

QUARREE Wandsbek

Modern. Vital. Unique.

QUARREE moves with the times – adapted to the needs of the people of Wandsbek.

Large. Larger. Wandsbek.

Wandsbek is the most populated district in Hamburg – and growing.

Centre. Marketplace. Meeting point.

Shopping, leisure and much more – the recipe for success: multi-use.



QUARREE
WANDSBEK



Welcome to Hamburg, to Wandsbek, to QUARREE



Since 1988, QUARREE has been the centre of Hamburg's most populous district. But it is more than that: it is a popular marketplace in the heart of Wandsbek. A place that is an integral part of people's lives. To ensure that this remains the case in the future, we have made QUARREE more vibrant and modern and adapted the tenant structure to the new needs of the population in Wandsbek. Because Wandsbek is growing and changing, and QUARREE is growing with it – in many ways.

Perhaps you too will be part of this growing success story in the future?

A handwritten signature in blue ink that reads "Lachroudi".

ADEL KACHROUDI
Centre Manager

Modern. Unique.

Layout

41,000 m² total floor area
Over 90 shops, cafés and restaurants
Multiplex cinema, gym, nursery and
business school

Approx. 9 million visitors a year*

High customer loyalty and an increasing
frequency of visits amongst younger
target groups**

Outstanding further development

An investment of around 40 million euros
in modernisation and redesign.
Awarded by the European Council of
Shopping Places (ECSP) in 2023.

Design

Bright, green, unique & distinctive.

* QUARREE Wandsbek, frequency data

** bulwiengesa visitor survey 2026

Vital.





Centrepiece: Fresh produce market

The greatest culinary diversity in
Wandsbek in one place.



Attractive Brands

New brands. Modern shops.
A tenant mix that is
constantly evolving.

Next Generation

Convinced by the location:
Some family businesses have been
in QUARREE for 38 years and have
just handed over the business
to the second generation.
The successors bring a breath of fresh
air and new ideas to the business.



Da Franco – the long-standing Italian restaurant at QUARREE. A family-run business for decades, run with passion.

Snacks can also be stylish:
Diana Kluckow from the
Kluckow butcher's shop at
her deli counter in the fresh
produce market.



Comfort & Service

The sophisticated design of the QUARREE creates a stylish atmosphere, consistent down to the smallest detail.



Radiant external image

The large-format LED screen offers a striking visual presence at a high-traffic location.



Large. Larger. Wandsbek.

Wandsbek is Hamburg's most populated district. And right in the middle of it all: the QUARREE.



Almost one in four people in Hamburg live in Wandsbek!

The population has **grown steadily** over the past decades. On average, the population in the district of Wandsbek is growing by **approximately 2,000 people per year**.

Growth outlook remains positive

+4.7 %
population growth since 2020

+5,8 %
forecast through 2040*

* GMA 2026

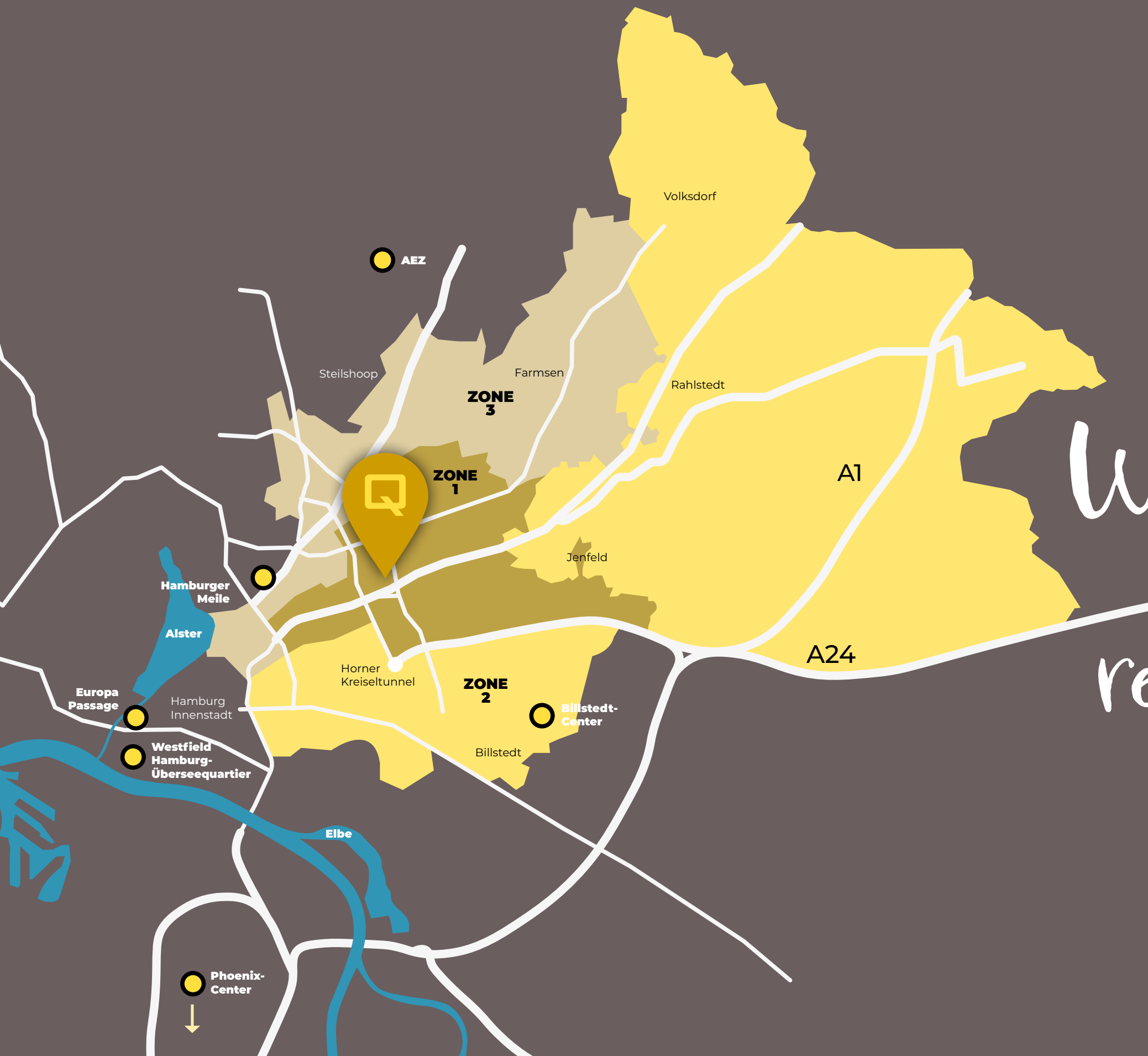


Big City

457,027 residents

If the district of Wandsbek were an independent town, it would be the 16th largest city in Germany.

Rank	City	Population
1	Berlin	3,691,342
2	Hamburg	1,865,316
3	München	1,506,339
4	Köln	1,024,912
5	Frankfurt am Main	756,852
6	Düsseldorf	619,159
7	Leipzig	612,939
8	Stuttgart	612,672
9	Dortmund	603,756
10	Bremen	586,648
11	Essen	574,712
12	Dresden	565,277
13	Nürnberg	530,007
14	Hannover	522,803
15	Duisburg	502,023
16	HH-Wandsbek	457,027
17	Bochum	358,721
18	Wuppertal	358,126
19	Bielefeld	331,625
20	Bonn	323,698



Well-established
and with
renewed energy.

511,800 people in the catchment area
– a strong customer base with
short journeys to the QUARREE.

● Shopping-Centres with over 25.000 m²

ZONE 1: 105,700 inhabitants
Travel time up to 5 minutes

ZONE 2: 246,400 inhabitants
Travel time 5-15 minutes

ZONE 3: 159,700 inhabitants
Travel time 10-25 minutes

Source: GMA 2026

Location. Location. Location.

QUARREE is easily accessible – quickly and conveniently.
On foot, by bicycle, by car and by public transport.

Wandsbek Markt, the stop directly at QUARREE,
is the busiest HVV transport hub in eastern Hamburg.

Service
HVH

Car

- The QUARREE is only 10 minutes away from the motorway.
- Wandsbeker Marktstraße is one of Hamburg's main traffic arteries.
- 2 parking garages with over 950 parking spaces.

On average, over
110,000 passengers
board and alight at
the Wandsbek
Markt stop on
weekdays!

Over 50 %
of visitors
arrive by
public
transport.*

90 %
can reach the
QUARREE in
a max.
of 30 mins*

Central location:
Main railway station
(approx. 15 Min.)
Airport
(approx. 25 Min)

Bus

One of Hamburg's busiest bus stations
– numerous lines running at high frequency.

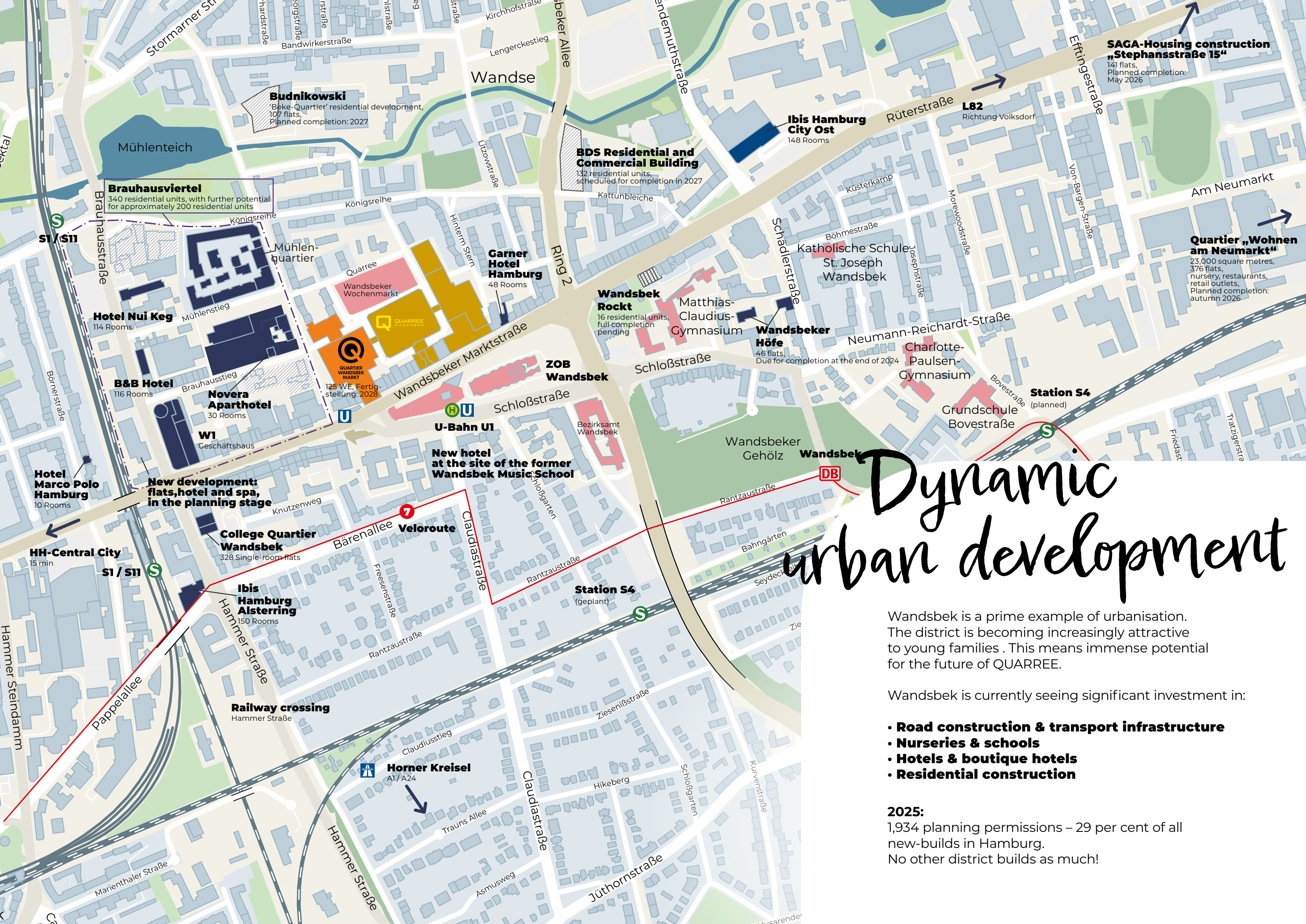
- Direct, fast connections in all directions within the district and the city.
- MetroBuses run every 10–20 minutes, serving the north-east, east and north-west of Hamburg.

Underground

U1, Wandsbek Markt stop, every
5 minutes (towards Norderstedt and
towards Großhansdorf/Ohlstedt).

Bicycle

- Cycle route 7 runs past QUARREE. Another is in the planning stage.
- There are plenty of bicycle parking spaces available at the centre.



Dynamic urban development

Wandsbek is a prime example of urbanisation. The district is becoming increasingly attractive to young families. This means immense potential for the future of QUARREE.

Wandsbek is currently seeing significant investment in:

- Road construction & transport infrastructure
- Nurseries & schools
- Hotels & boutique hotels
- Residential construction

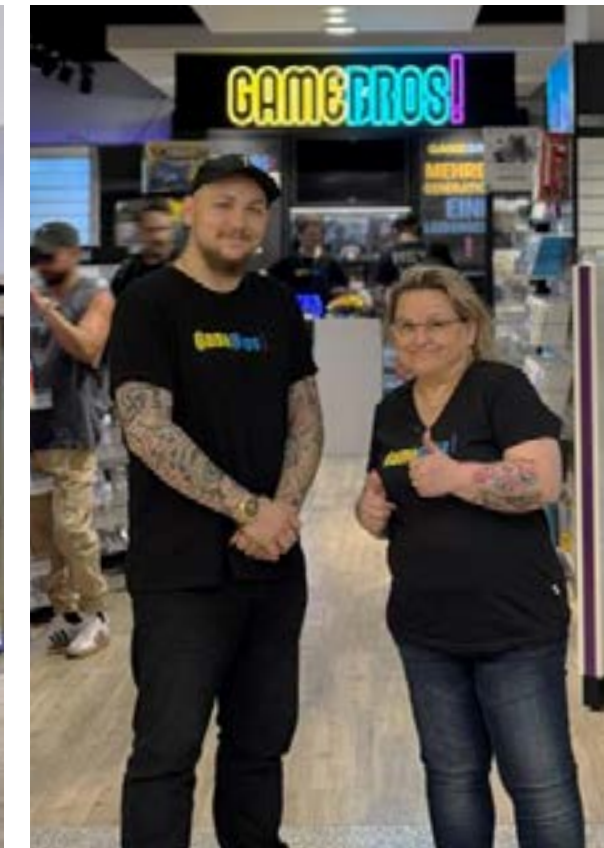
2025:
1,934 planning permissions – 29 per cent of all new-builds in Hamburg.
No other district builds as much!

Centre. Market place. Meeting point.

The QUARREE is much more than just a shopping centre. It is an urban quarter and a meeting point. A neighbourhood and family centre. The wide selection of tenants ranging from major brands to small private businesses meets the most diverse needs.

And thanks to the multi-use concept, it is a central drop-in centre for the residents of this district. All of this makes the QUARREE a vibrant market place in the middle of Wandsbek – right where everything is happening.





It's all about the mix

The QUARREE offers a unique mix of international labels and locally unique stores.



Fashion

Attractive tenants are a perfect match for the new Wandsbek population.

Well-known anchor tenants such as Anson's and C&A, H&M and TK Maxx have great drawing power. Owner-run shops complete the range of goods with their concepts for individualists.



Anson's
C&A
Calzedonia
Camp David & Soccx
H&M
Jack & Jones
Only
Rieker
SNIPES
Tamaris
TK Maxx
u.a.

Aust
SCHUH BODE
KinderKompanie



„ At KinderKompanie, we want to brighten up the day for young and old alike – with lovingly selected clothing, toys and shoes. For us, QUARREE is more than just a place to shop: it is part of our everyday life – and that of many families we have been accompanying for a long time.. “

Elke Rosenfeldt
KinderKompanie



„ My Kreativmarkt Hamburg has been in Wandsbek since I first opened it. I have deep roots here. I love sharing my passion in all things creative with people. “

Martin Burhenne
Kreativmarkt Hamburg

Bijou Brigitte
Butlers
Christ
Douglas
Fielmann
Mister Spex
Rituals
Studioline
Thalia
WMF
u.a.



Lifestyle & Family

One-stop shopping – that’s probably the perfect way to describe the success of the QUARREE. Because here, you can get it all.

From jewellery, beauty and gifts to children's fashion, creativity and toys to household goods and books: the wide range of products on offer at QUARREE appeals to all generations. And in addition to the familiar and tried-and-tested, there are always surprising offers to browse and discover.

GameBros!
Kreativmarkt Hamburg
Toys for FUN



Freshness TO GO

Something for every taste, every day, every occasion. And the QUARREE offers everything we need in our daily lives too – from a large supermarket, to a pharmacy, to fine foods.

The QUARREE's fresh foods market is like a local weekly market, just better: it offers an impressive range of regional and exotic products, six days a week, all day long, and under cover. And not only that: small eateries with character and charm offer meals and snacks from all over the world for that quick lunchtime break and more.

Here too, the aim is to "Support Your Locals" in the best possible sense. Many tenants are from Wandsbek, have been closely associated with the QUARREE for years and run their business with passion and a personal touch. From Wandsbickers for Wandsbek.

ALDI
arko Kaffee & Confiserie
Blume 2000
JUNGE, die Bäckerei
Reformhaus Engelhardt
Tchibo
u.a.

Fleischerei Kluckow
Jolly Fish
Springer Bio-Backwerk
Rohde frisch und fruchtig



„ I live in Wandsbek, I love Wandsbek – and I've been in the QUARREE for 33 years, making sure that the people of Wandsbek get enough delicious vitamins. I'm proud of this. “

Britta Rohde
 Frisch & Fruchtig, GoFräsh

Get together and enjoy

At QUARREE, visitors can expect an extraordinary variety of culinary offerings – from quick snacks and takeaway options to cosy dining on site.

Whether fresh bowls, Vietnamese cuisine, Italian classics or sweet temptations – there is something for every generation and every taste. Owner-managed concepts, creative culinary ideas and a relaxed atmosphere make all the difference.

L'Quán

Modern Vietnamese cuisine meets stylish interior design and a light-filled ambience with panoramic windows. L'Quán is both a meeting place and a trendy spot – particularly popular with young people.

* 1989 *

RISTORI

DA FRANCO

Ristorante Da Franco

For 38 years, it has been the Italian heart and soul of the centre – with a large following. Authentic, charming, steeped in tradition. For many residents of Wandsbek, Da Franco has long since become an institution.




Café
Amaya

Café Amaya

Whether it's breakfast, lunch, cake or dinner:

Amaya is a place to feel at home at any time of day and a cosy living room right in the heart of the city centre – delicious, relaxed and warmly run.

Multi-Use

Trend researchers and futurologists love referring to shopping centres as lifestyle hubs and hybrid concepts. The recommended recipe for future success: a mix of retail, food & beverage, entertainment, educational offerings, and health and wellness services.

The QUARREE adopted this multi-use concept decades ago and has been committed to it ever since.



Leisure & sport

For fitness enthusiasts and film fans alike: QUARREE is always a good choice when it comes to leisure activities – and a visit is always an experience.



CINEMAXX

- Modern movie experience
- Comfortable recliners
- State-of-the-art sound system

XTRAFIT

- Premium fitness at discount prices
- Modern and stylish
- Perfect for the new Wandsbek
- QUARREE is the first Hamburg location of this young Cologne-based fitness enterprise



Kindergarten & university

Keeping close to customers is not only about location. Shopping malls of the future must offer more than that to attract people. And this is precisely what the QUARREE has been doing for years.

The QUARREE forms a regular part of the daily lives of more than 1,000 students, children and parents. Because this is where they learn, play, shop and more.

So, potential customers not only virtually live on the doorstep of the QUARREE, they also visit it on a daily basis.



120
children

Fröbel-Kindergarten



Health & more.

Last but not least: a dentist and a variety of offices also have their premises in the QUARREE, as does a blood donation service.

In this way, QUARREE becomes an integral part of everyday life, going beyond just shopping.

1.100

Students

NBS – Northern
Business School



Floorplan

2nd floor

1st floor

Ground floor

Basement

3rd floor

NBS - Northern Business School
Blood donation service
FRÖBEL-Kindergarten



A new urban hotspot

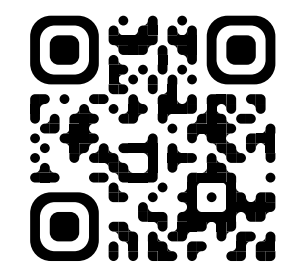
With the Wandsbek Markt development, a new part of the city is taking shape right next to the QUARREE.

Housing, workplaces, restaurants, shops and services come together to form a vibrant urban neighbourhood. Green courtyards, new uses and the historic façade define the project's unique character.

An additional attraction that will strengthen Wandsbek in the long term.



Bird's-eye view of the planned neighbourhood with diverse uses and modern urban space.

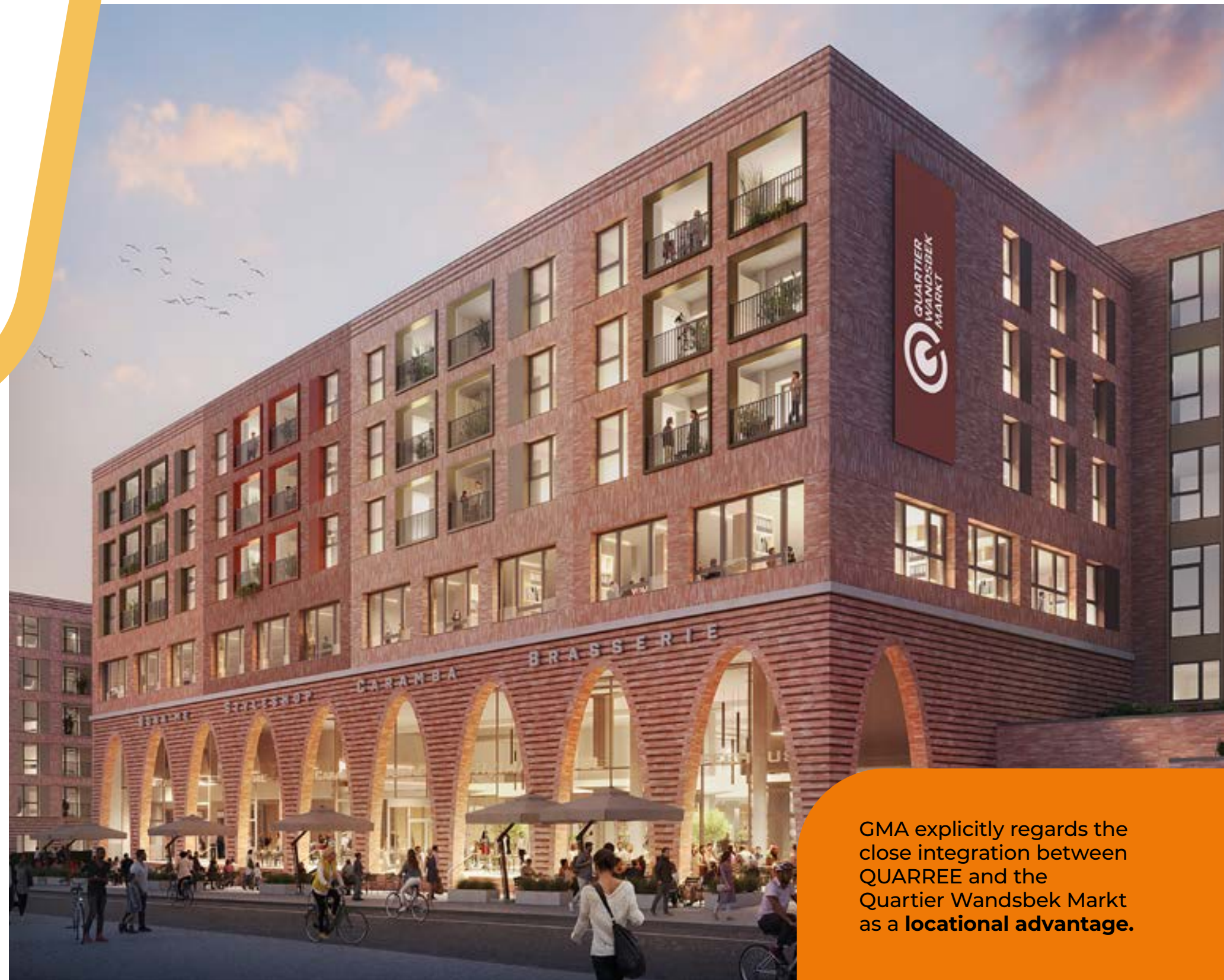


Further information at:
b2b.quartier-wandsbek-markt.de

More city. More life. More potential.

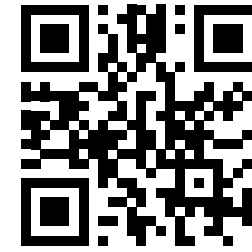
The QUARREE and the Wandsbek Markt district complement each other to form a strong network of locations. The new district brings additional residents, workers and visitors to the area and creates new reasons to visit.

The QUARREE also benefits from this – with additional visitor potential and an even more diverse urban environment. This generates new momentum for retail, catering and services, as well as additional opportunities for existing and future tenants.



GMA explicitly regards the close integration between QUARREE and the Quartier Wandsbek Markt as a **locational advantage**.

Get in contact!



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Do you have any questions?

Please feel free to contact us.

We look forward to
hearing from you!

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