

The Reinvention of the Mall: How Shopping Centres are Adapting to Global Buying Habits

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Abstracts

Faced with reduced footfall, cautious consumer spending and a new focus on omnichannel retailing, shopping centres have had to become more than just places to shop. To remain relevant, they must offer a unique experience and are repositioning themselves as community hubs, lifestyle centres or vast, glitzy entertainment complexes. This new global report analyses mall development, shopping behaviour and the strategies employed by mall developers and tenants to enable them to survive and grow in...

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Contents

Executive Summary

Retail Trends

Shopping As A Leisure Activity

Foodservice Trends

Shopping Centre Development and Performance

Chart 1 Global Shopping Centre Inventory by Region 2013

the Mall As A Community Hub

Diversification

Technology

Factory Outlet Centres

Sustainability

Outlook

Summary 1 Key Features of The Future Mall

Demand Factors

Retail Trends

Chart 2 Global Retail Sales Growth Versus Disposable Income Growth 2011-2015

Table 1 Retail Sales by Country 2010/2015

the Rise of Internet Retailing

Chart 3 Global Store-based Versus Internet Retailing 2010/2015

Table 2 Internet Retailing in Selected Countries 2010/2015

Chart 4 Mobile as a % Total Internet Sales by Country in 2015

Omnichannel Retailing

Chart 5 Frequency of Showrooming 2014

Chart 6 Reasons for Showrooming 2014

Chart 7 Frequency of Webrooming 2014

Chart 8 Reasons for Webrooming 2014

the Importance of Leisure Shopping

Chart 9 Favourite Activities Away from Home on a 'Free Day' 2013

Chart 10 Shopping as an Away-from-Home Activity by Country 2013

Chart 11 Attitudes towards Shopping 2013

Chart 12 Respondents Agreeing with the Statement 'I Like to Visit Shopping Malls' by Country 2013

Tourist Shopping

Table 3 Shopping by International Tourists 2009/2014

Consumer Foodservice Trends

Chart 13 Global Foodservice Sales by Location 2014

Chart 14 Retail Share of Foodservice Value by Major Market 2009/2014

Shopping Centre Development

Global Trends in 2014

Chart 15 Top 20 Global Cities by Shopping Centre Completions 2014

North America

Summary 2 Types of Shopping Centre in the US 2014

Europe

Table 4 Number of Shopping Centres and Floor Space in Selected European Countries 2014

Chart 16 Shopping Centre Density in Selected European Countries 2014

Asia Pacific

Latin America

Middle East and Africa

Shopping Centre Performance

Summary 3 Top 10 Malls in The US by Sales Per Square Metre 2014

Chart 17 'Shopping Centre-Inclined Sales' in Selected European Countries 2014

Trends and Strategies

Introduction

the Mall As A Community Hub

Differentiation and Diversification

Summary 4 Shopping centres Centred Around Family Attractions

the Drive for Convenience

the Changing Role of Foodservice

Chart 18 Importance of Food and Beverage Availability when Shopping 2015

Chart 19 Average Spend Per Visit, All and Food and Drink, by Country 2015

Chart 20 Average Spend Per Visit, All and Food and Drink, by Gender 2015

Chart 21 Average Spend Per Visit, All and Food and Drink, by Age Group 2015

Chart 22 Propensity to Shop when Visiting a Shopping Centre Primarily for Food by Country 2015

Chart 23 Food and Beverage Options that Consumers Would Like to See More of, 2015

Integrating Technology Into the Mall Experience

Stores Become Showrooms

the Growth of Factory Outlet Centres

Summary 5 Selected Outlet Malls Around the World

Sustainability

Knowing the Market

Outlook

the Outlook for Retail

Chart 24 Forecast Retail Sales Growth by Country 2015-2020

Chart 25 Forecast Share of Internet Retailing by Country 2020
Shopping Centre Development
Chart 26 Leading Cities for Space Under Construction in 2015
Trends To Watch
Chart 27 Retail Share of Foodservice Value - Top 10 Markets in 2019

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