settles

BOGOTÁ OVERVIEW

Bogotá is Colombia's primary consumer hub and the most significant urban market for the country's retail sector. The city accounts for nearly 25% of the national GDP and is home to an estimated population of 7.9 million, a figure that exceeds 10 million when its metropolitan area is included. Its economic structure is heavily service-oriented, particularly in wholesale and retail trade, an activity that accounts for approximately 25.3% of local value added, according to figures from the Departamento Administrativo Nacional de Estadística (DANE) and the District Secretariat of Economic Development.

In recent years, the city has strengthened an urban model that integrates culture, tourism, and daily life, with direct effects on commercial activity. Bogotá attracted nearly 15 million visitors in 2025, the highest figure to date, boosting foot traffic in shopping districts, dining areas, and entertainment zones. This flow not only boosts occasional spending but also strengthens retail formats tied to the experience, such as restaurants, specialty coffee shops, local design stores, and convenience stores in central and tourist areas. City initiatives such as “Bogotá Te Inspira” aim precisely to revitalize these urban environments, encouraging longer stays in public spaces and creating new opportunities for this real estate segment.

Bogotá's cultural ecosystem has expanded significantly, now offering a robust calendar of more than 1,200 events each year across music, arts, gastronomy, and performance. Signature programs such as ARTBO, Bogotá Fashion Week, the BOG25 International Art and City Biennial, and the Festivales al Parque reinforce the city's identity as a creative hub. Additionally, districts like San Felipe, the Bronx Distrito Creativo, and other urban art corridors have become focal points for cultural tourism. This is complemented by a growing culinary scene—with initiatives such as Sabor Bogotá—and a dynamic nightlife that keeps the city active well into the evening.

From a macroeconomic perspective, the city has shown sustained improvement in the labor market, although it still faces significant pressures on household disposable income. In 2025, the city's average unemployment rate stood at 8.2%, the lowest level recorded since 2007, reflecting a gradual recovery in employment. This trend intensified towards the end of the year. In the fourth quarter of 2025, unemployment fell to 6.5%, indicating greater labor absorption capacity, particularly in service-intensive urban sectors such as lodging, restaurants, and retail—pillars of the commercial ecosystem.



BOGOTÁ

Key Retail Streets & Areas

NOGAL

El Nogal stands out as one of Bogotá's most exclusive retail enclaves, blending its high-end residential character with a refined and well-curated commercial offering. Strategically located near major corridors such as 76th and 82nd streets and 7th, 9th, and 11th avenues, the area benefits from excellent connectivity that has fueled both its economic growth and premium positioning. Its mix of upscale restaurants, antique shops, designer boutiques, social clubs, and renowned national and international brands reinforces its status as a top-tier destination. Fashion leads the commercial landscape with nearly 30% of the offer, followed by restaurants (22%), home goods stores (13%), and jewelry boutiques (8%), complemented by cafés and bakeries that enrich a vibrant, exclusive, and highly attractive ecosystem for affluent consumers.

ZONA ROSA

Zona Rosa is one of Bogotá's main commercial and entertainment hubs, bringing together brands such as Zara, Massimo Dutti, MANGO, H&M, Adidas, Nike, Tommy Hilfiger, and American Eagle, alongside specialty boutiques, multi-brand stores, and a dynamic dining scene featuring international cuisine, bars, terraces, and established nightlife venues. Located between Calles 80 and 86 and Carreras 11 through, with the iconic Zona T as its pedestrian hub, the area is also home to three of the city's most prominent shopping centers (Andino, El Retiro, and Atlantis), which drive high foot traffic. The area's appeal is enhanced by outdoor events, cultural activations, and urban interventions that reinforce its experiential character.



BOGOTÁ

Key Retail Streets & Areas

CALLE 109

Calle 109 has established itself as a regional retail corridor between Carreras 15 and 19, with a clear role within Bogotá's northern commercial network, linked to local shopping and medium-to-high-frequency services. Beyond the significant vehicular traffic, its vitality is sustained by a steady flow of pedestrians, driven by the combination of residential, office, and street-level retail uses. Its retail offer is diverse, led by restaurants (29%), followed by fashion (18%), home-goods stores (14%) and beauty salons (8%), creating a balanced mix that serves both everyday consumption and specialized services. Thanks to its strategic location and this well-rounded blend of commerce, gastronomy and services, Calle 109 has positioned itself as an important zonal retail axis that complements nearby corridors such as Calle 122 and Carrera 19.

CALLE 122

Calle 122 has been consolidated as one of the most active commercial corridors in northern Bogotá, offering a continuous array of shops and services along its section between Carrera 19 and Carrera 15. Its significance is closely linked to its direct connection to Unicentro, one of the city's most renowned and popular shopping centers, whose presence enhances the area's appeal and generates a steady flow of visitors. This highly trafficked avenue features wide sidewalks and distinctive landscaping dominated by weeping willow trees, contributing to its pleasant urban character. Its commercial mix is diverse, led by fashion stores (21%), followed by restaurants (17%), beauty salons (8%), bakeries (6%) and cafés (5%).



BOGOTÁ

Market Overview

KEY AREAS/ STREETS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL GROSS RENT SQM/MONTH	RANGE OF UNIT SIZES
Nogal	Upper class with high purchasing power	Casa Santamaría, We Love Luana, Casa Precis, St. Dom, The Nylon Club, Padova, One Half, Titi & Val, Sixxta, NNT Lab, Pluvo, Leda, Pepa Pombo, Laura Laurens, Agua Bendita, Manuela Giraldo, Carmiña Villegas, Casa Solero, Crane’s Papeles Finos, Masa, El Bandido Bistro, Bagatelle, San Giorgio Trattoria, Arrogante.	\$20 to \$60	103 to 763 sqm
Zona Rosa	Mid- Upper class with substantial purchasing power	Cartier, Zara, Pull & Bear, Carolina Herrera, Hugo, Bershka, Adidas, Puma, Nike, Calvin Klein, Stradivarius, GEF, Lacoste, Desigual, Silvia Tcherassi, Pepa Pombo, H&M.	\$12 to \$65	100 to 962 sqm
Calle 109	Upper class with substantial purchasing power	Casa Precis, Malva, Cíclico, Crepes & Waffles, Bagatelle, Semolina, La Bifería, Azzurro Ristorante e Il Forno.	\$17 to \$36	39 to 606 sqm
Calle 122	Mid-Upper class with substantial purchasing power	Ela, Studio F, Levi’s, Adidas, Arturo Calle, Punto Blanco, Movies, Fox, Diego Guarnizo, Bettina Spitz, Suárez, Touché, Chamela, Andrea Sánchez, Bruna, Catalina Ceballos, Miniso, Sony, iShop.	\$10 to \$36	67 to 473 sqm

* Values expressed in USD were converted using the Market Representative Exchange Rate (TRM) of COP 3,707 per USD.

BOGOTÁ

Shopping Centres

UNICENTRO

Northern Bogotá's reference asset with >21.2M visitors in 2025 (~60k/day) and 320+ brands, led by Zara, Massimo Dutti, MANGO, Tommy Hilfiger and a three-format Adidas footprint; recent Decathlon opening (20th store in Colombia, Jan 2026) strengthens sports and everyday utility; typical shopper profile is family/premium-aspirational with an estimated ticket near COP ~\$300k and robust events calendar.

SANTA FÉ

A destination with a large format and a multi-experiential character with highly engaging entertainment and services. Its mix includes anchor brands such as H&M and Zara with Cine Colombia's IMAX and a family offer (Playland, simulators, karts, gaming zones). The centre's mix of fashion, services and F&B attracts aspirational families seeking everything under one roof.

TITÁN

West-side hub with an international fast-fashion spine (Bershka, Pull&Bear, Stradivarius, MANGO, American Eagle) plus sports (Adidas, Under Armour, Asics, Skechers) and strong F&B. Cine Colombia has the mall's signature curved 3D screen. Positioning is upper-middle/mass with solid flows via Calle 80-Av. Boyacá.

PLAZA IMPERIAL

Suba's convenience-led powerhouse includes banking, fitness and a curated Gastropark. The landlord's published plan adds full-service dining and indoor entertainment (bowling, karts), increasing dwell time and regional pull across middle/lower-middle households in the northwest corridor.



BOGOTÁ

Shopping Centres

CENTRO MAYOR

Located in south Bogotá with anchors Falabella, Ktronix, Cine Colombia and fashion/sports (Adidas, Skechers, Tennis, Studio F). Decathlon's 18th store in Colombia opened at the complex in 2024, reinforcing the sports/value proposition for heavy regional traffic.

ANDINO

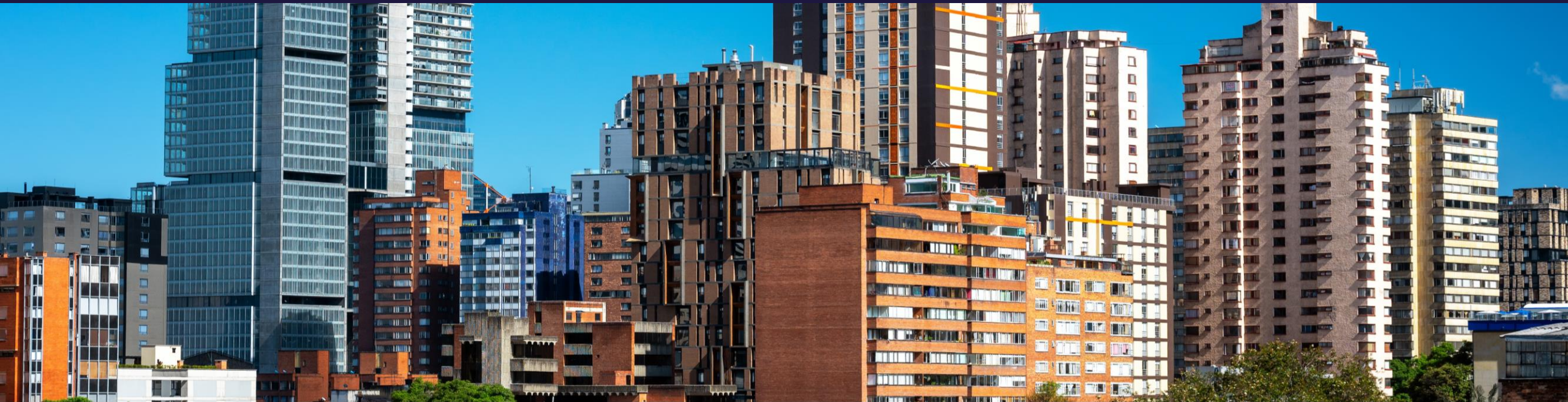
Bogotá's luxury flagship featuring Louis Vuitton and Dolce & Gabbana alongside premium brands and refreshed experience services. Upper/affluent positioning and tourist-shopping draw.

PARQUE COLINA

Family aspirational catchment in the northwest with anchors Falabella, Zara and H&M. The centre also offers coworking, bags-free shopping, 2,777 parking bays. There is consistent footfall from dense residential rings.

GRAN ESTACIÓN

Located 10 minutes from the airport, Gran Estación has over 280 brands, Cine Colombia and an outdoor food terrace. Strong national fashion (Arturo Calle, KOAJ) and services mix. Accessible via Av. El Dorado supports middle/upper middle office and family footfall.



BOGOTÁ

Shopping Centres

EL EDÉN

El Edén stands out as the leading prime outlet and entertainment centre, offering a clearly differentiated concept within the market. Its outlet format brings together brands such as Kipling, Agua Bendita, Pilatos, Replay, Tennis, Girbaud, Naf Naf and American Eagle, bolstered from 2024 and 2025 by the arrival of Diesel, Superdry, New Balance, and MANGO, according to industry reports. This valuable fashion offering is complemented by a robust entertainment platform that includes Vizona Cines and the Edertainment complex, featuring VR experiences, XD attractions, trampolines, and indoor parks, which has solidified its appeal among families and young audiences.

MALLPLAZA

Mallplaza NQS is one of the most successful retail repositioning projects in Bogotá. Following the acquisition and transformation of the old Calima, the property established itself as an urban lifestyle center, anchored by IKEA (26,000 sqm), H&M, Éxito WOW, Arturo Calle and Ktronix, significantly enhancing its regional appeal. Its experiential offering is reinforced by Fun Jungle (3,500 sqm and more than 40 indoor attractions) and a dining area with over 18 restaurants, which has substantially increased dwell time. Now, Mallplaza NQS attracts a middle/high income urban demographic, positioning itself as a leading example of retail transformation in the city.



BOGOTÁ

Market Overview

Shopping Malls	Consumer Profile	Major Retailers Present	GLA (SQM)
Unicentro	Mid-upper class with substantial purchasing power	Falabella, Éxito, Cine Colombia, Zara, Massimo Dutti, MNG/Mango, Tommy Hilfiger, Calvin Klein, Chevignon, Studio F, Pat Primo, Arturo Calle, Loto del Sur, Kiehl's, MAC	46,308
Santafé	Middle class with substantial purchasing power	H&M, Zara, American Eagle, KOAJ, Studio F, Seven Seven, Pat Primo, CAT, Ktronix, Cine Colombia	69,500
Titán	Middle class with substantial purchasing power	Jumbo, Bodytech, American Eagle, Mango, Bershka, Pull&Bear, Stradivarius, Studio F, KOAJ, Chevignon, Arturo Calle, Naf Naf, Seven Seven, Adidas, Adidas Originals, Asics, Skechers, Under Armour, Le Coq Sportif, Speedo, Cine Colombia	73,000
Plaza Imperial	Middle class with purchasing power	Bodytech, Éxito , Pat Primo, Seven Seven	47,500
Centro Mayor	Middle class with substantial purchasing power	Falabella, Ktronix, Cine Colombia, Adidas, Americanino, KOAJ, Studio F, Tennis, Skechers	109,000

BOGOTÁ

Market Overview

Shopping Malls	Consumer Profile	Major Retailers Present	GLA (SQM)
Andino	Upper class with high purchasing power	Louis Vuitton, Dolce & Gabbana, Ralph Lauren, Michael Kors, Golden Goose, ON/HOKA, Adidas, Steve Madden, Birkenstock, Rolex	22,458
Parque Colina	Middle class with substantial purchasing power	Falabella, Zara, H&M, Bimba y Lola, Pandora, Adidas, Pull&Bear, Bershka	64,000
Gran Estación	Middle class with substantial purchasing power	Éxito, Cine Colombia, Arturo Calle, KOAJ, Women’secret, Pandora	61,700
El Edén	Middle class with purchasing power	Kipling, Agua Bendita, Pilatos, Replay, Tennis, Girbaud, Naf Naf, American Eagle, Clonhadas, Diesel, Superdry, New Balance, Mango , Totto, Scalpers, Invicta, Offcorss, Onda de Mar	67,500
Mallplaza	Middle class with substantial purchasing power	IKEA, H&M, Éxito, Adidas / Adidas Kids, American Eagle, Arturo Calle, Bosi, Calvin Klein, Bath & Body Works, Bella Piel, Brissa, Aruma, Atenea, Fun Jungle	93,000

DEVELOPMENT TO WATCH OUT FOR

VIVA SUBA

Total Scheme Size (Sqm) 96,000 sqm

- Retail GLA (Sqm) 50,000 sqm

Planned Opening Date Junio 2028

Consumer Profile Viva Suba targets a dense, middle-income market of over one million residents in Suba seeking convenient, modern retail and lifestyle services. Core users are families, young adults, and commuters with high demand for accessible shopping, dining, and experiential “malltainment” formats.

Developer Team

- Grupo Exito
- Patria Investments



BOGOTÁ

Food & Beverage

The city has emerged as one of Latin America's leading culinary capitals, offering a diverse blend of Colombian heritage cuisine, contemporary gastronomic concepts, and innovative fusion proposals that attract an increasing number of international food-focused travelers.

Today, the Colombian capital is home to more than 22,000 dining establishments, organized into a network of culinary districts and corridors that reflect the evolution of urban dining habits and the city's cultural diversity. These spaces bring together traditional cuisine, signature restaurants, creative fusion concepts, and establishments focused on sustainability and local ingredients, creating a dynamic scene that is constantly evolving. The ecosystem is bolstered by high-impact events such as the Alimentarte Festival and the Sabor Bogotá district initiative, which each year bring together dozens of culinary projects, entrepreneurs, and chefs from different regions of the country, introducing the capital's residents and visitors to the flavors of the Caribbean, the Pacific and the Colombian interior.

Chefs based in Bogotá have played a decisive role in this achievement by bringing local cuisine to high-profile international stages and fostering new trends in the city's dining scene. In the 2024 edition of Latin America's 50 Best Restaurants, El Chato, led by chef Álvaro Clavijo, ranked among the top 3 in the region, while Leo, led by Leonor Espinosa, maintained its spot in the top 10, cementing Bogotá as the country's leading hub for haute cuisine. These recognitions, backed by specialized rankings and global media coverage, have had a ripple effect on the local market including increased foot traffic in established dining districts, the expansion of new restaurant formats, and growing interest from brands, investors, and consumers in value propositions centered on origin, sustainability, and the dining experience.

BOGOTÁ

Food & Beverage Market Overview

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	TYPICAL GROSS RENT USD/SQM/MONTH	RANGE OF UNIT SIZES
La Macarena	Middle-class	La Juguetería, Gaudí, La Monferrina, La Mona Pizza, Chibchombia, Pasión Peruana, Rómulo y Remo, Anna y Otto, 11:11 Lomitos, Madre Mía, Vásquez y Cebollas, Tapas y Paellas, Lobo Negro, Grosso, Panda y Baker Gaps, Cervecería Irlandesa, Parvus Gastro Bar, Valiente Café, Café Origami, Café Bacatá	\$15 to \$35	33 to 118 sqm
Quinta Camacho	Middle-Upper class with substantial purchasing power	WOK, Takuma, La Herencia, De Quei Matti, Rose Pastry, Santa Juana, Ajisen Ramen, Sir Frank, The Irish Pub, Tremé, 18 Scalini, Tandoor, Herbívoro, Sauvage, Bao Social Club, Naus Aegean Bistro, Starbucks, Juan Valdez, El Jardín del Té, Colo Coffee, Autóctona Café, Ritmo y Aroma	\$8 to \$28	166 to 910 sqm
Zona G	Upper class with substantial purchasing power	La Fama 65, Artisanal Crepes & Waffles, Masa, Al Agua Patos, Bicono, Trattoria La Divina Comedia, El Chato, Bagatelle, Osaki, Vitto Restaurante, La Lupita, Tierra Chapinero, Bistecca e Vino, Fiero, El Cielo, El Día que Me Quieras	\$13 to \$75	125 to 697 sqm
Candelaria	Middle-class	El Gato Gris, La Puerta Falsa, T-Bone, La Puerta de la Catedral, Casa Magola, Madre, La Bruja, Merlín, El Aquelarre, Origen Bistró, A Manos Peruanas, Sitio Casa Candelaria, Dos Gatos, Simone, El Khalifa Shawarma, Pâtisserie Française, Inquebrantable, Quinua, Amaranto e Híbrido	\$6 to \$15	170 to 400 sqm
Parque de la 93	Middle-Upper class with substantial purchasing power	Corona, Crepes & Waffles, El Mono Bandido, Al Agua Patos, WOK, Storia d'Amore, Buffalo Wings, Bagatelle, Osaki, Archies, La Bonga del Sinú, Mis Carnes Parrilla, Il Forno, Longo's, Cecilia, Gogi Korean BBQ, Starbucks, Juan Valdez, Azahar Coffee, Orso, Libertario, La Mata, Café Amor Perfecto, Café del Salto	\$17 to \$39	122 to 751 sqm

* Values expressed in USD were converted using the Market Representative Exchange Rate (TRM) of COP 3,707 per USD.

BOGOTÁ

Food & Beverage Market Overview

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	TYPICAL GROSS RENT USD/SQM/MONTH	RANGE OF UNIT SIZES
Zona Rosa	Middle class	Vapiano, Watakushi, Crepes & Waffles, WOK, Teriyaki, Luna, Astoria Rooftop, Mala Flor, Bruder, Qun, Bombay Rooftop, Clandestino Club, Bogotá Beer Company, Palenque Rooftop, 4.40 Music Hall, La Cervecería, El Mono Bandido, Chamois, The Irish Pub, Cantina La 15	\$11 to \$82	100 to 480 sqm
Calle 116	Middle-Upper class with substantial purchasing power	El Corral Gourmet, Archies, La Taquería, Qbano, Buffalo Wings, Crunchy, La Bonga del Sinú, Cuatro Cuervos, El Caracol Rojo, Trattoria La Divina Comedia, Ristorante Giordanelli, Voré, The Irish Pub, Bogotá Beer Company, Haus Karaoke, Starbucks, Juan Valdez, Cooking Brothers	\$19 to \$49	126 to 680 sqm
Cra 19	Upper class with substantial purchasing power	Coctel del Mar, WOK, Masa, Bar Shamua, Central Cevichería, Teriyaki, Crepes & Waffles, Dos del Alma, Longo's, Adelaide Bake & Grill, El Mono Bandido, BBC, Tostao, Juan Valdez, El Corral, Frisby	\$18 to \$49	126 to 501 sqm
Park Way	Middle-Upper class with substantial purchasing power	Crepes & Waffles, Lakasta, Salonika, WOK, Oliveto Pizza y Pasta, Rústica, Matrona, KFC, Domino's, Juan Valdez, Quipile Café de Origen, El Bourbon, Rolo Café, Bizcotela, Bogotá Beer Company, Trementina, Diosa Cervecería, Jack y Baco, Lúpulo y Cebada	\$6 to \$19	100 to 487 sqm
Usaquén	Upper class with substantial purchasing power	Bridado's, La Mar, Café Amarti, WOK, El Mediterráneo by Andrei, Santa Costilla, Crepes & Waffles, Chalet Suizo, Osaki, Italia Artesana, Tasca La Puerta de Alcalá, Abasto, Carnívoros, Beirut, Colo Coffee, Starbucks, El Altillo Café, Juan Valdez, Libertario, La Tarta, Pastelería Charlotte, Rü Pâtisserie, Nutcracker Bakery, Santa Lucía, The Irish Pub, Bogotá Beer Company	\$5 to \$32	120 to 350 sqm
San Felipe	Middle-Upper class with substantial purchasing power	Longo's, MOD, Sin Igual 91, Aliento de Dragón, Puta Delicia BBQ, Hamburguesas Botero, La Merendería, El Aquelarre, Pizza de Corleone, Las Alas DC, Rogelio Red Tacos y Pizza Obrador, Chapoleros, La Marttina, Coffee Lovers, Tertulia, VII Panadería Artesanal, Moraleja Pastelería	\$9 to \$11	85 to 130 sqm

* Values expressed in USD were converted using the Market Representative Exchange Rate (TRM) of COP 3,707 per USD.



JUNIOR RUIZ

Market Research Manager
Bogotá, Colombia

Tel: +57 1 745.20.38

junior.ruiz@cushwake.com

JUAN CARLOS DELGADO

Country Manager
Bogotá, Colombia

Tel: +57 1 745.20.38

juan.delgado@cushwake.com

ABOUT CUSHMAN & WAKEFIELD

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for occupiers and investors with approximately 53,000 employees in over 350 offices and nearly 60 countries. In 2025, the firm reported revenue of \$10.3 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that Better never settles, the firm receives numerous industry and business accolades for its award-winning culture.

For additional information, visit www.cushmanwakefield.com.

Better never settles

