

Office & retail in Metropolis Barcelona

A talent
and innovation
ecosystem

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11.1 % of Spain's GDP (2023)



+40 international schools



2 business schools
at the top of the world rankings



80 % of the patents registered
in Catalonia come from Barcelona (2023)



+ 2,100 startups
based in Catalonia (2023)



+1,900 total meetings
in 2023

Metropolis Barcelona

This diverse metropolis of 636 km² is home to more than 3.42 million people (2024). The metropolitan area includes 36 municipalities and a rich fabric of productive and residential zones that are all accessibly located and well connected to one another.

The metropolitan area of Barcelona is one of the largest metropolitan areas in Europe and it is the core of economic activity of Catalonia, concentrating the 55 % of GDP and 51 % workforce of Catalonia. Besides, the metropolis of Barcelona is home of highly prestigious

business schools and powerful research hub of universities and hi-tech centres.

The location of economic activity is not constrained to industrial zones, but rather it is spread throughout the territory in the form of services, warehouses, workshops, technology parks, shopping centres, labs, co-working spaces and leisure areas. All of them are contiguous with and easily accessible from residential zones, universities, hospitals, natural spaces and commercial areas.

An open metropolis to the world

The metropolis of Barcelona is strategically located in Europe, acting as the so-called Europe's Southern gate and located along the Mediterranean Corridor, a route connecting Spain to the rest of the continent.

The metropolis is easily accessible via land, sea and air thanks to the proximity of the area's transport hubs to the city centre. The concentration of significant infrastructures on and

around the Llobregat River Delta, allows that none of the modes of passenger or commercial transport are located farther than 7 km from the city.

Regarding to transport of goods, the city is connected to the global economy by sea, via the logistics port; by rail, via conventional railroad; and by road, via comprehensive road and highway network, all of which help to give shape to the metropolitan area.

*The 3rd preferred European city to locate a startup
(Startup Heatmap Europe, 2024)*

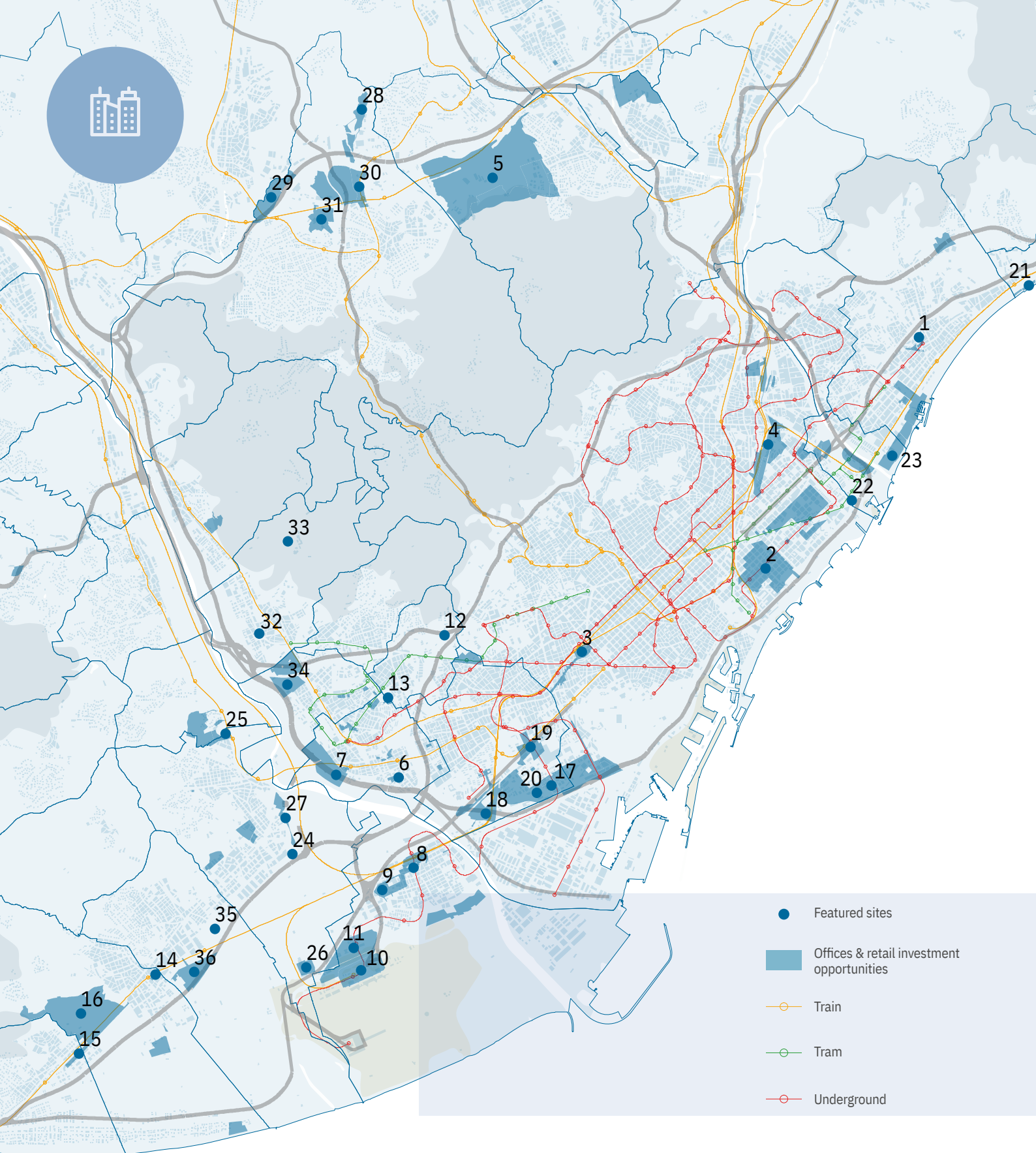
A creative, entrepreneurial and social environment

The metropolitan area of Barcelona hosts a range of actors engaged in technological innovation, and it is home to 51 % of Catalonia's creative activities and a large number of business clusters. It is also a fertile ground for entrepreneurs, scoring the 3rd place in the EU startups rankings.

The metropolis is now one of southern Europe's chief economic engines, a hub for logistics and a magnet for talent, a place that is open to business.

Over time, Barcelona has evolved into a highly dynamic metropolis and a focal

point for tourism, business, culture, entrepreneurship and creativity. The metropolitan area is also a leading destination for business travellers. It has taken on a central role as the locus of exchange of knowledge of new technologies, playing host to international congresses and fairs. Fira de Barcelona hosts many world-wide recognised trade fairs and events such as Alimentaria, Mobile World Congress, Integrated Systems Europe, Smart City World Congress, Seafood Expo Global, among others.



4M

m² office opportunities

3M

m² retail opportunities

<7

km between the port, the airport and the high-speed train

36

Featured office and retail sites

Tertiary floor area

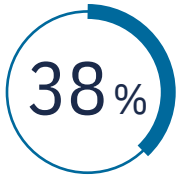


Sector	Tertiary floor area			Sector activity	Availability	Barcelona km	minutes
	m ²	Offices (%)	Retail (%)				
Badalona							
● 1	Llamas	32,904	0%	100%	Tertiary	■■■	14 1
Barcelona							
● 2	22@ ¹	1,600,000		100%	Economic activity	■■■	3 1
● 3	Sants Estació ²	20,000	48%	48%	Economic activity	■■■	4 1
● 4	Entorn Sagrera	322,347		100%	Tertiary-Residential	■■■	5 1
Cerdanyola del Vallès							
● 5	Parc de l'Alba	173,148		100%	Economic activity	■	21 1
Cornellà de Llobregat							
● 6	Fira de Cornellà	42,400	80%	0%	Tertiary	■■■	13 1
● 7	Ribera - Salines	80,972		100%	Tertiary-Residential	■■■	14 1
El Prat de Llobregat							
● 8	Entorn Estació Intermodal	84,000		100%	Tertiary-Residential	■■■	11 1
● 9	Enkalene	233,248	75%	21%	Economic activity	■■■	11 1
● 10	Ciutat Aeroportuària	315,030	39%	17%	Tertiary	■■■	17 2
● 11	Mas Blau II	158,875		100%	Economic activity	■	13 1
Esplugues de Llobregat							
● 12	Porta Barcelona	85,515	90%	10%	Tertiary	■■	8 1
● 13	Montesa	16,729		100%	Residential	■	14 1
Gavà							
● 14	Roca	60,721	TBD	35%	Tertiary-Residential	■■■■	19 1
● 15	Resintex	27,933		100%	Tertiary	■■■	22 1
● 16	Pla de Ponent	30,215		100%	Tertiary-Residential	■■	20 1
L'Hospitalet de Llobregat							
● 17	City Metropolitana	162,537	66%	0%	Economic activity	■■	7 1
● 18	Biopol-Granvia	556,418	72%	10%	Tertiary	■■	9 1
● 19	Plaça Europa	195,962		100%	Tertiary	■	6 1
● 20	Entorn Gran Via	7,511	44%	0%	Economic activity	■	7 1
Montgat							
● 21	Plataformes Passeig Marítim	17,950		100%	Tertiary	■■■	17 1
Sant Adrià de Besòs							
● 22	Campus Diagonal-Besòs	20,650		100%	Tertiary and facilities	■	7 1
● 23	Tres Xemeneies	99,818	100%	0%	Tertiary-Residential	■■■	10 1
Sant Boi de Llobregat							
● 24	Cabasses	8,735	31%	0%	Tertiary	■	13 2
● 25	Riera de Can Solé	7,900		100%	Residential	■■■	16 1
● 26	Antic Hiper	30,000	100%	0%	Economic activity	■■■	15 1
● 27	Llevant	19,182		100%	Economic activity	■■■	14 1
Sant Cugat del Vallès							
● 28	Can Marçet	57,600		100%	Tertiary	■■■	19 4
● 29	Can Sant Joan	172,330	78%	22%	Tertiary	■■■	18 1
● 30	Volpelleres	47,202		100%	Residential	■■	17 1
● 31	Can Matas - Sector est	81,998		100%	Economic activity	■■	17 1
Sant Feliu de Llobregat							
● 32	Soterrament	8,707	0%	100%	Residential	■■■	12 1
● 33	Antiga cimitera	136,000	100%	0%	Tertiary	■■■■	23 8
Sant Joan Despí							
● 34	Can Creixells	50,050	80%	20%	Tertiary-Residential	■■■	15 1
Viladecans							
● 35	Illa A - Business Center	26,667		100%	Tertiary	■■■	14 1
● 36	Ca N'Alemany	13,060	90%	0%	Tertiary	■	17 1

■ Immediately ■■ Short term ■■■ Mid term ■■■■ Long term TBD To be defined

¹1.6 million m² (out of 3.6 million m²) to be developed through second level planning

²20,000 m² (out of 100,807 m²) to be developed through second level planning



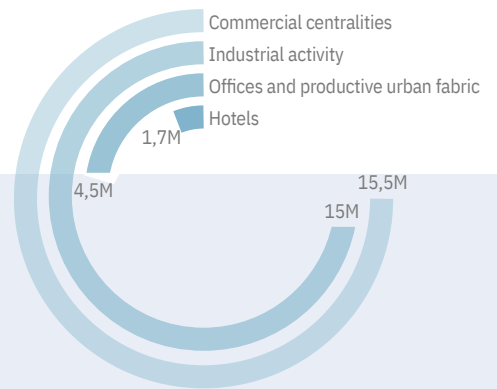
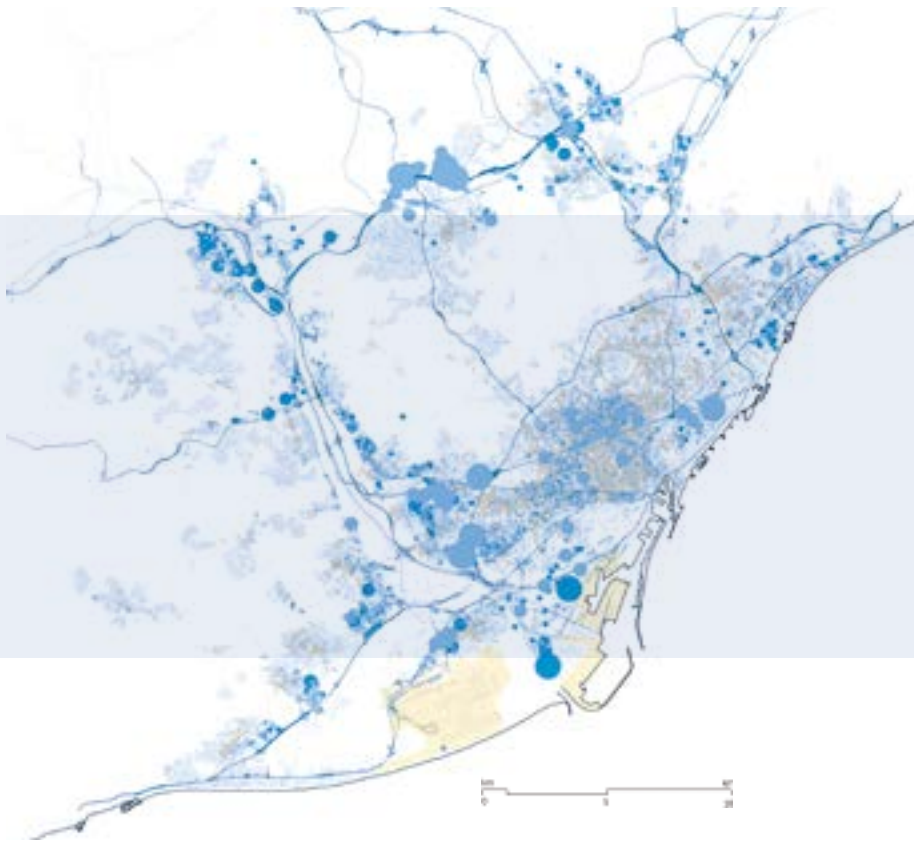
38%
**of workers in tech hubs
 in Catalonia are expats**
 (Tech Hubs Overview, 2023)

Retail investment

During the last years, the retail sector grew around 15 % in most districts of Barcelona. Besides the boom of local demand, especially thanks to the digitalisation of the sector and the e-commerce, foreign demand is slowly recovering pre-pandemic figures. Right now there are 17 shopping centres (over 25,000 m²) in the metropolis of Barcelona, as well as many dynamic commercial areas in each of the municipalities. Some areas of the metropolis (i.e. Centre) have the highest density of shops in the country, while others have a great commercial potential.

The region's commercial areas are also distributed around the urban centres of all 36 municipalities, offering a wide range of activities and businesses. The urban structure brings the retail sector to coexist, in some metropolitan locations, with residential uses or with offices and general tertiary uses.

The retail investment sector has over 3 million m² of available land equally spread out throughout the metropolis. The largest areas devoted to new retail investment projects are located in the municipalities of Barcelona, El Prat de Llobregat and the Besòs area.



Metropolitan production fabrics

- Industrial activity
- Commercial centralities
- Offices and productive urban fabric
- Port / Airport
- Infrastructures

Office investment

The main real estate agencies report a reactivation in the Barcelona office market after the pandemic situation, as a result of the high demand and very competitive prices per square meter. Recently, world-renowned multinational companies, such as Astra Zeneca, NTT Data, Chery Automobile, Microsoft or Amazon, have located the headquarters of some of their business units in the metropolis. Good quality of life, entrepreneurial and technological ecosystem—which has been forged during the last decades—and an increasing attraction of international talent and innovation have played a central role in this decision making process.

The offices investment sector has more than 4 million m² of land available in the metropolis of Barcelona, featuring different sizes of office space adapted to the new economic activities and new models for the post-pandemic workplaces. Most of the land available for office buildings is located in three areas: Centre, Vallès and Llobregat. In the Centre area, the new economic districts of 22@ in Barcelona and Biopol in L'Hospitalet de Llobregat stand out for their large amount of land available for office uses.

*Barcelona ranked 8th
 among European cities in
 digital health investment
 (4YFN)*

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