

# India's retail leasing momentum remains strong in 2024 despite limited supply infusion; fashion & apparel takes centre stage

Leasing denotes space take-up in investment-grade malls, prominent high streets and standalone developments; supply includes investment-grade malls for top 8 cities

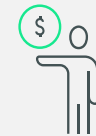
## Retail sentiment remains strong despite inflationary pressures

- India's Consumer Price Index (CPI) has witnessed fluctuations in recent months, primarily driven by the volatility in food prices. After remaining subdued at 3.6% in July and August, inflation peaked at 6.21% in October, marking a 14-month high. However, in December, CPI inflation moderated to 5.22%<sup>1</sup>, signalling early signs of stabilisation. The Reserve Bank of India (RBI) expects inflation to ease further in the coming months, supported by a seasonal decline in vegetable prices and softer food inflation, with projections suggesting a return to 4.5-4.6% levels through Q4 FY2024-25 and Q1 FY2025-26<sup>2</sup>.
- Despite persistent inflation, total consumer spending and retail sales are expected to maintain steady momentum throughout the year 2025. Consumer spending across some discretionary categories, such as apparel and footwear, recreational and cultural goods and services, etc., are expected to witness an uptick compared to the previous year.

<sup>1</sup> MoSPI, January 2025

<sup>2</sup> RBI Monetary Policy Statement, December 2024

FIGURE 1.1: MAJOR CONSUMER DRIVERS



▲ **2%** Y-o-Y  
 Consumer Confidence  
 (Current Situation  
 Index)  
 (Nov 2024 vs. Nov 2023)



▲ **9%** Y-o-Y  
 Retail Sales\*  
 (2025F vs. 2024)



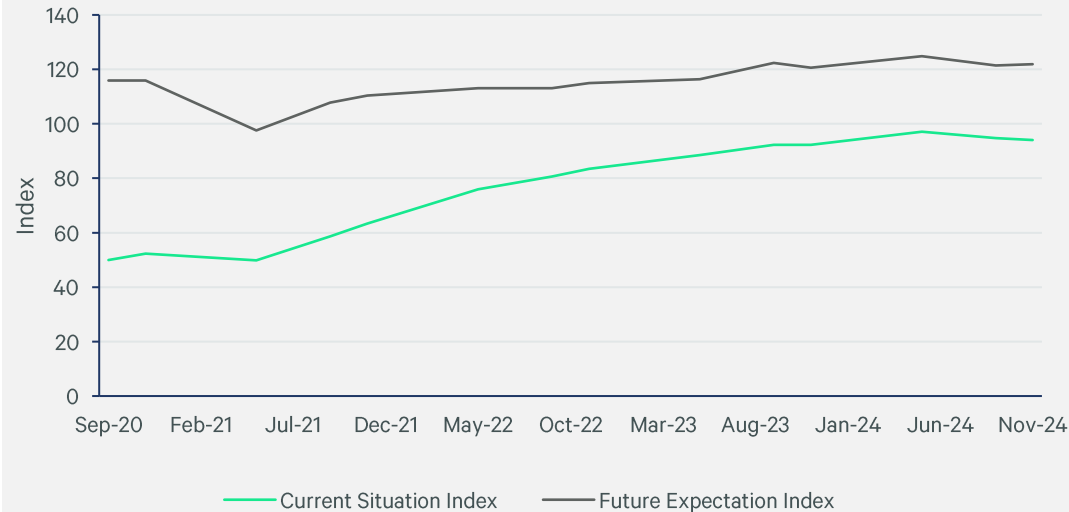
▲ **6%** Y-o-Y  
 Consumer  
 Spending\*  
 (2025F vs. 2024)

Source: RBI, EMIS Q4 2024 report, and Oxford Economics, December 2024  
 Note: The \* indicates 2025 forecast growth estimates

## Consumer spending exhibits positive trends

- Despite a slight moderation in RBI's Current Situation Index (CSI) in November, household spending improved during the month as compared to the September figures, driven by higher essential and discretionary expenditures.
- According to the RBI survey, households expressed higher optimism regarding the 2025 outlook for future income, along with essential and non-essential spending<sup>3</sup>.

**FIGURE 1.2: CONSUMER CONFIDENCE INDICES**



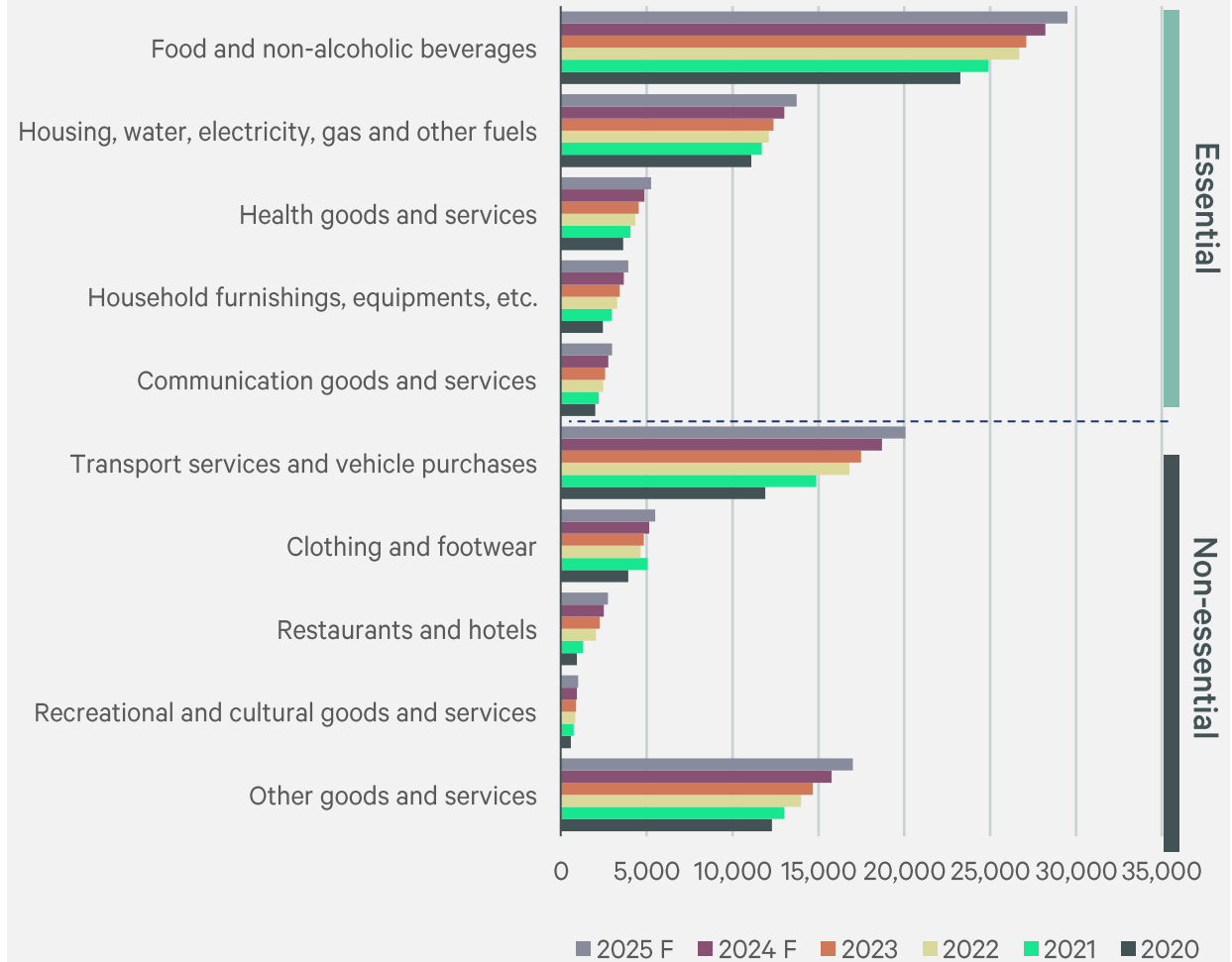
Source: RBI

Consumer confidence survey is a bi-monthly survey which obtains current perceptions (vis-à-vis a year ago) and one year ahead expectations on general economic situation, employment scenario, overall price situation and own income and spending across 19 major cities. The latest round of the survey was conducted during May 2-11, 2024, covering 6,083 respondents.

\*CSI / FEI = 100 + Average of Net Responses of (General Economic Situation, Employment Scenario, Price Level, Household income and Overall Spending) 'Net response' is the difference between the percentage of respondents reporting optimism and those reporting pessimisms. It ranges between -100 and 100. Any value greater than zero indicates expansion/ optimism and values less than zero indicate contraction/ pessimism.

<sup>3</sup> RBI's November Current Situation Index, December 2024

**FIGURE 1.3: INDIA - CONSUMER SPENDING TRENDS ACROSS CATEGORIES (INR BILLION)**



Source: Oxford Economics, Q4 2024

## An overview of India’s retail sector in H2 2024

- Expansionary sentiments amongst retailers continued to remain positive in 2024 as **retail leasing touched ~6.4 million sq. ft. across India’s tier-I cities during the year.**
- Retail space take-up across tier-I cities stood at ~3.2 million sq. ft. during the second half of 2024 — at par with the leasing recorded in the previous six-month period. Bengaluru led the space absorption, followed by Hyderabad and Delhi-NCR — these three cities cumulatively accounted for ~58% of the total retail space take-up in H2 2024. Continued growth in investment-grade mall supply and sustained secondary space absorption is expected to drive retail leasing activity in the coming quarters.
- In 2024, the fashion and apparel sector experienced robust demand, particularly within the mid-range, value fashion, and athleisure segments. This strong performance resulted in these categories representing ~37% of the overall retail space take-up during the second half of the year. The food and beverage sector (~12%) and homeware and department stores (~13%) were the other categories that drove leasing during H2 2024.
- Adjustments to project timelines, with some completions deferred to 2025, resulted in ~0.7 million sq. ft. of Grade A mall supply in India during H2 2024. A robust supply pipeline is anticipated in 2025, with few investment-grade assets expected to commence operations in tier-I cities, including Bengaluru, Hyderabad, Delhi-NCR, and Mumbai.
- The investment landscape for the retail sector remained vibrant, with numerous retail / e-commerce players, such as Swiggy, Vishal Mega Mart, FirstCry and Baazar Style, launching their initial public offerings (IPOs) during the year.
- The direct-to-consumer (D2C) sector witnessed strong growth, contributing ~7% to the total leasing activity in 2024, with approximately 0.6 million sq. ft. of space take-up recorded. Fashion and apparel, along with homeware and department stores, accounted for more than 70% of the leasing within the D2C segment.

- India continues to position itself as a key market for foreign retailers, with several brands entering the country through strategic local partnerships. Carrefour, a French retail chain, marked its re-entry by signing an agreement with Dubai’s Apparel Group, with stores expected to begin operations in 2025. The fashion and apparel sector witnessed key debuts in 2024, including U.S.-based fashion brand AMIRI, renowned Italian footwear brand Aquazzura, and U.S.-based footwear retailer Foot Locker, which launched its first store in the NCR region. In the luxury segment, notable entries in 2024 included UK-based menswear brand Charles Tyrwhitt in Ahmedabad, French luxury fashion house Maison Margiela in Mumbai, Swiss luxury watch boutique TimeVallée in Mumbai and Bengaluru, and Turkey’s Zen Diamonds in Mumbai. The food and beverage segment also witnessed notable entries during the year, including Kaméi in NCR, and Brunch & Cake and EL&N London in Mumbai.
- The quick-commerce sector witnessed a flurry of activity from an investment and fundraising perspective. Several notable investments were reported in the e-commerce / quick commerce and retail sectors during H2 2024.

**TABLE 1.1: KEY IPOs / INVESTMENTS IN H2 2024**

SECTOR	INVESTOR	INVESTEES	DEAL VALUE (USD MILLION)
E-commerce	Initial Public Offering	Swiggy (Bundl Technologies Pvt Ltd)	1,400
E-commerce	Major Investors - Motilal Oswal, ICICI Prudential’s funds, HDFC and Kotak funds	Zomato	1,000
E-commerce	Motilal Oswal Private Wealth, family offices and angel investors	Zepto (KiranaKart Technologies Pvt Ltd)	350
Health and Personal Care	Abu Dhabi Investment Authority and undisclosed investors	Purpille.com (Manash Lifestyle Pvt Ltd)	120

Source: Grant Thornton, VCC Edge, CBRE Research, H2 2024

Source: CBRE Research, H2 2024

# Sustained leasing activity despite lower new supply infusion

▲ ~0.7

SUPPLY (mn sq. ft.)  
in H2 2024

▶ ~3.2

ABSORPTION (mn sq. ft.)  
In H2 2024

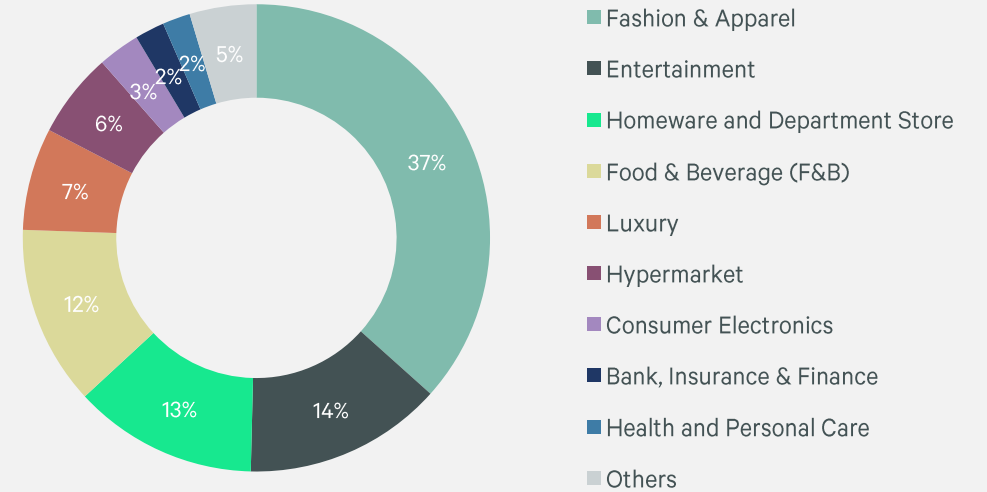
Note: Arrows indicate half-yearly change  
Absorption includes leasing in investment-grade malls, high streets and standalone developments; supply includes investment-grade malls only

**TABLE 1.2: CITY-WISE RETAIL SUPPLY AND DEMAND IN H2 2024**

CITIES	SUPPLY (HALF-YEARLY)	ABSORPTION (HALF-YEARLY)
Delhi-NCR	▶	▲
Bengaluru	▲	▼
Mumbai	▲	▲
Chennai	▶	▼
Hyderabad	▼	▲
Pune	▶	▲
Kolkata	▶	▼
Ahmedabad	▶	▼

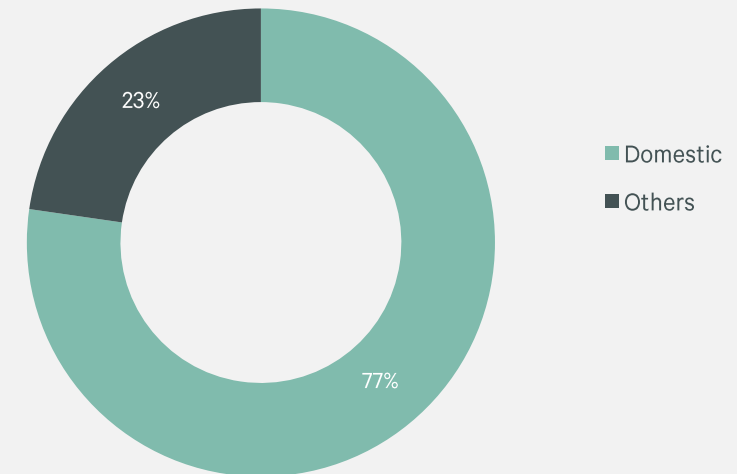
Source: CBRE Research, H2 2024  
Note: Arrows indicate half-yearly change. Decline in absorption numbers in key markets is attributed to supply constraints in these cities.

**FIGURE 1.4: SEGMENTATION OF TRANSACTION ACTIVITY AS PER INDUSTRY IN H2 2024**



Source: CBRE Research, H2 2024

**FIGURE 1.5: SEGMENTATION OF TRANSACTION ACTIVITY AS PER REGION OF ORIGIN IN H2 2024**



Source: CBRE Research, H2 2024

# Delhi-NCR: Fashion & apparel sector dominates retail space absorption

▼ 0.0

SUPPLY (MN SQ. FT.)

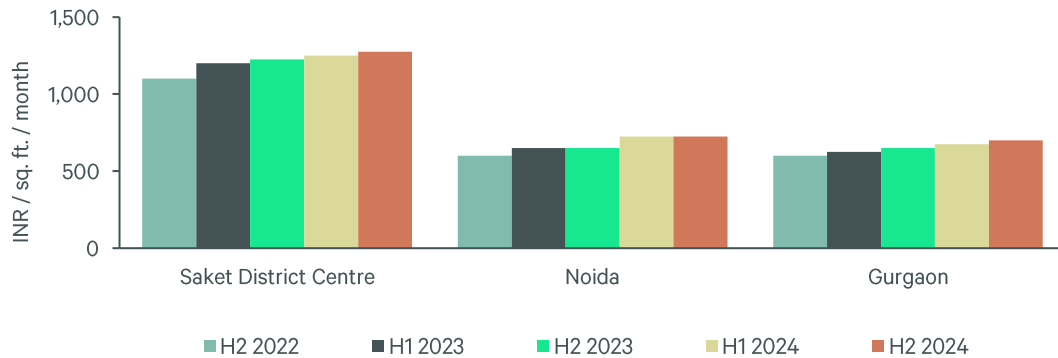
Note: Arrows indicate annual change

Absorption includes leasing in investment-grade malls and high streets; supply includes investment-grade malls only  
The decline in absorption numbers in the city is primarily attributed to supply constraints.

▼ ~0.6

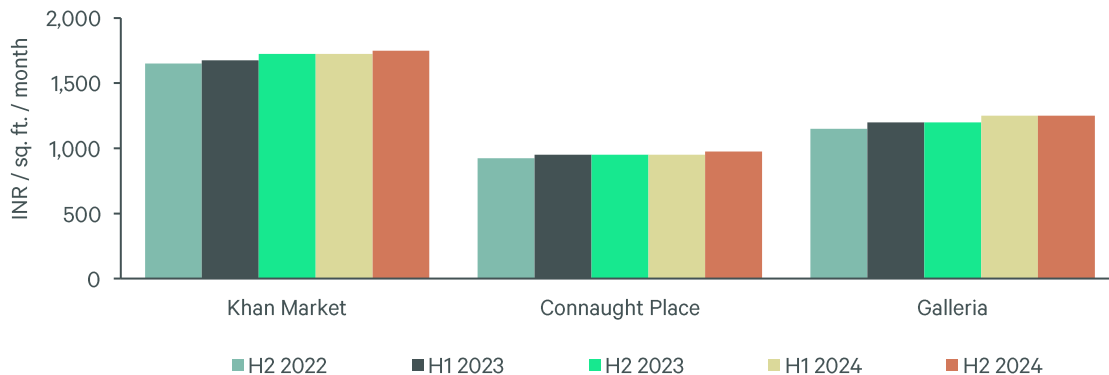
ABSORPTION (MN SQ. FT.)

**FIGURE 2.1: RENTAL VALUE MOVEMENT – MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 2.2: RENTAL VALUE MOVEMENT – HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 2.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Fashion & Apparel	50%	▲
Homeware & Departmental Store	17%	▲
Food & Beverage (F&B)	12%	▲

Source: CBRE Research, H2 2024

**TABLE 2.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Pacific Mall, Subhash Nagar	West/North-West Delhi	25,150	Uniqlo	Fashion & Apparel
Ambience Mall, Delhi	Vasant Kunj	25,000	Broadway	Homeware & Departmental Store
Omaxe World Street	Faridadabad	20,000	White Hanger	Fashion & Apparel

Source: CBRE Research, H2 2024

# Bengaluru: Fashion & apparel, followed by entertainment, drive demand

▼ 0.4

SUPPLY (MN SQ. FT.)

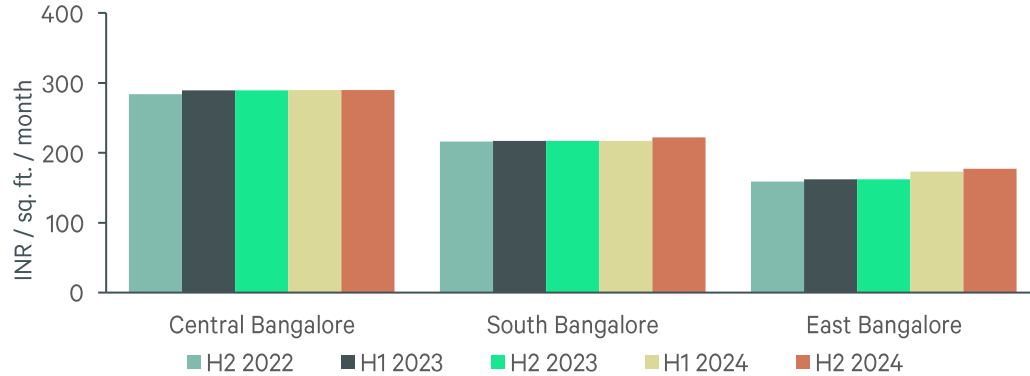
▼ ~0.7

ABSORPTION (MN SQ. FT.)

Note: Arrows indicate annual change

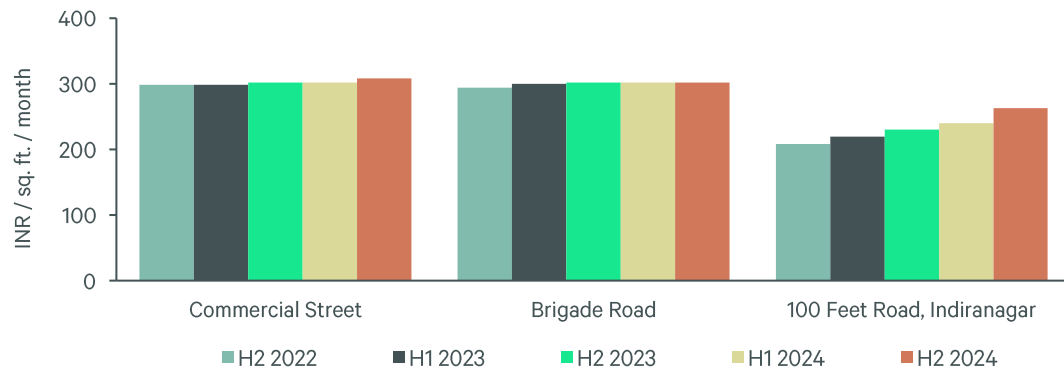
Absorption includes leasing in investment-grade malls and high streets; supply includes investment-grade malls only  
The decline in absorption numbers in the city is primarily attributed to supply constraints.

**FIGURE 3.1: RENTAL VALUE MOVEMENT – MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 3.2: RENTAL VALUE MOVEMENT – HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 3.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Fashion & Apparel	39%	▲
Entertainment	20%	▲
Food & Beverage (F&B)	15%	▲

Source: CBRE Research, H2 2024

**TABLE 3.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Phoenix Mall of Asia	North	36,000	Zara	Fashion & Apparel
Mantri Avenue Mall	Central	35,900	Dave & Buster's	Entertainment
Hennur	North	27,000	Westside	Homeware and Department Store

Source: CBRE Research, H2 2024

# Mumbai: Homeware and department stores lead retail leasing activity

▼ 0.3

SUPPLY (MN SQ. FT.)

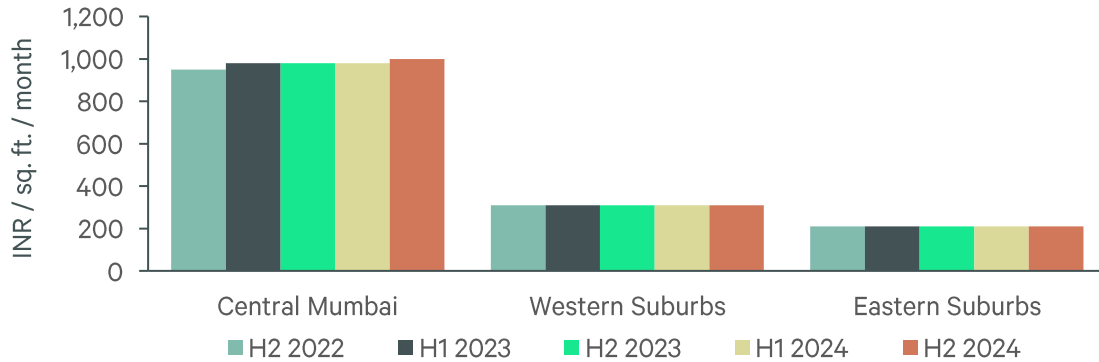
▼ ~0.5

ABSORPTION (MN SQ. FT.)

Note: Arrows indicate annual change

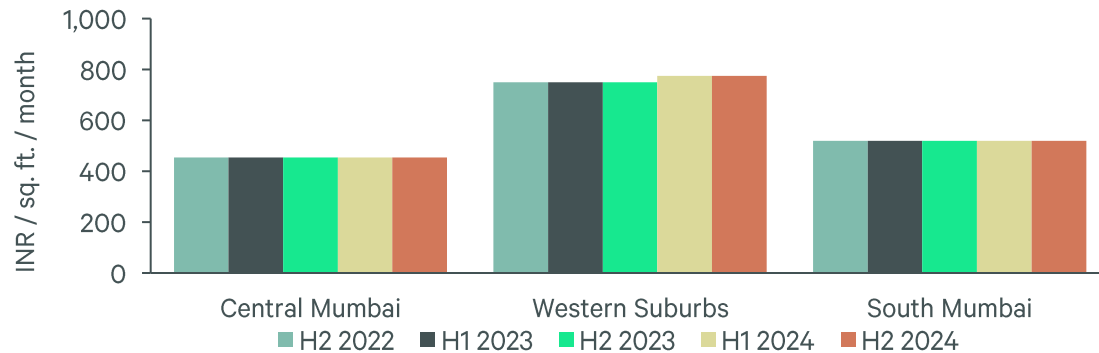
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**FIGURE 4.1: RENTAL VALUE MOVEMENT – MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 4.2: RENTAL VALUE MOVEMENT – HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 4.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Homeware and Department Store	27%	▲
Food & Beverage (F&B)	22%	▲
Entertainment	21%	▲

Source: CBRE Research, H2 2024

**TABLE 4.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
R City Mall	Eastern Suburbs	74,200	Bounce	Entertainment
Kohinoor Mill Mall	Central Mumbai	40,000	Bastian	Food & Beverage (F&B)
Viviana Mall	Thane	26,500	Game Palacio	Entertainment

Source: CBRE Research, H2 2024

# Chennai: Domestic brands drive space take-up across high streets

▼ 0.0

SUPPLY (MN SQ. FT.)

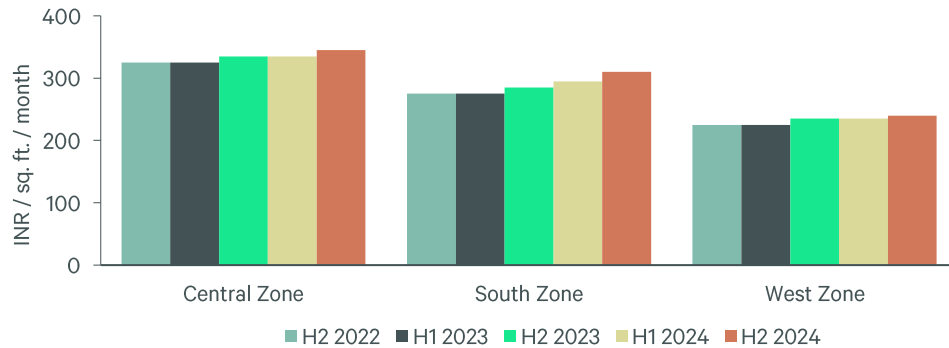
▲ ~0.3

ABSORPTION (MN SQ. FT.)

Note: Arrows indicate annual change

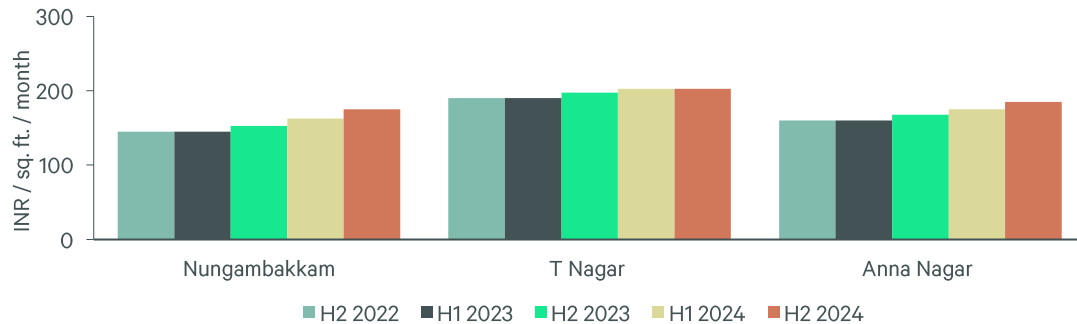
Absorption includes leasing in investment-grade malls, high streets & standalone; supply includes investment-grade malls only

**FIGURE 5.1: RENTAL VALUE MOVEMENT – MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 5.2: RENTAL VALUE MOVEMENT – HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 5.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Fashion & Apparel	46%	▶
Food & Beverage (F&B)	14%	▶
Consumer Electronics	11%	▲

Source: CBRE Research, H2 2024

**TABLE 5.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Independent development (High Street)	Adyar	18,000	Zudio	Fashion & Apparel
Independent development (High Street)	Mylapore	17,000	VGP Cyber Kingdom	Entertainment
Palladium (Mall)	South Zone	3,000	Dugout	Entertainment

Source: CBRE Research, H2 2024



# Hyderabad: Homegrown fashion & apparel brands fuel space absorption

▼ 0.0

SUPPLY (MN SQ. FT.)

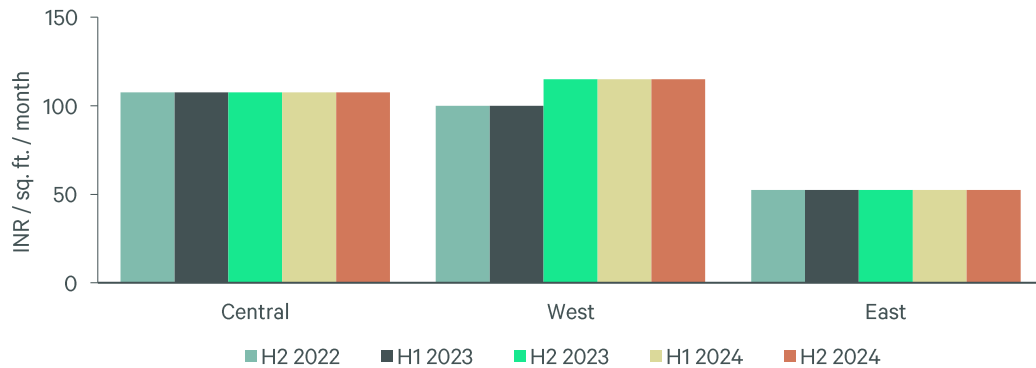
▲ ~0.6

ABSORPTION (MN SQ. FT.)

Note: Arrows indicate annual change

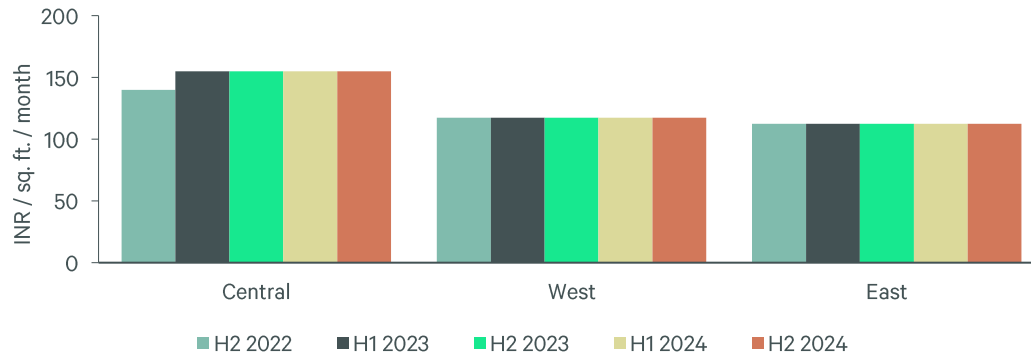
Absorption includes leasing in investment-grade malls, high streets & standalone; supply includes investment-grade malls only

**FIGURE 6.1: RENTAL VALUE MOVEMENT – MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 6.2: RENTAL VALUE MOVEMENT – HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 6.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Fashion & Apparel	37%	▲
Hypermarket	28%	▼
Luxury	9%	▲

Source: CBRE Research, H2 2024

**TABLE 6.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Independent Building	West	50,000	South India Shopping Mall	Fashion & Apparel
Aparna Neo Mall	West	20,400	Lifestyle	Homeware and Department Store
Independent Building	Central	12,000	Zudio	Fashion & Apparel

Source: CBRE Research, H2 2024

# Pune: Fashion & apparel and entertainment players lead space take-up

▼ 0.0

**SUPPLY (MN SQ. FT.)**

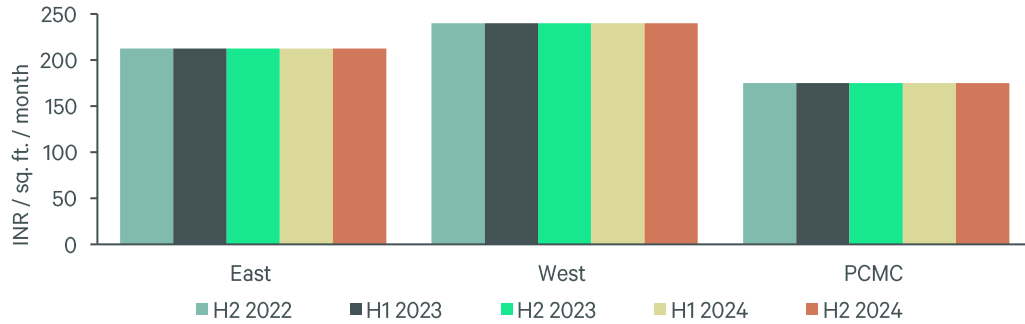
Note: Arrows indicate annual change

Absorption includes leasing in investment-grade malls and high streets; supply includes investment-grade malls only  
The decline in absorption numbers in the city is primarily attributed to supply constraints.

▼ ~0.3

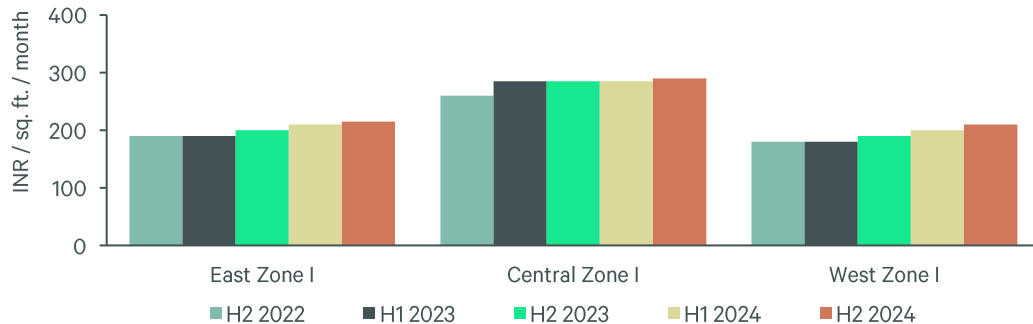
**ABSORPTION (MN SQ. FT.)**

**FIGURE 7.1: RENTAL VALUE MOVEMENT – MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 7.2: RENTAL VALUE MOVEMENT – HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 7.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Fashion & Apparel	33%	▼
Entertainment	27%	▲
Homeware and Department Store	13%	▼

Source: CBRE Research, H2 2024

**TABLE 7.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Amanora Mall	East	62,000	MovieMax	Entertainment
Phoenix Mall of the Millenium	PCMC	24,500	Zara	Fashion & Apparel
High Street	East Zone I	12,850	Novel Jewels	Luxury

Source: CBRE Research, H2 2024

# Kolkata: Domestic fashion & apparel brands dominate demand for quality space

▶ 0.0

SUPPLY (MN SQ. FT.)

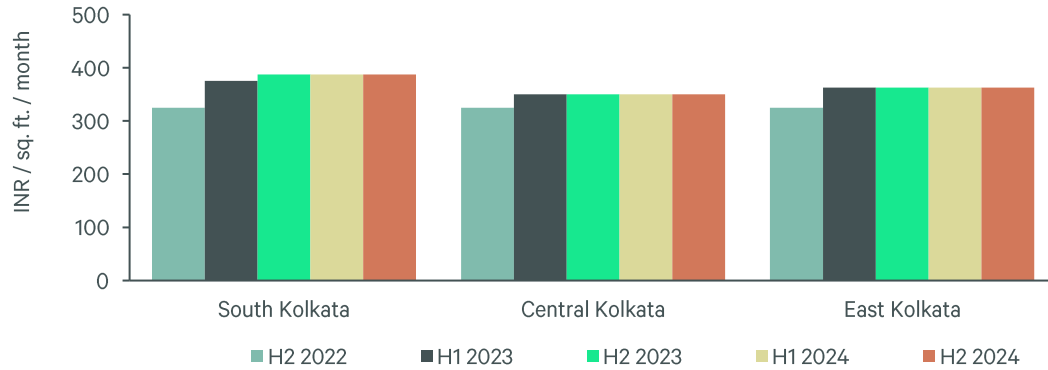
Note: Arrows indicate annual change

Absorption includes leasing in investment-grade malls and high streets; supply includes investment-grade malls only  
The decline in absorption numbers in the city is primarily attributed to supply constraints.

▼ ~0.1

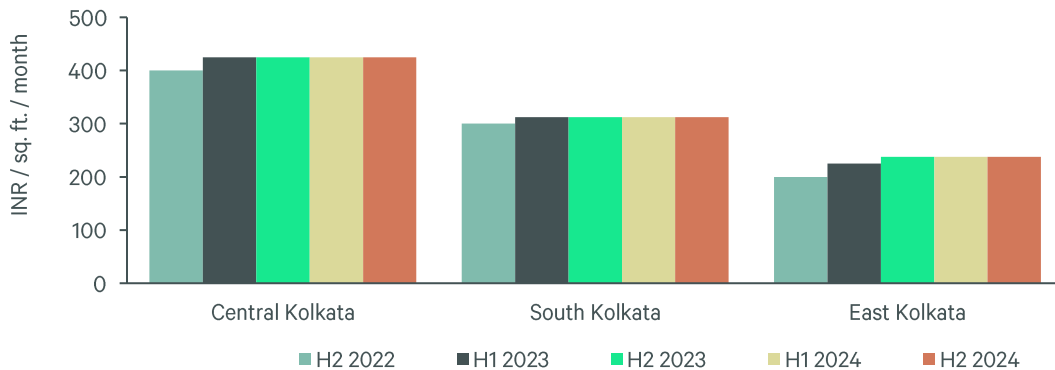
ABSORPTION (MN SQ. FT.)

**FIGURE 8.1: RENTAL VALUE MOVEMENT – MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 8.2: RENTAL VALUE MOVEMENT – HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 8.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Fashion & Apparel	62%	▲
Bank, Insurance & Finance	26%	▲
Luxury	6%	▼

Source: CBRE Research, H2 2024

**TABLE 8.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Metro Cinema (High Street)	Central Kolkata	17,000	Style Bazaar	Fashion & Apparel
Mani Boutique (High Street)	Central Kolkata	17,000	Standard Chartered Bank	Bank, Insurance & Finance
Independent development (High Street)	Central Kolkata	2,500	Zoya	Luxury

Source: CBRE Research, H2 2024

# Ahmedabad: Entertainment sector drives retail space absorption

▶ 0.0

SUPPLY (MN SQ. FT.)

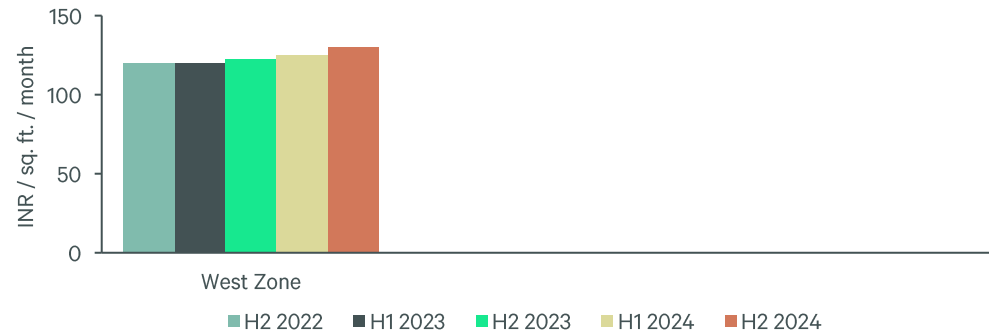
▲ ~0.2

ABSORPTION (MN SQ. FT.)

Note: Arrows indicate annual change

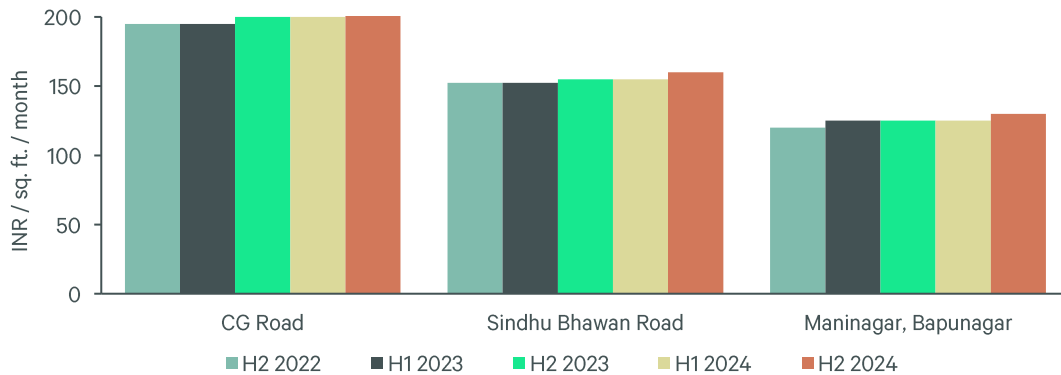
Absorption includes leasing in investment-grade malls, high streets; & standalone supply includes investment-grade malls only

**FIGURE 9.1: RENTAL VALUE MOVEMENT – MALL CLUSTERS**



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**FIGURE 9.2: RENTAL VALUE MOVEMENT – HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 9.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Entertainment	29%	▲
Fashion & Apparel	27%	▼
Luxury	12%	▼

Source: CBRE Research, H2 2024

**TABLE 9.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Phoenix Palladium Mall	West Zone	50,000	PVR	Entertainment
Sarovar Platinum (High Street)	Maninagar, Bapunagar	10,640	EasyBuy	Fashion & Apparel
Mercado (High Street)	CG Road	2,000	Birkenstock	Fashion & Apparel

Source: CBRE Research, H2 2024

# Chandigarh: Homeware and department stores lead retail space take-up

▶ 0.0

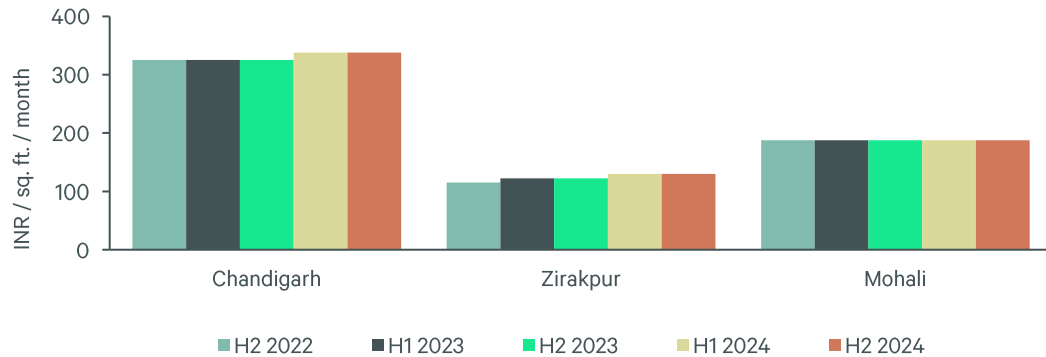
SUPPLY (MN SQ. FT.)

▲ ~0.10

ABSORPTION (MN SQ. FT.)

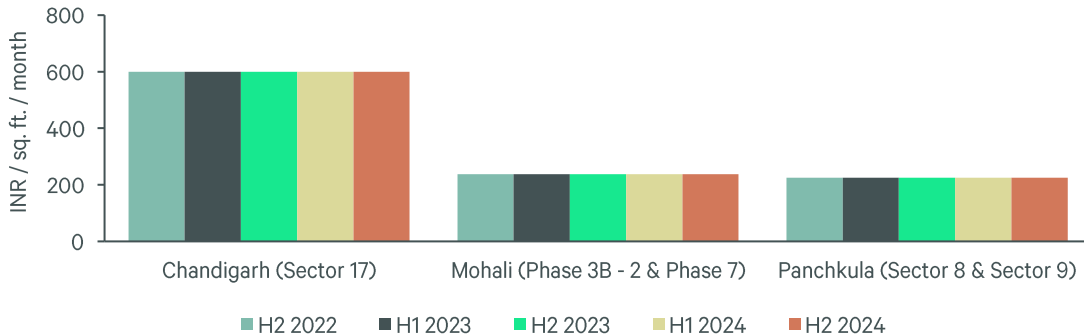
Note: Arrows indicate annual change  
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**FIGURE 10.1: RENTAL VALUE MOVEMENT - MALL CLUSTERS**



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**FIGURE 10.2: RENTAL VALUE MOVEMENT - HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 10.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Homeware and Department Store	35%	▲
Food & Beverage (F&B)	31%	▲
Fashion & Apparel	15%	▶

Source: CBRE Research, H2 2024

**TABLE 10.2: KEY LEASING TRANSACTIONS IN H2 2024**

DEVELOPMENT NAME	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Mohali Citi Centre (High Street)	Mohali	30,000	Holzer	Homeware and Department Store
Nexus Elante Mall	Chandigarh	3,000	Cafeteria & Co.	Food & Beverage (F&B)
Sector 7 Market (High Street)	Chandigarh	2,300	Nicobar	Fashion & Apparel

Source: CBRE Research, H2 2024

# Indore: Fashion & apparel and F&B players dominate demand

► 0.0

SUPPLY (MN SQ. FT.)

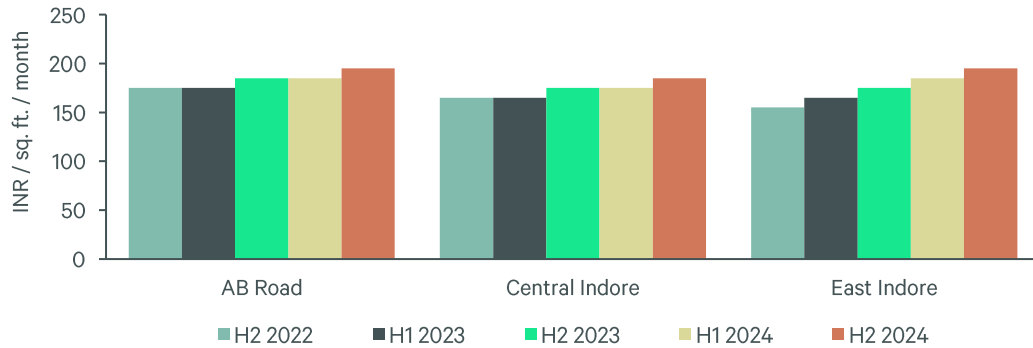
▲ ~0.09

ABSORPTION (MN SQ. FT.)

Note: Arrows indicate annual change

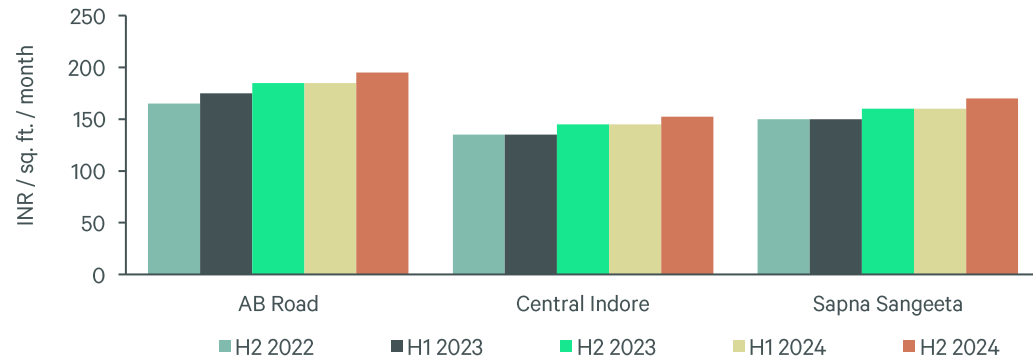
Absorption includes leasing in investment-grade malls, high streets & standalone; supply includes investment-grade malls only

**FIGURE 11.1: RENTAL VALUE MOVEMENT - MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 11.2: RENTAL VALUE MOVEMENT - HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 11.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Fashion & Apparel	36%	▼
Food & Beverage (F&B)	26%	▲
Luxury	21%	▲

Source: CBRE Research, H2 2024

**TABLE 11.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
High Street	Central Indore	12,000	Kalyan Jewellers	Luxury
Apollo Highstreet (High Street)	Central Indore	9,000	Notch	Food & Beverage (F&B)
AB Road (High Street)	Central Indore	6,000	Pernia	Fashion & Apparel

Source: CBRE Research, H2 2024

# Kochi: Fashion & apparel brands drive retail space take-up

▼ 0.0

SUPPLY (MN SQ. FT.)

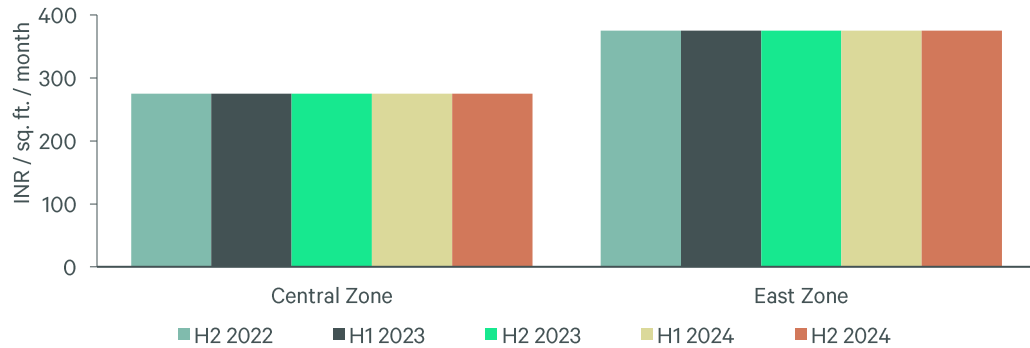
Note: Arrows indicate annual change

Absorption includes leasing in investment-grade malls and high streets; supply includes investment-grade malls only  
The decline in absorption numbers in the city is primarily attributed to supply constraints.

▼ ~0.10

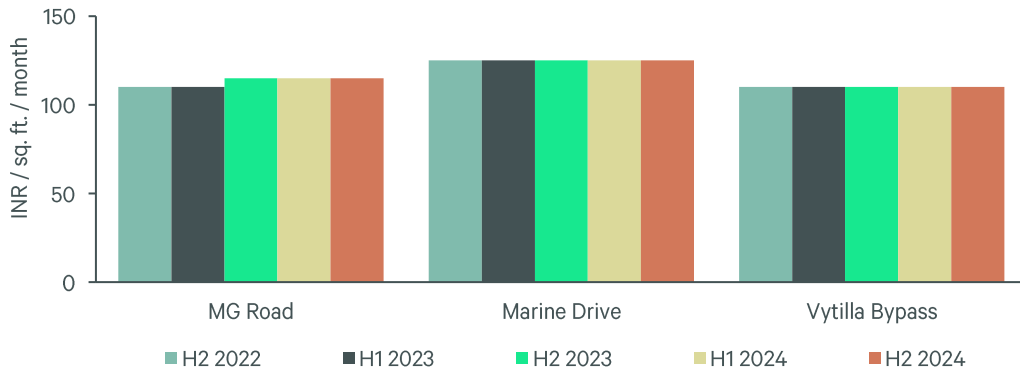
ABSORPTION (MN SQ. FT.)

**FIGURE 12.1: RENTAL VALUE MOVEMENT - MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 12.2: RENTAL VALUE MOVEMENT - HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 12.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Fashion & Apparel	53%	▲
Homeware and Department Store	43%	▲
Luxury	2%	▲

Source: CBRE Research, H2 2024

**TABLE 12.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Independent development (High Street)	Kakkanad	25,000	Westside	Homeware and Department Store
Independent development (High Street)	Vytilla Bypass	15,000	Vishal Megamart	Homeware and Department Store
Oberon Mall	East Zone	8,000	Style Union	Fashion & Apparel

Source: CBRE Research, H2 2024

# Jaipur: Domestic brands expand footprint across the city

▶ 0.0

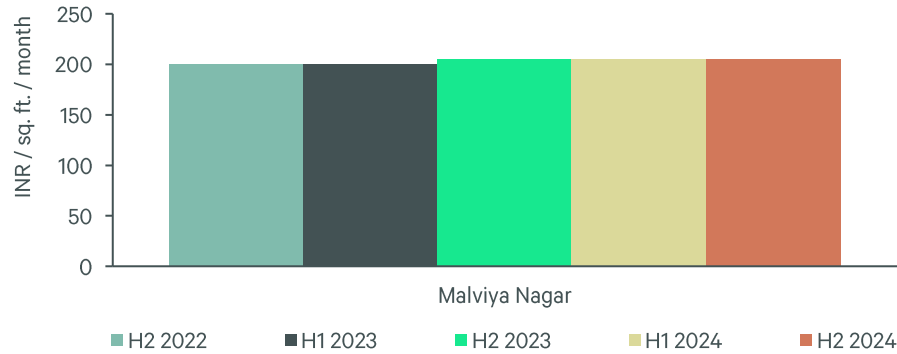
SUPPLY (MN SQ. FT.)

▲ ~0.06

ABSORPTION (MN SQ. FT.)

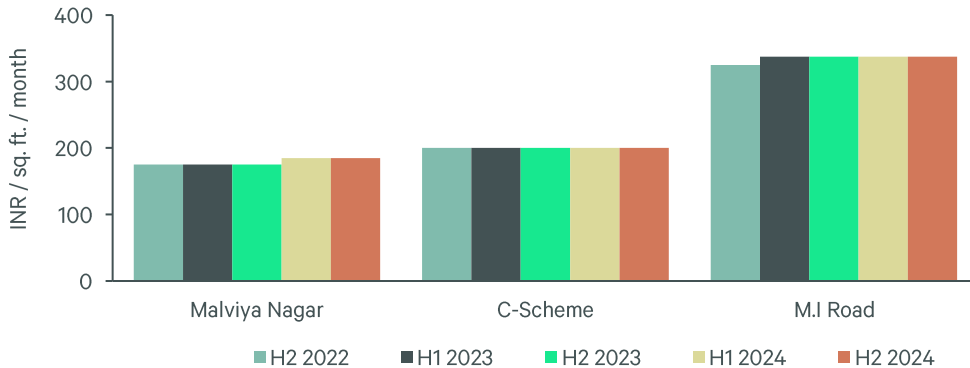
Note: Arrows indicate annual change  
Absorption includes leasing in investment-grade malls and high streets; supply includes investment-grade malls only

**FIGURE 13.1: RENTAL VALUE MOVEMENT – MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 13.2: RENTAL VALUE MOVEMENT – HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 13.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Fashion & Apparel	89%	▲
Luxury	11%	▼

Source: CBRE Research, H2 2024

**TABLE 13.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
GT Square Mall	Malviya Nagar	14,000	Azorte	Fashion & Apparel
MI Road (High Street)	MI Road	12,000	Zudio	Fashion & Apparel
Vaishali Nagar (High Street)	Vaishali Nagar	6,000	Malabar Gold & Diamonds	Luxury

Source: CBRE Research, H2 2024



# Lucknow: Luxury brands make a strong foothold

► 0.0

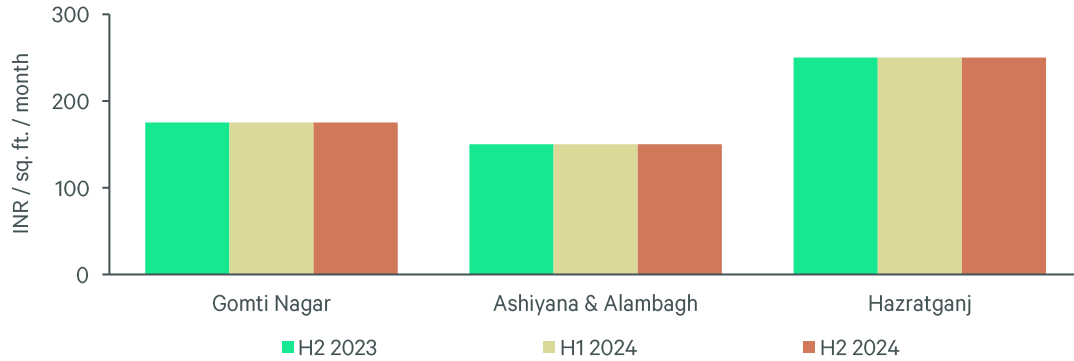
SUPPLY (MN SQ. FT.)

▲ ~0.12

ABSORPTION (MN SQ. FT.)

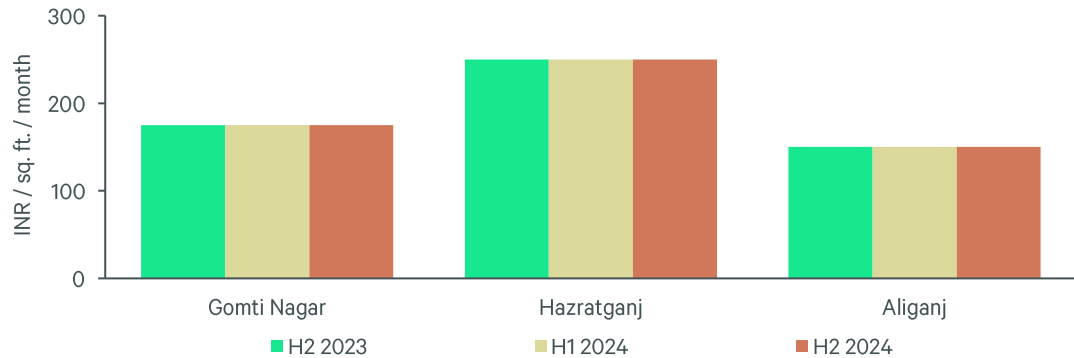
Note: Arrows indicate annual change  
Absorption includes leasing in investment-grade malls, high streets & standalone; supply includes investment-grade malls only

**FIGURE 14.1: RENTAL VALUE MOVEMENT - MALL CLUSTERS**



Note: The rental values mentioned above indicate the average ground floor vanilla rentals on leasable area.

**FIGURE 14.2: RENTAL VALUE MOVEMENT - HIGH STREETS**



Source: CBRE Research, H2 2024

**TABLE 14.1: KEY RETAIL CATEGORIES DRIVING ABSORPTION IN H2 2024**

SECTOR	% SHARE	Y-o-Y MOVEMENT
Homeware and Department Store	29%	▲
Luxury	29%	▲
Fashion & Apparel	24%	▲

Source: CBRE Research, H2 2024

**TABLE 14.2: KEY LEASING TRANSACTIONS IN H2 2024**

PROPERTY	MICRO-MARKET	SIZE (IN SQ. FT.)	TENANT	TENANT SECTOR
Shalimar Hazratganj (High Street)	Hazratganj	25,000	Ada	Luxury
Independent Development (High Street)	Gomti Nagar	15,000	V Mart	Homeware and Department Store
Independent Development (High Street)	Ashiyana & Alambagh	12,000	Zudio	Fashion & Apparel

Source: CBRE Research, H2 2024

## India Retail Outlook

### Sustained Leasing Momentum Expected

- India's retail leasing activity is expected to maintain a steady pace, with a balanced mix of primary and secondary transactions. Strong demand from segments such as mid-range fashion, value fashion, athleisure, and jewellery is fuelling interest in retail spaces and larger formats, ensuring sustained growth across key locations.

### Supply Rebound Anticipated in 2025

- The country's retail supply addition is expected to rebound in 2025, with 5-6 million sq. ft. of Grade A malls likely to commence operations across cities.
- Tier-I cities such as Delhi-NCR, Hyderabad, Mumbai, and Bengaluru are anticipated to drive this supply growth significantly.

### Strategic Partnerships to Aid Foreign Brand Entries

- Foreign brands are increasingly entering the Indian market through strategic alliances with leading domestic retail chains.
- These brands are leveraging various market entry strategies, including collaborations with local retailers, e-commerce platforms, and D2C channels, to tap into India's dynamic retail landscape.
- Key segments such as fashion and apparel, luxury, and personal care products have witnessed steady growth in foreign brand entries, and this momentum is expected to continue in the coming quarters.

### Experiential Retail to Gain Prominence

- Retailers across categories are increasingly embracing experiential retail strategies to build stronger customer connections, enhance brand loyalty, and stand out in a competitive market. Consequently, mixed-use retail within integrated developments — encompassing office, retail, and residential spaces — is gaining prominence. Retail stores are evolving from transactional spaces to destinations focussing on emotional engagement and storytelling. As this trend accelerates, a recent CBRE survey reveals that 90% of respondents in India's tier-1 cities are willing to spend INR 4,000 per month on entertainment experiences, with over 70% preferring malls for their seamless integration of shopping, dining, and entertainment.

### D2C Brands to Continue Witnessing Strong Growth; Quick-Commerce to Remain in the Spotlight

- India's D2C sector continues its growth trajectory, fuelled by rising e-commerce, improved logistics, and an expanding millennial and Gen Z consumer base. Many D2C brands are now exploring offline retail to enhance their omnichannel presence, with developers actively partnering with brands exhibiting strong online traction to expand into physical formats.
- Looking into 2025, the ability of brands to adapt to market conditions, evolving consumer expectations, and technological advancements will shape their growth momentum. With the rise of quick-commerce platforms catering to instant consumer gratification, we anticipate greater activity in this space, driven by the addition of newer brands, diversification of product categories, and broader serviceable pin codes.

\*\*According to CBRE's upcoming India's Transforming Retail Experiences Survey, which was conducted across tier-I cities only and may not accurately reflect the spending propensity of the overall Indian consumer base. Entertainment experiences include kids play area, gaming arcades and escape rooms, amongst others. These do not include multiplexes.

Source: CBRE Research, H2 2024

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