BREMEN
JOIN THE FUTURE.

PROPERTY MARKET REPORT BREMEN 2025

OFFICE | LOGISTICS | RETAIL HOUSING | INVESTMENT

Bremeninvest

PARKING GARAGE, CITY CENTRE

© HILD UND K

KARL RESIDENTIAL COMPLEX,
FRIEDRICH-KARL-STRASSE

© ANTONIA LEICHT

LLOYDHOF | ANSGARIKIRCHHOF, CITY CENTRE

BREMEN PAVES THE WAY

Turning point for the property market! In 2025, the first clear signs of recovery are emerging across nearly every market segment. Bremen is facing the same challenges as many other medium-sized urban centres in Germany – with growing demands on sustainable land use, changing consumer habits and rising costs in construction and financing. However, the city is rising to the task with a combination of perseverance, innovation and a strong commitment to urban development.

This transformation is clearly reflected in Bremen's retail property market. A revival international brands. And the quality of stay in prime retail locations is improving, with vibrant shopping streets like Obernstrasse and Sögestrasse regaining their appeal. A balanced mix of public investments, urban development projects and successful mixed-use concepts is bringing new life into the city centre – even when facing of ongoing challenges in the rental market.

Also the housing market remains challenging. While population growth and evolving lifestyles are fuelling high demand, rising construction costs and difficult financing conditions are stalling new developments. Nevertheless, projects such as the Hulsberg Quarter and the Kaffeequartier show that the city continues to invest in sustainable, centrally located housing.

The office property market tells a more complex story: While overall take-up is declining and vacancies are rising, there is still a steady demand for modern, ESG-compliant office space in central locations. Überseestadt and Bremen City are standout submarkets offering high quality and increasing flexibility.

These positive trends are also reflected in the investment market. Following a decline in 2023, the segment is now showing clear signs of recovery – particularly in transactions involving medium and smaller volume classes. Retail properties are gaining in relevance, and private investors are returning with renewed interest. One of Bremen's real success stories is the logistics property market. With consistently strong take-up, high ESG standards and over 90% of logistics space located within a 10 km radius of the city centre, Bremen is setting benchmarks in efficiency, sustainability and the security of supply.

This property market report makes one thing clear: Bremen is on the move – powered by smart concepts, bold urban design and a clear commitment to securing its future as a viable and vibrant location.


© WFB/JAN SEEBECK

Andreas Heyer
CEO
Bremeninvest

JACOBSHOF, CITY CENTRE

© MÜLLER & MARANTA

HANSEATENHOF, CITY CENTRE

© MÜLLER & BREMERMANN GMBH & CO. KG

SÖGESTRASSE, CITY CENTRE

© WFB/JONAS GINTER

CONTENTS

Sources: * bulwiengesa AG, ** LSA Logistik Service Agentur GmbH

OFFICE PROPERTY MARKET

VIEW, ÜBERSEESTADT

SOLID OUTLOOK IN THE FACE OF STRUCTURAL CHANGE

2024 was a year of ups and downs for Bremen's office market. Total take-up was recorded at approx. 89,000 m², falling slightly below the previous year's level and reflecting subdued demand. Market dynamics were shaped primarily by ongoing economic uncertainty and evolving office requirements – especially in response to flexible working models.

Vacancy rates have risen significantly – up from 4.5% in 2023 to 5.4% in 2024 – and are predicted to reach 5.6% in 2025. These figures reflect a decline in leasing activity and the return of previously occupied space as a result of consolidation and modernisation measures. But there is a positive fact: Rental prices remain largely stable – a reassuring sign that modern, high-quality office space continues to appeal to the market.

89,000 m²
of office space take-up

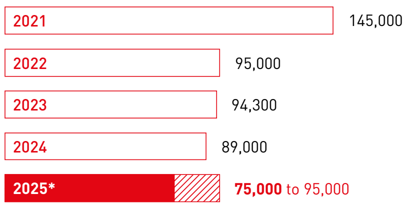
New construction volume also remains stable. Bremen continues to bring new, high-quality office space to the market. However, a decline is expected in the medium term. Many developers are responding cautiously to shifting market conditions and rising project costs. In this context, investors and tenants are increasingly turning their attention to revitalised existing properties and creative usage concepts. There is a particular focus on flexible and sustainable workspace models, which could play a key role in shaping the future development of Bremen's office market.

Stable market dynamics – even without large-scale transactions

Large-scale transactions exceeding 5,000 m² remained the exception in 2024. Only one deal of this size was recorded throughout the year: SAP service provider abat AG and architecture firm dt+p are jointly developing a new 8,000 m² office project – with abat AG set to occupy 5,200 m² for its own use. As in previous years, market activity was driven by the mid-sized segment. There was particularly high demand for spaces between 1,000 and 5,000 m², accounting for roughly half of total take-up. This reflects a clear shift towards flexible, needs-based solutions in response to new workplace models and economic uncertainty.

In 2025 Bremen's office market made an encouraging start-off. In the first half of the year, two large-scale leases – each exceeding 5,000 m² – were signed in the immediate vicinity of the central railway station. These transactions highlight the continued appeal of modern office space in central locations. In the light of the broader economic climate, however, it remains to be seen whether this upward trend will persist throughout the year. Looking ahead, take-up levels are expected to stabilise as a result of demand for high-quality spaces in well-connected areas.

LEASED OFFICE SPACE
in Bremen from 2021 to 2025 (in m²)



INDUSTRIAL SECTORS
of rented office space in Bremen in 2025* (in m²)

LEASING PERFORMANCE
in comparison with other major cities in 2025* (in m²)

* Forecast

FORUM AM DOMSHOF | UNIVERSITY OF BREMEN, CITY CENTRE

Prime locations lead the way – Überseestadt builds on its success

After several years of growing interest in decentralised locations, 2024 marked a renewed focus on established prime areas and high-quality office space. This trend was especially noticeable in Überseestadt, accounting for over 30% of total take-up and emerging once again as the strongest submarket within Bremen's office sector alongside Bremen City – the established prime office location. Around half of all leasing activity was recorded in these two areas.

Bremen's periphery also remains relevant – despite a slight decline in its share of total take-up. Around 26% of total take-up was generated in these outlying yet well-connected areas – a statement to their continued appeal, especially when newly built office space becomes available in places like the Tabakquartier. By contrast, locations such as Airport City, the university area and the city outskirts accounted for a significantly lower share of total take-up, ranging from 5% to 9.5%. This is mainly due to the limited availability of high-quality office space in these areas, causing many businesses to look elsewhere. By the end of the year, total office take-up is projected to reach 75,000 m².

Diversified demand structure fuels a resilient market

Bremen's office market continues to accommodate a diverse range of industries. As in previous years, the landscape continues to be dominated by companies in the service sector, including consulting firms, IT service providers and business-related services. Public institutions are also remaining loyal to their spaces, especially in locations close to the city centre.

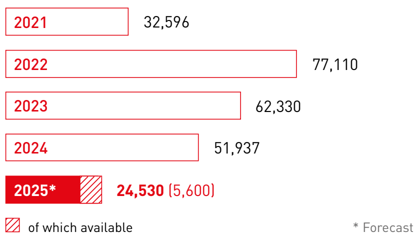
Technology companies in the fields of digitalisation, software development and research are now playing an increasingly active role in the market – with a growing demand for facilities near institutions of higher education and in locations with state-of-the-art infrastructure such as the University of Bremen and Überseestadt.

Although logistics and trade are important parts of Bremen's economy, they only play a modest role in the office sector. However, some companies in these sectors have set up administrative offices and headquarters in Bremen – primarily in well-connected locations like Airport City or on mixed-use industrial estates.

Bremen's office market remains relatively resilient thanks to its diversified demand structure. Rather than relying on any individual industry, it is anchored by a healthy mix of established institutions and innovative market players. This diversity provides a solid basis for continuous space absorption.

CONSTRUCTION IN BREMEN

Development from 2021 to 2025 (in m²)



Construction loses momentum – but Bremen's office market keeps moving

Around 47,700 m² of office space had been completed by the end of 2024. This figure was slightly above the five-year average of 41,600 m² and marginally above the previous year's level. The largest single development was the new DMK building at the airport, comprising around 14,200 m². Otherwise, construction activity was dominated by smaller-scale projects under 5,000 m². For 2025, total new office completions in Bremen are projected to reach 24,530 m².

PRIMARY SCHOOL ON ST.-JÜRGEN-STRASSE, EASTERN SUBURBS

© VIER QUARTIER GMBH & CO. KG

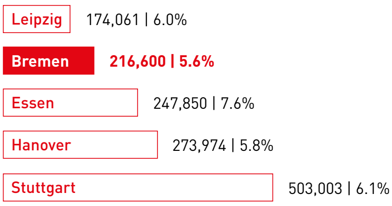
LLOYDHOF, CITY CENTRE

PARKING GARAGE, CITY CENTRE

ESSIGHAUS | BALGEQUARTIER, LANGENSTRASSE

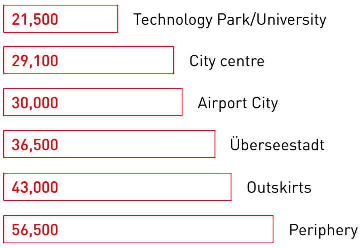
VACANCIES IN CITY OF BREMEN

by national comparison in 2025* (in m²)



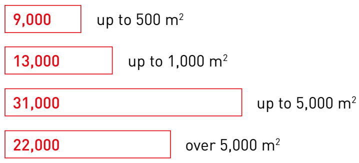
VACANCY OVERVIEW

across office locations in 2025* (in m²)



SIZE STRUCTURE

of leasing activity in 2025*



* Forecast

However, a clear decline in new construction activity is emerging this year. Key factors include tighter financing conditions, rising construction costs and growing attention among project developers. This is compounded by a more selective approach to pre-leasing, particularly for flexible usage concepts or in locations outside the city centre. As a result, many projects are being shelved or postponed indefinitely.

Future developments are expected to spread more evenly across different submarkets, rather than being concentrated in Überseestadt. This could help improve the balance between supply and demand in various locations and raise the bar for quality in new construction. Bremen's office market continues to evolve, becoming more selective and increasingly driven by demand compared to previous years.

Vacancy rates remain low in central locations

Vacancy levels continued to rise in 2024, reaching around 210,000 m² by the end of the year. This pushed the vacancy rate up to 5.4% (previous year: 4.5%). A moderate increase is anticipated for 2025, with current forecasts indicating approx. 216,000 m² of vacant office space. This reflects a continued disconnect between supply and demand. The projected vacancy rate for 2025 stands at 5.6%.

It is worth noting the significant divergence between submarkets. Vacancy rates remain low in central locations such as Bremen City and Überseestadt, highlighting their ongoing appeal. By contrast, vacancies are more prevalent on the outskirts of the city centre and in Airport City, where structural oversupply and limited amounts of high-quality space aligned with market needs are dampening leasing activity – especially in older properties along arterial roads or in less sought-after areas.

Rental prices on the rise – driven by ESG standards and central locations

Bremen recorded further rental price increase in 2024. This was mainly driven by rising construction and financing costs, as well as sustained demand for modern, sustainable space in appealing locations within the city centre. While some of the office stock has been renovated or upgraded, many properties are in need of renovation. Prime rents increased to around € 15.40/m² in Bremen City, a submarket recently enhanced by high-quality refurbishments and new developments. There were even isolated cases of smaller leases signed at significantly higher rates, but these transactions were not large enough to have a lasting impact on the overall rent level.

It is interesting to note that prime rents are gradually moving back from Überseestadt to central, historically established districts, signalling the resurgence of traditional top locations. Further rent increases are expected in the medium term – particularly for ESG-compliant new builds with flexible usage concepts in popular inner-city areas. This trend is fuelled by the fact that tenants now have higher quality standards, while energy efficiency requirements are increasing and modern office space is in short supply.

In 2024, the average rent remained stable at around € 10.30/m². With leasing activity showing signs of stagnation, particularly in decentralised locations, rental prices are expected to remain flat over the medium term.

AERIAL VIEW, ÜBERSEESTADT

LOGISTICS PROPERTY MARKET

ARROW PARK BREMEN, HÜTTENSTRASSE

STABILITY MEETS TRANSFORMATION

The 2025 logistics report provides decision-makers with reliable data, facts and figures for sustainable supply chain strategies. Bremen is a prime example of how a compact, well-networked logistics hub can position itself as a forward-looking alternative to more peripheral sites – with positive effects on cost efficiency, carbon footprint and the security of supply.

Location, location, location

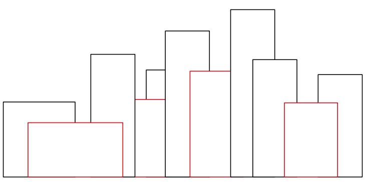
Bremen is strategically located along the Weser River, in close proximity to the North Sea and centrally within Europe. Vast quantities of goods are handled at the high-capacity container terminals in Bremerhaven – with most of the further processing and order picking taking place in Bremen. A growing amount of cargo arriving via the ports of Hamburg and Wilhelmshaven also pass through Bremen on their way to national and international destinations. Centrally positioned between these three major ports, Bremen is a European logistics hub offering excellent conditions for global companies.

Its infrastructure and services consistently meet the highest standards – but it also knows that continuous innovation is essential for meeting rising mobility demands and the growing challenges of globalisation.

Market overview 2025: Stable take-up levels, vacancy rates and rental prices A new record for Bremen's established logistics.

With annual take-up amounting to 325,700 m², Bremen's logistics market remained largely unchanged from the previous year (324,960 m²). At the same time, the vacancy rate decreased slightly from 173,023 m² (5.15%) to 166,000 m² (4.74%), indicating that demand remains steady and available space is soon finding new tenants. And with the total logistics stock reaching 3,495,900 m², the local market celebrated a record high.

This figure shows that the market is also evolving on the supply side – with the total portfolio of logistics properties growing by a further 138,500 m². This increase is particularly impressive considering the limited availability of space and rising demands for sustainability and energy efficiency. The new buildings are almost exclusively the result of project developments with a high degree of pre-letting, which means that even speculative new construction projects in Bremen are currently finding tenants.



3.5 million m²

The current stock of logistics properties is at an all-time high.

„BREMEN IS MORE THAN JUST A LOCATION – IT'S A LOGISTICS STRATEGY.

A total of 17 leases were signed in 2024, including ten contracts for 20,000 m² or more.

In a direct comparison of leading German logistics hubs, rental prices in Bremen remain moderate. While prime rents in major cities like Munich (€ 9.30/m²), Düsseldorf (€ 7.90/m²), Hamburg (€ 8.25/m²) and Frankfurt (€ 8.00/m²) clearly exceed the € 8 mark, rents in Bremen continue to range between € 3.50 and € 6.00/m², influenced by factors such as location, amenities and ESG standards.

These moderate rental prices are not an indication of a weak location, but instead reflect a balanced market structure with a high-quality supply of properties that quickly find new tenants. A stable supply is ensured through a combination of focused development projects, the reintegration of vacant properties into the market and sustained demand.

Methodology of the logistics report: Market data and comprehensive survey
The logistics report is prepared in May/June of each year, capturing a snapshot of the market at multiple points in time. The figures relate exclusively to logistics spaces located within the city of Bremen. This marks an important distinction from the data presented by the "Big 5 Metropolitan Regions", which also cover the surrounding areas in addition to the cities themselves.

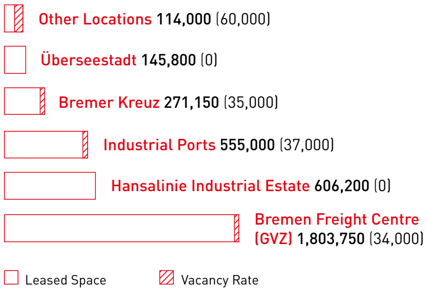
This means that only logistics properties actively operating on the market within the city of Bremen are actually included in the data – with no suburban locations or on-site logistics facilities.

This includes:

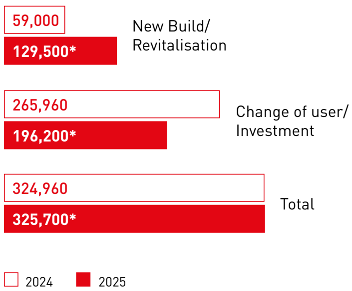
- Owner-occupancies and leases or sales to third parties;
- User changes with market impact;
- Publicly available vacancies; and
- Logistics halls located exclusively within the city of Bremen.

The data does not include internal lease arrangements, temporary vacancies in owner-occupied properties or spaces on the "grey market" (i.e. properties that are vacant within an organisation but not officially listed on the market).

SHARE OF WAREHOUSE SPACE
in 2025* (in m²)

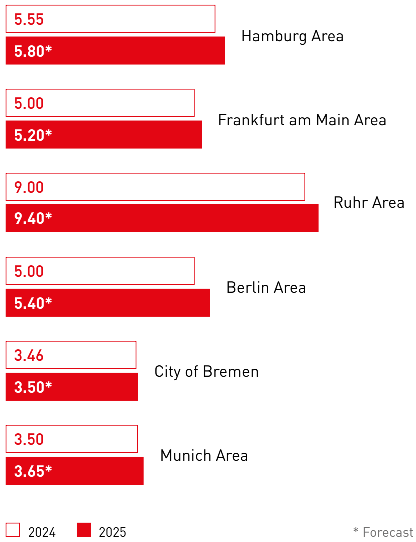


TAKE-UP
in Bremen, 2024/25* (in m²)



The share of the grey market in Bremen is estimated at 7 to 12%, which is relatively low. This indicates a high level of market transparency and a space structure that can be effectively utilised – with few hidden vacancies.

LOGISTICS PROPERTY STOCK
by national comparison in 2024/25* (in million m²)



The figures reflect a functioning market logic in which vacant spaces are swiftly brought back into use or systematically repositioned. The fact that Bremen continues to record substantial transactions on the logistics property market is not a reflection of quantity – it is a matter of quality. More and more tenants are looking for reliable, flexible locations – and that's exactly where Bremen stands out for its smart site profiles and increasingly sustainable space structure.

PICNIC, LOUIS-KRAGES-STRASSE

PICNIC, LEGIENSTRASSE

PLATO HALL, OHB, LISE-MEITNER-STRASSE

© OHB

ARROW PARK BREMEN, HÜTTENSTRASSE

A closer look at the structure of Bremen's logistics property landscape reveals two key trends

Around 690,000 m² of space is directly linked to the automotive industry, accounting for roughly 20% of the total stock. These properties are tailored to site-specific processes, which means they can be more easily repurposed within the same industry and foster stable anchor tenant relationships.

ESG compliance is a key factor in evaluating location quality. 985,000 m² (or 28.1% of the total stock) is less than 10 years old. Most of these properties were designed with energy efficiency, resource conservation and smart logistics in mind. This makes them more sustainable and also more resilient to upcoming regulations such as the EU ETS II, with effect from 2027.

Carbon efficiency as a location factor

Over 90% of Bremen's logistics properties are located within a 10-kilometre radius of the city centre – a unique selling point that sets the location apart across Germany. This spatial concentration enables short delivery routes, smooth transport links and a reduced carbon footprint. Bremen's compact logistics cluster helps to shorten transport distances, reduce emissions and cut down on unladen journeys. While lorries in Germany travel an average of 43.7 km without cargo, this figure stands at just 10 km in Bremen. This means follow-up loads are reached faster, saving money and slashing carbon emissions at the same time.

Here's an example of the impact: A low-emission logistics hub like Bremen reduces its carbon footprint not only through energy-efficient buildings. A logistics centre equipped with solar panels, LED lighting and heat pumps can slash its annual emissions by about 40–60 kg CO_2 per square metre compared to an outdated building from the 1990s. And if lorries drive 30 km less each day compared to peripheral locations, that reduces each vehicle's annual emissions by a further 50–60 t CO_2. That's what makes compact clusters like Bremen such carbon-efficient locations.

A changing market – spotlight on security, efficiency and carbon footprint

The logistics property market is no longer driven solely by traditional factors like rental prices or location. New criteria are gaining importance – and Bremen is well-positioned to meet them. Due to fragile supply chains, geopolitical tensions and extreme weather conditions, tenants are now placing greater emphasis on security and resilience. Bremen's multimodal connectivity and ability to quickly respond to disruptions provide a competitive advantage.

A site's carbon footprint is becoming increasingly important; in the future, companies will choose – or avoid – properties based on the emissions generated through storage, transport and operations. Proximity to terminals, access to alternative energy sources (e.g. solar, geothermal or hydrogen) and integration into an overall CO_2 reduction strategy are becoming essential requirements.

Size isn't everything: In times of scarce resources and high construction costs, tenants are shifting their focus from surface area – what really matters is how much value can be generated per square metre. Here, too, Bremen offers a competitive advantage in that many existing properties can be flexibly repurposed – as urban hubs, micro-fulfilment centres or living labs for last-mile logistics concepts.

Outlook: Driving transformation through speed and cooperation

Today's logistics requirements are evolving so quickly that the construction industry often struggles to keep up. But one thing is clear: Bremen's logistics property market has laid a strong and reliable foundation for the road ahead. Bremen is undergoing a transformation – from a cost-effective location to a resilient logistics hub with strategic depth. The 2025 report indicates a high level of carbon efficiency due to urban proximity, a stable market with dynamic space turnover, as well as multimodal strengths and new opportunities driven by the energy transition and industrial shifts. Bremen is more than just a location – it's a logistics strategy. And those who think strategically should look away from the periphery and hone in on the centre.
What continues to matter is speed – whether in redevelopment, planning permission or innovation. We need new spaces – but new usage concepts are even more important. And that requires effective cooperation from businesses, public bodies and project developers. The market is ready. And so is Bremen.

PLATO HALL, OHB, LISE-MEITNER-STRASSE

© OHB

RETAIL IN BREMEN

OBERNSTRASSE, CITY CENTRE

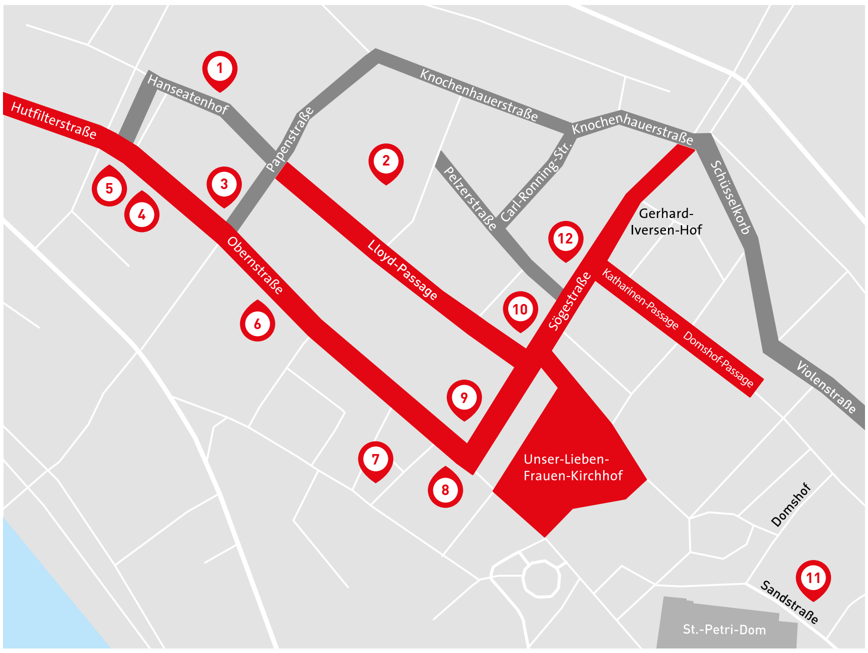
URBAN SHOPPING EXPERIENCE ON THE WATERFRONT

Bremen is one of the oldest and most historically rich cities in Germany. It is renowned for its cultural and architectural heritage, as well as a diverse and vibrant retail scene. The city centre features international chains, charming boutiques and specialist retailers – an interesting blend that is just as popular with the locals as it is with visitors from nearby towns and even further afield.

From the historic vibes of the Old Town to the architectural significance of Böttcherstrasse, from the medieval charm of the Schnoor quarter to the covered shopping arcades and the vibrant Weser promenade at the Schlachte – more than 700 shops and over 200 restaurants welcome millions of visitors to Bremen each year. And as the retail hub is located right next to the central station and is easy to reach on foot or by bicycle, tram or car, it couldn't be easier to get there.

Bustling high streets
Obernstrasse is the street that runs through the heart of the city centre. Together with Sögestrasse, it forms the backbone of Bremen's retail scene. The pedestrian zones are lined with popular shops and chains, including

RETAIL LOCATIONS IN BREMEN CITY CENTRE
Large retail outlets in Bremen city centre

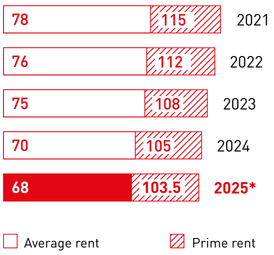


1. AppelrathCüpper
2. Saturn
3. H&M
4. C&A
5. Anson's
6. Thalia
7. Balgequartier
8. Peek & Cloppenburg
9. GALERIA
10. TK Maxx (from autumn 2025)
11. Manufactum
12. Urban Outfitters

Prime location
Good location

DEVELOPMENT OF RETAIL RENTAL PRICES IN THE CITY CENTRE

from 2021 to 2025* (in €/m²)



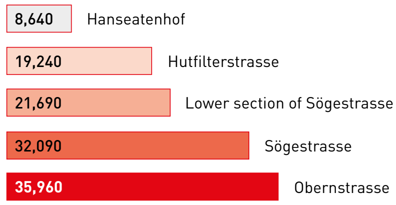
RETAIL INDEX FIGURES

for Bremen in 2025

Purchasing power index (retail)	95.7
Revenue index	108.0
Centrality index	112.8
Retail purchasing power (in € million)	4,423.9
Revenue (in € million)	4,358.8

FOOTFALL

Saturday, 28 June 2025



* Forecast

URBAN OUTFITTERS, SÖGESTRASSE

fashion outlets, bookshops and electronics retailers. International brands such as H&M, Urban Outfitters and C&A combine with local retailers to create an urban shopping vibe.

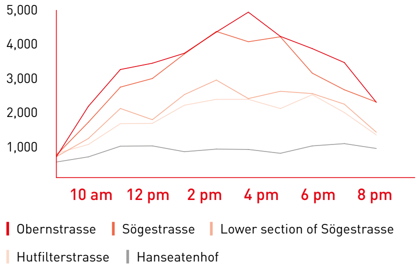
Both streets generate heavy footfall thanks to the rich selection of shops and the inviting design of the surrounding area – with broad pavements, lots of places to sit and an appealing urban atmosphere. It's the perfect place to combine a shopping trip with a leisurely stroll or a casual break.

The section where Obernstrasse flows into Hutfilterstrasse is one of the most frequented parts of the city – thanks in no small part to the nearby tram stops, where many visitors start their day in the city. Major retailers like Anson's and AppelrathCüpper enhance the area's appeal, highlighting how Bremen's retail landscape is built around the city centre.

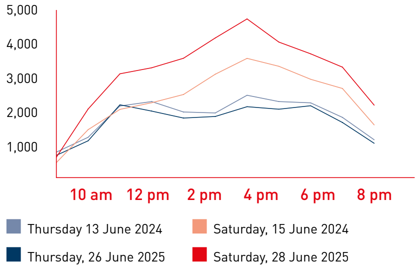
Sögestrasse offers a charming contrast on a more intimate scale. The street is lined with historic buildings housing a fine selection of smaller retail units and a variety of premium brands. Add in cosy cafés and a beautifully designed public space, and you've got a street that makes shopping in Bremen a truly special experience.

WELCOME TK MAXX! THE POPULAR RETAILER IS MOVING INTO OVER 2,000 M² IN BREMEN CITY.

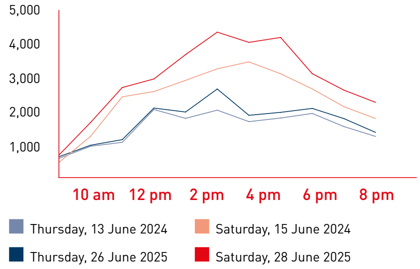
FOOTFALL
Saturday, 28 June 2025



FOOTFALL
Obernstrasse



FOOTFALL
Sögestrasse



New retailers reveal the location's appeal

The retail sector continues to be rattled by insolvencies and strategic network adjustments. These developments have left their mark on Sögestrasse, as two long-standing retailers in SportScheck and Wormland recently moved out of the city centre. Opti-Wohnwelt also closed its furniture store at Hanseatenhof following its parent company's insolvency.

This issue is not unique to Bremen – similar developments are sweeping across city centres throughout the country. That said, the Hanseatic city does need to address some unique factors: With strong competition from shopping centres both within the city and in surrounding areas, it's all the more important to revitalise the city centre and highlight its unique appeal.

However, there are already clear signs of successful transformation. Bremen City has welcomed new retailers in Motel a Miio and HiFi Klubben, while international retailers Søstrene Grene and Urban Outfitters have moved into new premises on Sögestrasse. The next big move is scheduled for autumn 2025, as TK Maxx is set to open 2,000 m² of retail space in the former SportScheck building. Douglas is staying loyal to Sögestrasse, relocating a few doors down to the former Wormland premises. NEW YORKER is also relocating within the city center and, with a rental space of over 3,000 m² in the newly redesigned Lloydhof, is making a statement for Bremen's city center. These developments show that Bremen continues to attract and retain popular retailers, enhancing the appeal of the city centre in the face of competition from surrounding shopping centres.

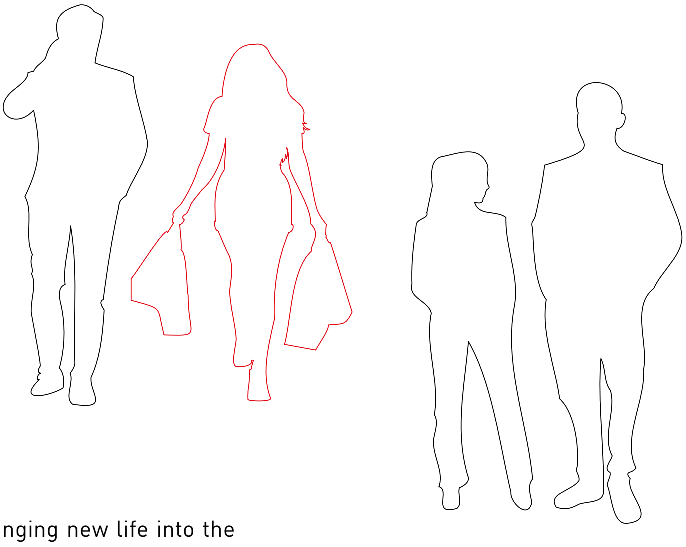
> **WITH A RENTAL SPACE OF OVER 3,000 M², NEW YORKER IS MAKING A STATEMENT FOR BREMEN'S CITY CENTER**

Fresh impetus from development projects

Bremen is currently experiencing a surge in construction activity, with numerous projects taking shape in the city centre. Demolition work is almost complete at Obernstrasse 45–47, and the project will soon move into the construction phase. Berlin-based HD-Projektentwicklung has planned a modern residential and commercial building with up to 136 long-stay units and an innovative concept for temporary shared housing. The ground floor will house new retail spaces. The project is scheduled for completion by the end of 2026.

NEW YORKER, LLOYDHOF

© NEW YORKER



117.000
Pedestrians in the city centre on 28 June 2025. Almost 22% more than last year!

BRESTADT is bringing new life into the vacant Kaufhof building. After acquiring the property in late 2024, the urban development company is now creating a bold mixed-use concept in collaboration with the adjacent "Parkhaus Mitte" project – with the aim of blending living, working and shopping under one roof. Just next door, Müller & Bremermann is working on a similar mixed-use concept for the former C&A building. While retail is set to remain on the ground floor, the upper levels are still being planned. One thing's for sure: These projects are injecting energy into the district and laying the foundations for a vibrant and sustainable city centre.

The University of Bremen also created fresh impetus for the local area in the winter semester 2024/2025 by relocating some of its Law facilities to the Domshof. The former premises of the Bremer Landesbank now provide over 18,000 m² of space for classrooms and the faculty library. And just around the corner at Domsheide, the next opportunity is already on the horizon. An expression of interest procedure has been launched for the former post office building and, while concrete repurposing plans are yet to be submitted, the site holds significant potential for future development.

Another outstanding district – the Balgequartier – is currently taking shape around the historic Johann Jacobs Haus. This includes the Essighaus, Kontorhaus and Stadtwaage properties. The entrepreneur behind the project, Dr Joh. Christian Jacobs, is aiming to create a "handrail to the Weser" through exquisite dining and retail experiences. Construction is underway, with the Essighaus slated for completion by the end of 2025. The first leases, including agreements for ground-floor units, have already been signed by brands like Dille & Kamille, bona'me and Beets & Roots.

City districts: a hotspot for creative ideas

Beyond the city centre, Bremen's surrounding districts stand out for their bold character, rich diversity and excellent local amenities. From the historic vibes of the pedestrianised Schnoor district to the trendy "Viertel" Ostertor and Steintor, these areas offer a unique shopping experience – with independent stores, creative retail concepts and cultural attractions.

Outside the city centre, large-scale shopping destinations such as Waterfront, Weserpark and Einkaufspark Duckwitz are stepping up the competition on central retail locations. While these shopping centres benefit from their size and easy access, district locations offer a more intimate setting and stronger customer loyalty. They also present economic advantages; compared to prime locations and shopping centres, rents in these districts are lower – and tend to remain stable over time.

Heavier footfall reflects growing urban vitality

Footfall in Bremen's city centre is on the rise – a clear indicator of the location's growing appeal. Although weather conditions were generally more favourable during the 2025 survey compared to the previous year, the significant increase in visitor numbers cannot be attributed to this factor alone.

On Thursday, 26 June 2025, footfall in Bremen's prime retail locations rose by 9.1% compared to the previous year – returning to levels similar to those recorded in 2023. And the turnout on Saturday, 28 June 2025 was even more encouraging: More than 117,000 pedestrians were counted between 9 am and 8pm – nearly 22% more than in the previous year.

Of course, heavier footfall doesn't always translate into higher sales. However, it is a key indicator of the city centre's vitality and clearly shows that revitalisation measures are taking effect.

A bright future on the horizon

Bremen's city centre is in the midst of change – and its transformation is steadily taking shape. While the closures of Wormland and SportScheck on Sögestrasse were setbacks, these retailers were quickly replaced by new, appealing tenants – a proof to the stability and allure of a location where new ideas are welcomed with open arms. Examples like Motel a Miio and HiFi Klubben reflect Bremen's appeal as a destination for innovative retail concepts. The city is supporting these initiatives through a dedicated funding programme.

If we take a closer look at certain project developments, we can also identify clear evidence of change. The blend of residential spaces, co-living concepts and contemporary dining is bringing more urban vibrancy, a better atmosphere and diverse uses to Bremen City – a crucial step towards creating a vibrant and sustainable city centre. While construction activities may cause short-term disruptions, these issues are clearly outweighed by the opportunities offered by the transformation process. The overall outlook is positive: Footfall is on the rise, interest in the city centre remains high, and retail activity is stabilising across the country. Bremen is capitalising on this momentum, shaping itself as a city where high-street shopping remains an experience in its own right.

ESSIGHAUS | BALGEQUARTIER, LANGENSTRASSE

© MILLER & MARANTA

HIFI KLUBBEN, AM WALL

SØSTRENE GREENE, SÖGESTRASSE

© WFB/LEHMKÜHLER

HOUSING MARKET

KARL RESIDENTIAL COMPLEX, FRIEDRICH-KARL-STRASSE

© ANTONIA LEICHT

RESIDENTIAL GREENHOUSE, ÜBERSEEINSEL

©ÜBERSEEINSEL GMBH

VIER QUARTIER "HOUSE 8", ST. JÜRGEN QUARTER

©VIER QUARTIER GMBH & CO. KG

RENTAL PRICES DRIVEN BY SUSTAINED DEMAND

Bremen, an historic port city with around 590,000 inhabitants, has become a model of successful structural transformation. Once known for its shipyards, it has evolved into a modern maritime metropolis – with the Überseestadt development serving as a standout example of how innovative urban planning can create liveable city districts. It's this transformation that makes Bremen such a desirable place to live today.

2023 was marked by a noticeable decline in private property purchases – largely due to rising interest rates and much higher financing costs. This trend continued into 2024, with property financing remaining unattractive or unfeasible for many prospective buyers. According to the expert committee, real estate transactions fell by nearly 20% from 2022 to 2023.

Despite these market challenges, demand for housing in Bremen remains strong – driven in part by population growth. The number of residents has risen by 2.6% over a five-year period. The rising share of single-person households is further driving demand for residential space, particularly in areas close to the city centre.

Targeted urban development

To meet the high demand for housing, Bremen has maintained a strong level of construction activity. From 2018 to 2023, an average of 1,091 multi-family housing units were completed each year. But the sector has come under increasing pressure – with rising construction costs and general uncertainty resulting in significant declines. The number of completions recorded in 2023 fell by around 20% compared to 2022 – and building permits saw an even steeper decline of approx. 30%. Many projects were also slowed down as a result of hesitation from buyers.

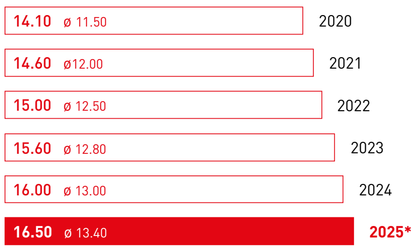
Bremen, on the other hand, isn't slowing down. The city continues to develop new residential quarters as one of its top priorities. For example, around 1,000 new apartments are being built in the Hulsberg Quarter; the first units have been occupied since 2023. Full completion is scheduled for 2029. A further 135 multi-generational housing units are under development in the Kaffeequartier, near Überseestadt.

Property prices remained largely stable in 2022/23, averaging around € 4,600/m². At the upper end of the market, prices rose moderately to around € 5,700/m² (+1.7%). A slight recovery is expected in the medium term. Meanwhile, the rental market is picking up considerable momentum. In 2024, rents for new builds in mid-range locations averaged € 13.00/m² (+3.2%). And significantly higher rents are being achieved in highly sought-after areas, such as waterfront locations, where prices can reach up to € 16.00/m² (+2.6%). In 2025, prime rents for newly built apartments in Bremen are projected to reach € 16.50/m², while prime purchase prices are expected to be around € 4,476/m².

According to forecasts by the independent real estate valuation firm bulwiengesa, an increase of approx. 15.9% is expected by 2029.

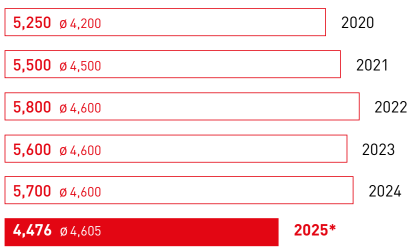
DEVELOPMENT OF PRIME RENTAL PRICES

(New builds) in Bremen (in €/m²)



DEVELOPMENT OF PRIME PURCHASE PRICES

(New builds) in Bremen (in €/m²)



* Forecast

INVESTMENT MARKET REPORT

THE NEW "DIE GLOCKE" BUILDING, DOMSHEIDE

© PLAYTIME/JSWD/GINA

SIGNIFICANT MARKET RECOVERY

Following a challenging year in 2023, Bremen's investment market reached a turning point in 2024. This positive trend continued into 2025, supported by falling inflation, initial interest rate cuts and increased confidence among market players.

2024: Gradual return to normality

Transaction volumes reached € 129.3 million in the first half of 2024 – comfortably ahead of the second half of 2023. The total volume rose to € 308.1 million over the course of the year, marking an increase of nearly 28%. Investors responded to the new market conditions by becoming noticeably more active in the mid-sized segments. While large-scale transactions (over € 50 million) remained absent, more than 67% of investments involved sums ranging from € 10 million to € 50 million.

€ 159.2 Million
Strong demand for office properties

Office properties were in high demand, resulting in transactions worth a total of € 159.2 million. "Other properties" such as micro-apartments, student housing and healthcare facilities also continued to attract interest, accounting for nearly 28% of the market share. On a regional level, the city centre led the way with over 40% of the market share, driven by sales of properties such as Hanseatenhof and the Domshof 18-20 building complex. This was followed by the periphery, which accounted for around 32% of the total volume.

The investor structure remained diverse. Specialised funds, private investors and owner-occupiers formed the backbone of the market, accounting for over 70%. Foreign investors also returned with renewed energy, representing 16.1% of the market.

2025: Continued recovery

This positive development continued into the first half of 2025, with volumes reaching € 153.5 million. Annual volumes are expected to fall between € 300 million and € 380 million, most likely landing between € 340 million and € 350 million. We are also noticing a structural shift: Transactions under € 10 million are leading the way, accounting for over 53%. This indicates a high number of smaller deals.

Notably, retail properties have taken a new leading role with nearly 38% of the market share, indicating a selective return to asset classes that were previously under pressure. This is followed by logistics and industrial properties (around 26%), while office buildings have seen a significant decline in interest, dropping to just under 14% as part of a broader trend across Germany. The high volume of office transactions in Bremen in 2024 remains an exception.

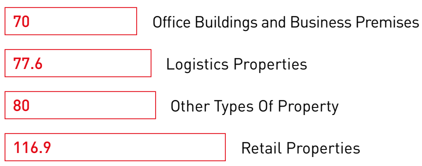
Project developers, owner-occupiers and private investors have stepped up their engagement – with private investors and family offices with high equity ratios making targeted moves in a favourable environment. Insurance companies and banks have also regained relevance. Foreign investors, however, have remained relatively cautious to date (15.7%).

Bottom line: market stabilisation with a new focus

Bremen's investment market showed clear signs of recovery in 2024/25. After a declining year in 2023, confidence returned – albeit with a different emphasis on smaller transactions, alternative asset classes and broader regional diversification. The future remains dependent on monetary policy developments. Additional interest rate cuts or a calmer macroeconomic environment could help to further boost the recovery.

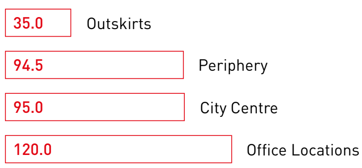
TRANSACTION VOLUMES BY TYPE OF PROPERTY

in 2025* (in € Million)



TRANSACTION VOLUME BY LOCATION

in 2025* (in € Million)



NET INITIAL RETURNS (CENTRAL LOCATIONS)

on office properties by national comparison in 2025* (in %)

* Forecast

"UPSIDE-DOWN DRESSER", STADTWERDER

Bremeninvest a brand of
WFB Wirtschaftsförderung Bremen GmbH
Ansgaritorstraße 11
D 28195 Bremen
T +49 (0)421 96 00-10
www.bremen-invest.com

Last updated 09/2025 · Design: construktiv, Bremen · Photos: construktiv, Bremen · Text: Sandra Wagner, PR-Partner · Printing: FLYERALARM GmbH