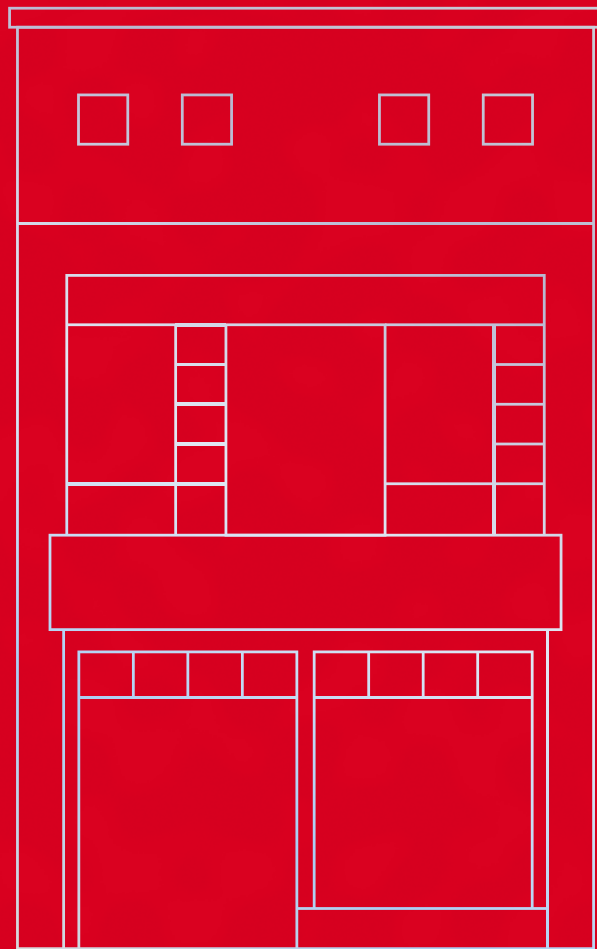


# 39 Mary Street

DUBLIN 1



PRIME HIGH STREET RETAIL INVESTMENT

FOR SALE BY PRIVATE TREATY



## Investment Highlights



Retail investment property located on prime stretch of Henry Street and Mary Street, in one of Dublin's two principal shopping destinations



350 meters from O'Connell Street, Dublin's main thoroughfare, and 280 metres from LUAS Red Line



Two storey retail property extending to an overall area of approximately 394 sq m (4,241 sq ft) N.I.A.



Approximately 55.65 sq m (599 sq ft) ITZA



Approximately 6.4 metres frontage onto Mary Street



Annual rent of €225,000



Unexpired lease term of c. 7.1 years to expiry

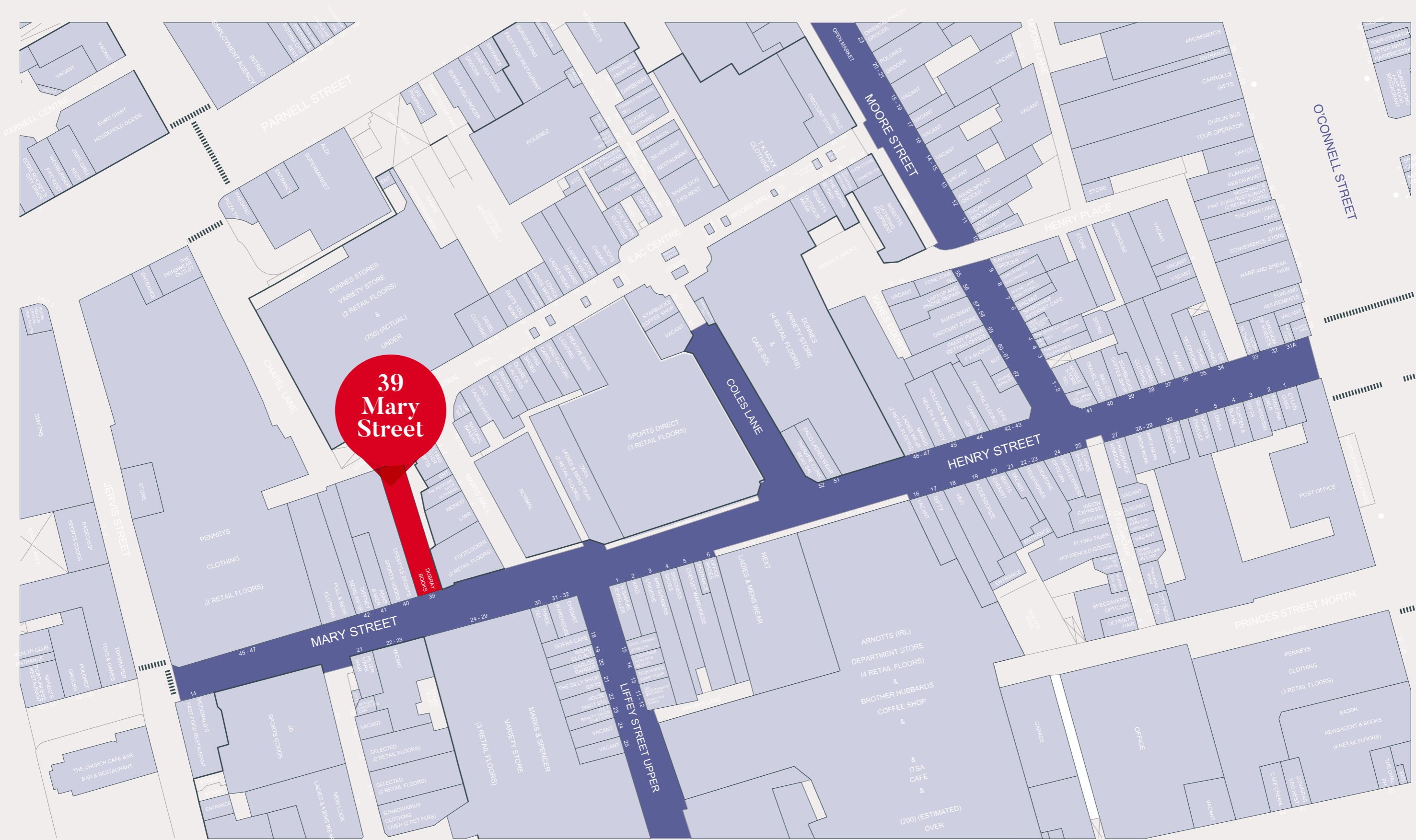


Fully let to Dubray Books Limited



Excellent  
investment  
opportunity  
in a prime  
retail location

# Prime Mary Street Location



# Location

39 Mary Street is centrally located on Mary Street in Dublin City Centre. Mary Street is a continuation of Henry Street, which is the second prime retail street in Dublin after Grafton Street. Dublin's main thoroughfare, O'Connell Street, is located approximately 350m to the east.

Henry Street and Mary Street serve the retail needs of the north city centre and are home to numerous nationally and internationally recognised brands such as Zara, Footlocker, Normal and Mango. Arnotts, the oldest and largest department store in Ireland, is also located on Henry Street, as well as the Ilac Centre and Jervis Shopping

Centre. Occupiers adjoining 39 Mary Street include Lifestyle Sports, Ann's Bakery & Restaurant, Diffney Menswear and Pull & Bear.

As well as a retail attraction, Mary Street and the immediate area is a significant tourist attraction, with Dublin's best known landmark The Spire, as well as the historically significant General Post Office and the Ha'penny Bridge all in close proximity. Henry Street and the majority of Mary Street are pedestrianised.

The Luas red line has stops on nearby Jervis Street and Abbey Street, 280m and 550m respectively from the subject property, connecting

passengers to the nearby Dublin Docklands, Heuston Station, Tallaght University Hospital and Citywest Business Campus. There are multiple Dublin Bus stops on O'Connell Street and the area is also well served by taxi ranks. There are Dublin Bikes stations at Prince's Street and Cathal Brugha Street, both in close proximity to the subject property. Multi-storey car parks are available in the nearby shopping centres, namely Jervis Shopping Centre, Ilac Centre and Parnell Centre.

# Description

39 Mary Street is a two storey retail property which has just recently been fitted out and extends to an overall area of approximately 394 sq m (4,241 sq ft) N.I.A. It is situated along a prime stretch of Mary Street, contiguous with Henry Street, adjacent to The Ilac Centre and opposite Jervis Shopping Centre. The store offers a total retail trading space of 287 sq m (3,090 sq ft) with 184 sq m (1,981 sq ft) of this at ground level.

The property comprises retail trading across both ground and first floor levels to the front of the building with goods and passenger lift access provided. There is ancillary storage, offices, bathrooms and a kitchenette all located to the rear of the building. The external façade consists of a regular shaped shop front at ground and first floor levels, with large panel window displays.

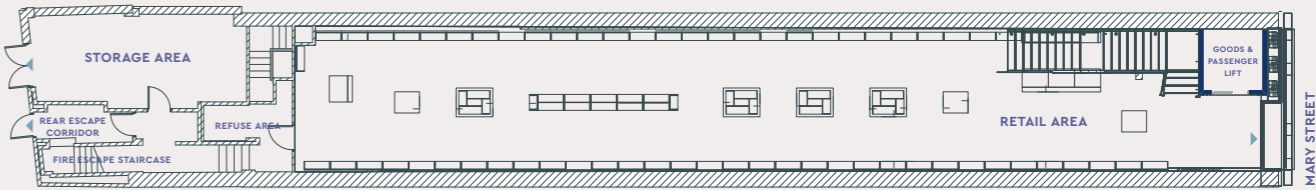
FLOOR	USE	SQ M	SQ FT
First	Retail	103.0	1,109
	Staff Area	79.0	850
Ground	Retail	181.9	1,981
	Storage	28.0	301
Total		394	4,241
ITZA		55.65	599

A full measurement survey will be made available in the data room. All prospective purchasers are specifically advised to satisfy themselves as to the accuracy of the measurement survey.

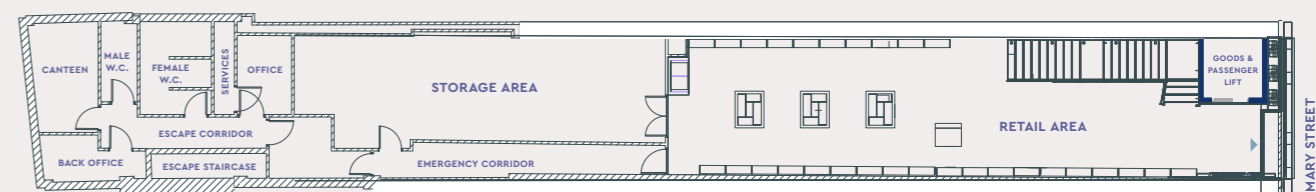


# Floor Plans

## GROUND FLOOR



## FIRST FLOOR



# Tenancy

The entire building is single let to Dubray Books on the following terms:

Tenant	Floor Area (sq ft)	Ground Floor (sq ft)	ITZA (sq ft)	Current Rent	Lease Start Date	Lease Expiry
Dubray Books Limited	4,241	1,981	599	€225,000	13/03/2023	12/03/2033

# Dubray

Dubray Books was founded in 1973 and is Ireland's leading dedicated bookseller. It operates 13 stores nationwide, of which nine are based in Dublin, and employs 121 people across Ireland. The bookseller was acquired by Eason Retail PLC in 2020, with Dubray maintaining its operations as a separate brand.

Eason is an Irish retail company best known for selling books, stationery, cards, gifts, newspapers and magazines. Headquartered in Swords, County

Dublin, it is the largest supplier of books, magazines and newspapers in Ireland. Presently it operates 13 branches in Ireland with c. 70% of these based in Dublin.

The tenant entity, Dubray Books Limited, has a current D&B rating of 1A2 which represents a lower than average risk of business failure with turnover in excess of €13.9 million and a tangible net worth of in excess of €1.5 million.



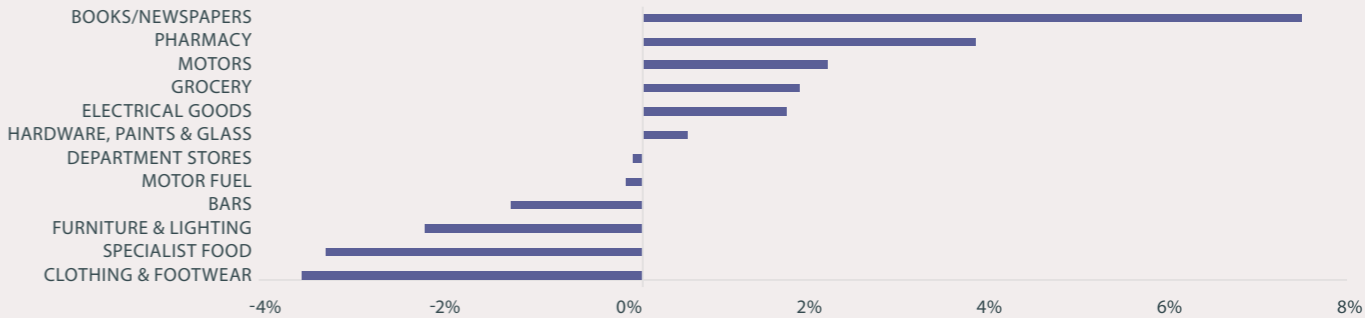
# Market Commentary

The retail economy is underpinned by a strong labour force of 2.8 million people. That combined with lower inflation, resulted in real earnings growth of 2.2% y/y in Q3 2025. With a workforce characterised by a young age profile (42% of the population was aged 15–45 as of April 2025), this implies a strong demographic backdrop which is supportive of consumption.

The Credit Union's consumer sentiment index was

61.0 in November 2025, with any reading over 50 implying overall positivity. Retail sales have remained consistent, growing by 2.7% y/y in October 2025 on a three-month moving average basis. Areas recording the strongest performances on an annual basis were books and newspapers (7.3%) and pharmacy goods (3.7%). Meanwhile clothing and footwear, followed by specialist food, were the largest fallers at -3.8% and -3.5% respectively.

Figure 1: Change in retail sales by store type – October 2025



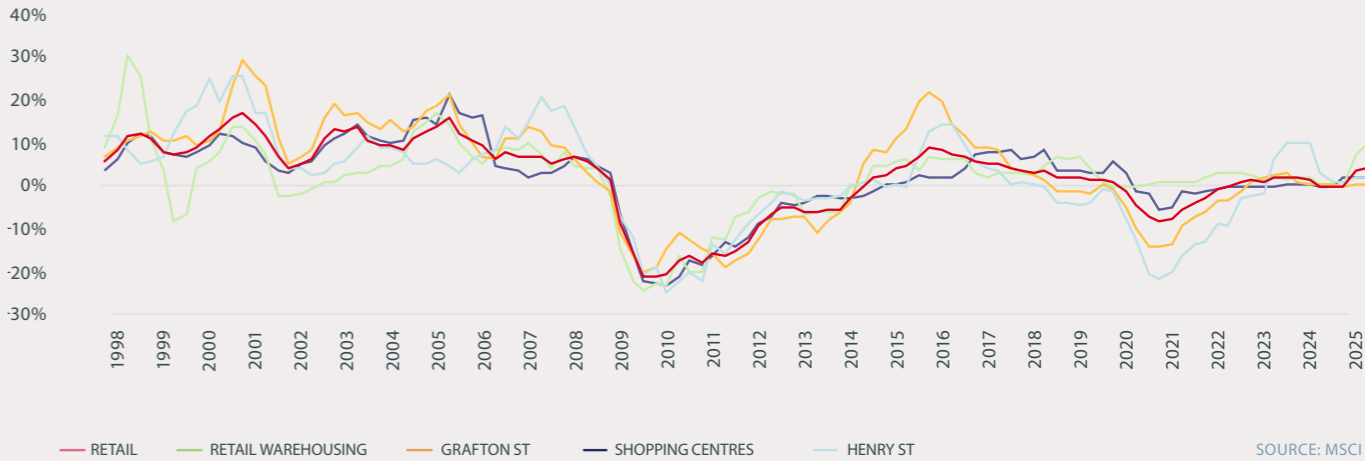
SOURCE: CSO

Retail rents increased by 4.0% y/y in September 2025 across the basket of investment grade shops covered by MSCI. Shopping centres grew by 1.8%, while retail warehousing rose strongly by 9.2%. Furthermore, rents on Henry St increased by 2.0%, while Grafton St rents edged up by 0.2%. Overall, there has been a substantial improvement in retail rents across each subsector over the past year.

The Central Bank of Ireland (CBoI) is forecasting consumer spending growth of to 2.2% in 2026, down from an expected 2.9% for full-year 2025. In recent

years, consumer spending has been driven by a rapidly expanding labour market with more than 450,000 jobs added to the Irish economy since the beginning of 2020. However, employment growth is expected to slow from 2.1% last year to 1.9% and 1.8% in 2026 and 2027 respectively, potentially constraining consumption in the short term. Although the CBoI expects real wage growth to remain positive in 2026 at 0.7%, this represents a decline from 2.0% as forecast for 2025, as well as the 2015 – 2019 average of 1.9%. Overall, moderate consumption growth should be expected across the year as the labour market softens and real wage growth slows.

Figure 2: Annual change in MSCI index – y/y% rent



SOURCE: MSCI

# Further Information

## Title

We understand the property is held Long Leasehold for a term of 500 years from 25 March 1680.

## BER



## Viewings

All viewings are to be arranged strictly by prior appointment through Savills as sole selling agent.

## Method of Sale

For sale by private treaty.

## Data Room

At the vendor's discretion, interested parties will be provided with access to a dedicated Data Room which contains detailed information.

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# Contacts

## SELLING AGENT



[savills.ie](https://www.savills.ie)

PSRA Licence No. 002233

**Domhnaill O'Sullivan**

+353 1 618 1364

[Domhnaill.OSullivan@savills.ie](mailto:Domhnaill.OSullivan@savills.ie)

**Izzy Agnew**

+353 0 1 618 1476

[Izzy.agnew@savills.ie](mailto:Izzy.agnew@savills.ie)

## SOLICITOR

**MCCANN FITZGERALD**

[mccannfitzgerald.com](https://www.mccannfitzgerald.com)

**Shane Sweeney**

+353 (1) 607 1718

[Shane.Sweeney@mccannfitzgerald.com](mailto:Shane.Sweeney@mccannfitzgerald.com)

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