

REAL ESTATE MARKET SITUATION. GENERAL INDICATORS

9,7% contribution to GDP

↑9% retail turnover

↑8,1% disposable income of the population

SHOPPING CENTER MARKET SITUATION

NOW:

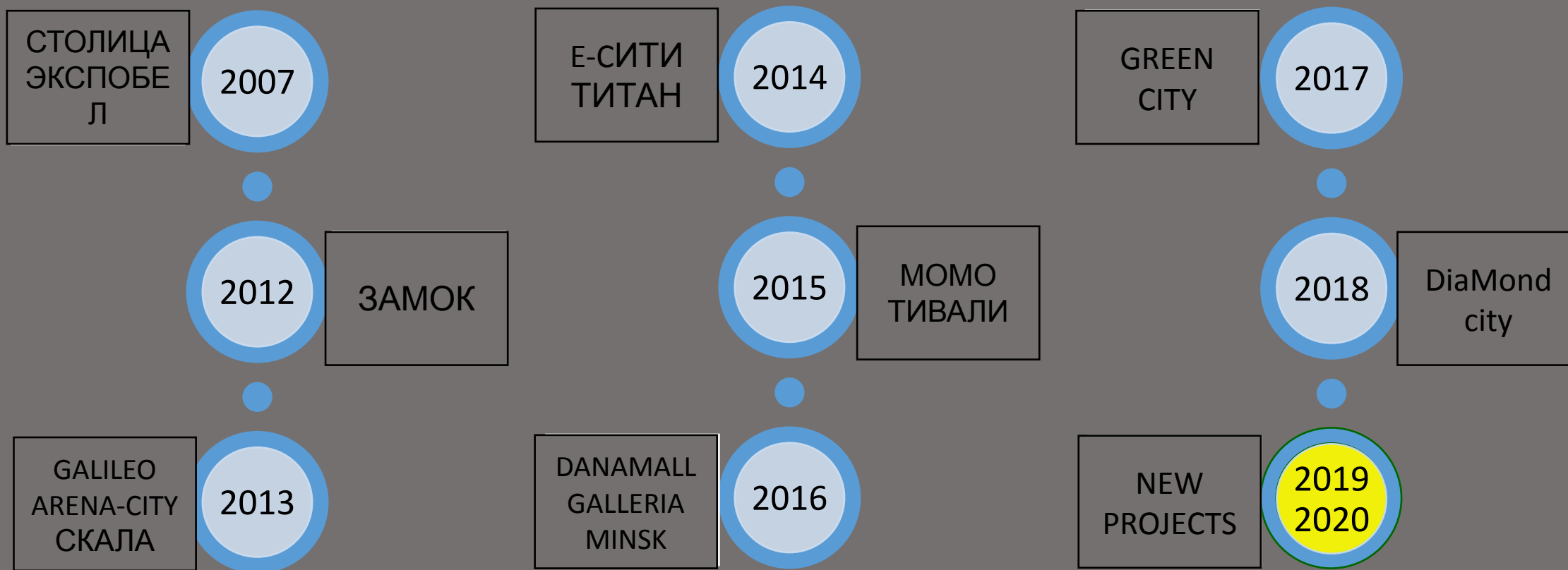
98 SHOPPING CENTERS WORK

82% OF THE FLOOR SPACE ARE OCCUPIED

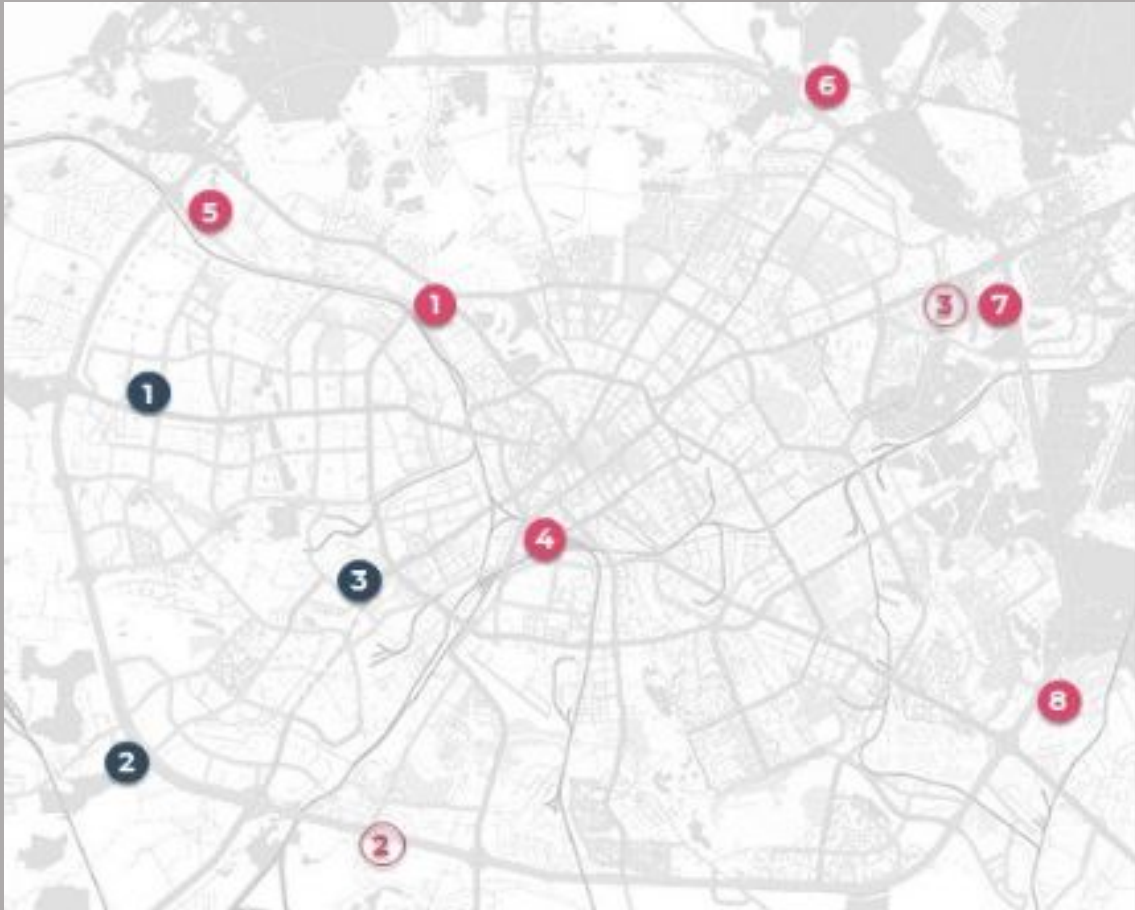
DIFFERENTIATION OF SHOPPING CENTERS

SHOPPING CENTER MARKET SITUATION

WE HAVE NOW MORE THAN 1,3 MILLIONS OF M2



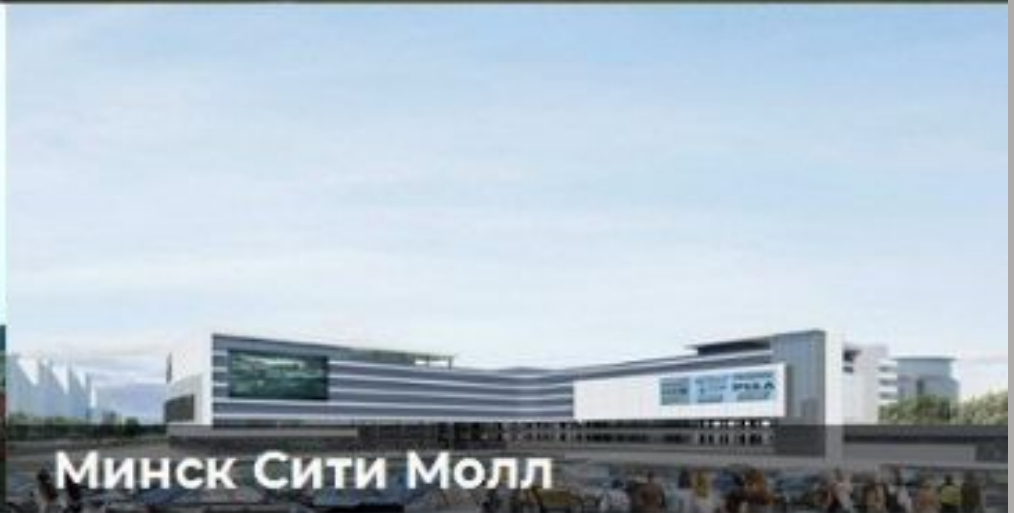
SHOPPING CENTER MARKET SITUATION



NEW PROJECTS 2019-2020

1. Palazzo
2. Trade Gallery Сеница
3. Magnet of Minsk
4. Minsk City Mall
5. Leroy Merlin
6. 1st stage of the project “Galactika”
7. 2nd stage of the project “Korona-Uruchye”
8. Yarkiy

THE STATED OBJECTS



ABOUT FLOOR SPACE

THE AVERAGE VACANCY OF THE FLOOR SPACE **7-8%**

THE MOST POPULAR FLOOR SPACE **<50 M2** AND **50-100 M2**

RENTAL RATE CONTINUE TO **INCREASE**

ASKING AVERAGE RENTAL RATE FROM **€ 40**

REAL ESTATE MARKET SITUATION

DRIVERS OF THE RETAIL MARKET IN BELARUS REMAIN:

- **GROCERY CHAIN**

- **FAST-FOOD**

- **FASHION**

STREET RETAIL BURGER KING



4 года на
рынке

2015

год регистрации

Высокий спрос



фирменный
логотип



доставка
по Минску

25

ресторано
в
быстрого
питания

16

ресторанов
в Минске

собственные
технологии
приготовления



доступное
расположение



целевая
аудитория

эмоциональны
й инсайт

LOCATIONS OF RESTAURANTS



THE AVERAGE RESPONSE OF VISITORS

3,3