



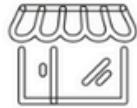
Kokotte Centre

Grand-Place neighbourhood

Kokotte Centre is located at 30 Rue des Bouchers, a stone's throw from the Galeries Royales Saint-Hubert. Visitors enjoy strolling around the neighbourhood to admire the architectural splendour, the refinement of the luxury boutiques and the diversity of the HoReCa establishments. While the Grand-Place neighbourhood is a favourite spot for shoppers and tourists of all nationalities, it is also a real living space for its residents, mainly students and young working adults.

Given the neighbourhood's tourist appeal, the commercial offering is adapted to this dynamic and is fairly standardised. Nevertheless, there are also establishments offering high-quality goods and services (Au Merveilleux de Fred, La Fleur du Pain, Delvaux, Gautam Diamonds, Marcolini, Tropisme, Aksum Coffee House, etc.). Residents, on the other hand, point out the lack of local shops or markets for doing odd bits of shopping. Whether you want to have a drink or a meal, there is something for everyone around the Grand-Place! The neighbourhood has a wide range of restaurants, from fast food to more original concepts: Kitsune Burger, Léon, Café Capitale, Ricotta et Parmesan, La Taverne du Passage, Le Marmiton, Aux Armes de Bruxelles, Café Georgette, Wolf Sharing Food Market, etc.

The HoReCa offering is considered very satisfactory by shoppers and local residents (survey conducted in 2023). While many are delighted with the neighbourhood's success (particularly in terms of tourism), everyone hopes that it will manage to retain its Brussels soul and authentic character!



Commercial offering

Last update of the inventory in June 2025



Everyday products

Personal goods

Leisure

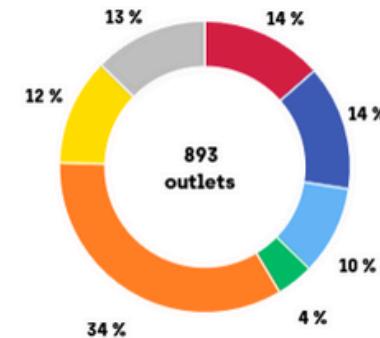
Enseigne en réseau

Household equip. and transport

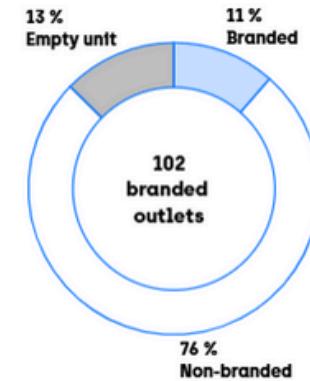
HoReCa and entertainment

Services

Commercial mix



Brand network



Empty unit

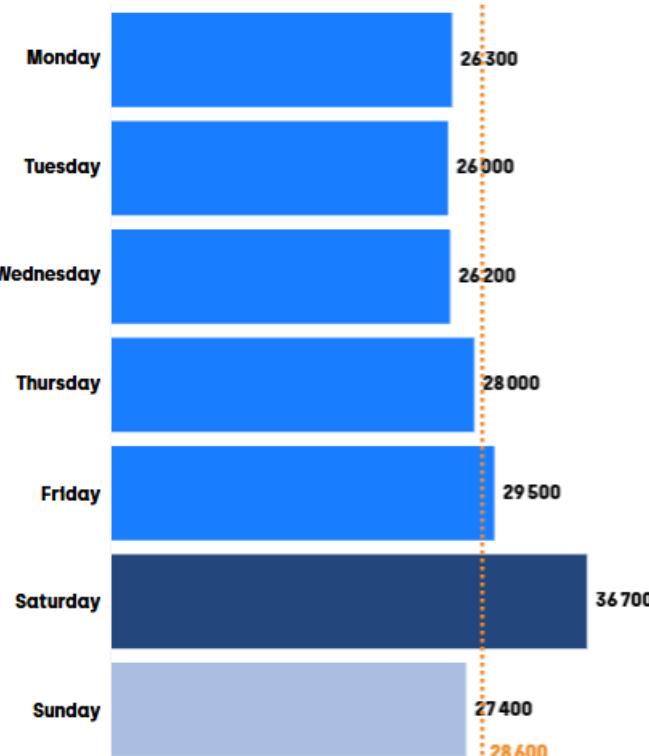


Pedestrian traffic

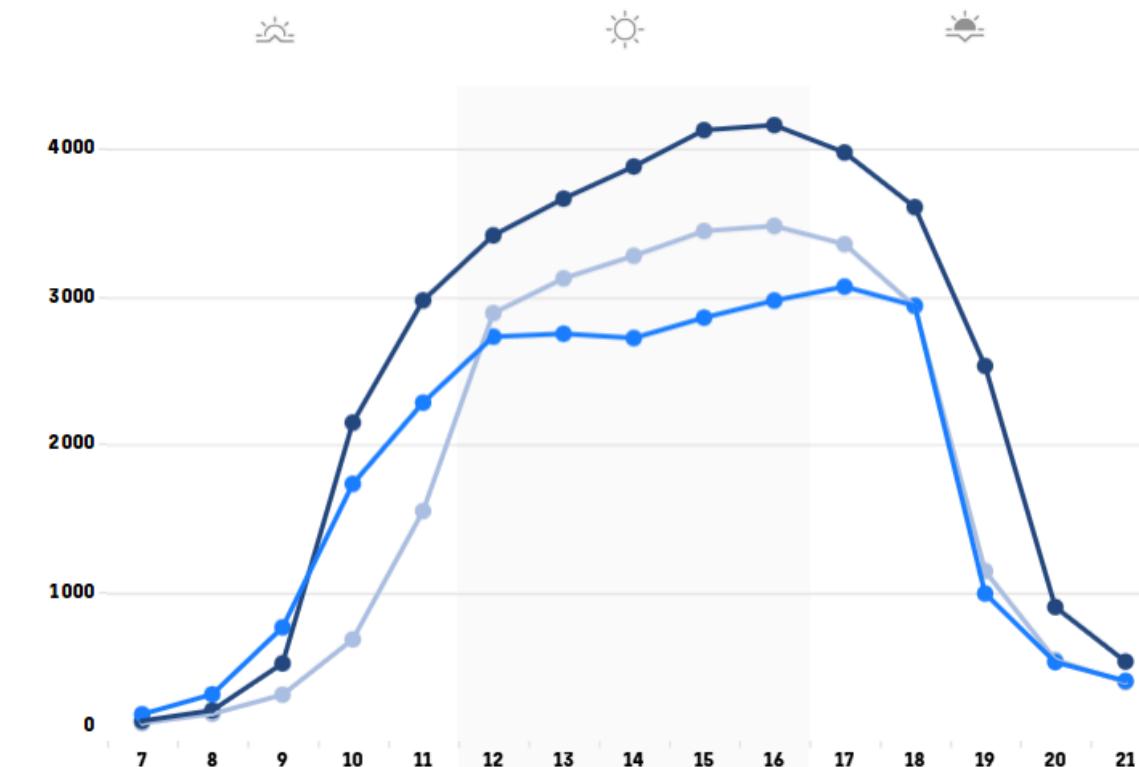
Counts by wifi sensor in section: Rue du Marché aux Herbes 15-49 / Grasmarkt 15-49

Period: January 2024 to July 2025 (7 a.m. to 9 p.m.)

Weekly average



Hourly average





Profile of shoppers

Based on 607 surveys conducted in April 2023

Age

Under 18 2 %

Between 18 and 24 18 %

Between 25 and 39 41 %

Between 40 and 59 32 %

Over 60 7 %

Origin

Close to the district 4 %

Elsewhere in the municipality 13 %

Elsewhere in the Brus.-Capital Region 38 %

Belgium (excluding Brussels) 15 %

Rest of the world 30 %

Mean of transport

Metro - Tram - Bus 36 %

Walking 26 %

Train 18 %

Car - Motorbike 16 %

Bike 3 %

Monthly income

Less than €2,000 14 %

Between €2,000 and €3,000 18 %

Between €3,000 and €4,000 13 %

More than €4,000 22 %

Income unknown (children) 8 %

Reasons for presence (top 5)

Tourism and leisure 54 %

Shopping or HoReCa 53 %

Work 26 %

Another reason 8 %

Place of residence 7 %

Socio-professional categ. [top 5]

Manager/Employee/Civil servant 52 %

Student/Pupil 13 %

Self-employed 13 %

Worker 10 %

Retired/Pensioner 5 %

Frequency of visits

More than twice per week 25 %

Once or twice per week 15 %

Several times per month 20 %

Less than once per month 34 %

Household status [top 5]

Couple with child(ren) 32 %

Couple without children 27 %

Single person 23 %

Living with parents 11 %

Single person with child(ren) 4 %

Spending per visit

Under €25 32 %

€25 to €50 24 %

€50 to €100 18 %

€100 to €200 10 %

Over €200 10 %

Categories of shops visited

Everyday products 41 %

Personal goods 36 %

Leisure 11 %

Household equip. and transport 3 %

HoReCa and entertainment 83 %

Services 12 %

Desired shops - Top [based on 46 surveys]

Supermarket 10 (22 %)

Grocery specialising in foreign foods 5 (11 %)

Butcher - Delicatessen 5 (11 %)

Cobbler 3 (7 %)

Babies' clothing 3 (7 %)

What our incubatees think of this neighbourhood:



'The neighbourhood is central and touristic with public transport nearby. As such, it is ideal for business, especially when the concept is very different from what is available in the neighbourhood.'

Kalkidan - Vegitopia



'Our international cuisine has been very well received in the neighbourhood. And bringing the people of Brussels back to the îlot sacré was part of the challenge.'

Pauline - Kitsune



These projects grew at Kokotte Centre:



Any questions? Contact us by email:
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