

MARKET FUNDAMENTALS

YOY Chg 12-Month Forecast

€48,700  

Median HH Income

1.08%  

Population Growth

3.8%  

Unemployment Rate

Source: CBS, CPB

ECONOMIC INDICATORS

YOY Chg 12-Month Forecast

1.6%  

GDP Growth

0.7%  

Purchase power Forecast

4.0%  

Retail Sales Growth
Non-food

Source: ING, CPB, CBS

INVESTMENT MARKET: GROWTH DESPITE FISCAL TROUBLES

The retail investment volume reached nearly €1.3 billion in 2025, slightly above revised expectations in Q3 but below early 2025 forecasts. Activity in Q4 was driven by several mid-sized transactions, yet many larger deals were postponed into 2026 as uncertainty in capital markets and geopolitical tensions continued to weigh on investor confidence.

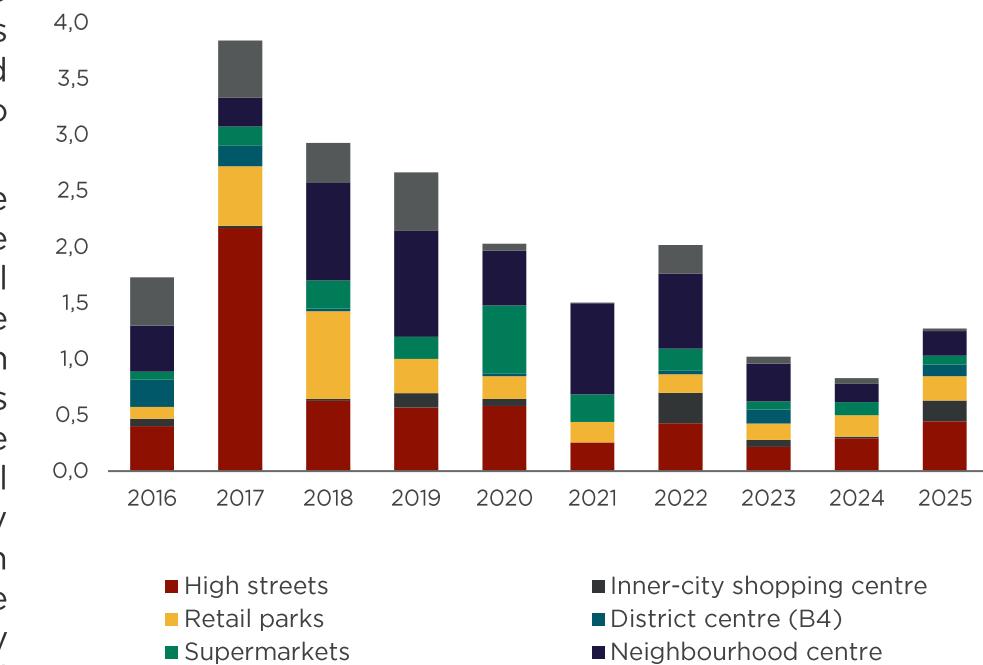
The bid-ask spread remains persistently wide, driven by misaligned price expectations: sellers rely on valuations that exceed achievable sale prices, while buyers are constrained by financing costs, stricter yield targets, and the overall lack of urgency as they anticipate better pricing opportunities in the future. Core assets are increasingly targeted primarily by Dutch institutional investors. Foreign investors remain more cautious due to the fiscal climate, where high transfer taxes and gross-to-net yield compression erode returns. From a sector perspective across the full year, high streets accounted for the largest share of total retail investment volume in 2025, representing roughly a quarter of the market. Activity in this segment was characterised by a relatively high number of smaller deals. In contrast, shopping centres recorded the highest number of large-scale transactions, with multiple deals exceeding €50 million. Out-of-town retail activity was primarily driven by French SCPIs, which continued to target Dutch retail assets.

OCCUPIER MARKET: STABLE SALES AND STRATEGIC EXPANSION

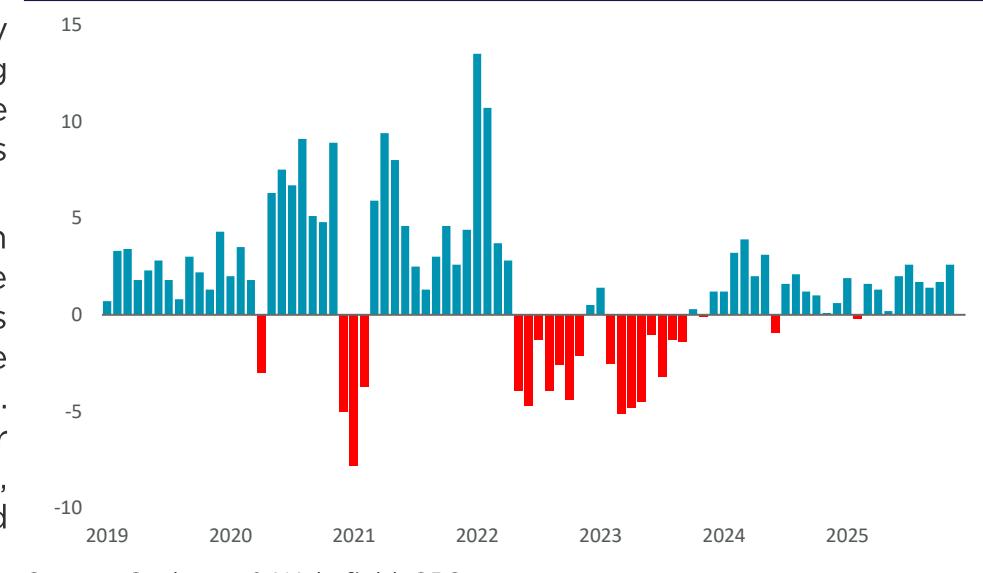
Retail volume sales increased approximately 2% year-on-year, supported by resilient consumer demand and improving fundamentals. Some more struggling retailers have leveraged bankruptcy mechanisms to renegotiate leases and secure lower occupancy costs, avoiding insolvency while preserving operations, which is reshaping landlord-tenant dynamics.

Sports brands maintained an active expansion strategy, opening flagship stores in prime high-street locations to strengthen brand presence. Meanwhile, the drugstore segment is undergoing structural change: a surge in new entrants has lifted overall industry sales, but intensified competition is driving pricing pressure and forcing operators to rethink price positioning and profitability strategies. Despite heightened competition and cost adjustments, sentiment in the occupier market is improving. Key money has started to re-emerge in prime locations, signalling stronger fundamentals. The improved stability will gradually feed through to the investment side, creating more confidence in pricing over time.

RETAIL INVESTMENT VOLUME (IN € B.)



RETAIL TURNOVER VOLUME (% CHANGE)



Source: Cushman & Wakefield, CBS