

## Shopping Malls - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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*"The market for malls and mall retailers is one that has seen decline over the last decade and can expect to see these trends continue as the current oversupply of mall retail space in the U.S. shrinks to meet actual demand. Making malls a more desirable place to spend time will help to win back loyal consumers to the channel."*

– Ali Lipson, Retail Analyst

### In this report we answer the key questions:

- How can malls demonstrate that they offer unique products that compel users to make an extra stop on their shopping trips?
- Are there opportunities to drive greater mall traffic among Asian and Hispanic consumers?
- Can dying malls be revived by shifting the focus away from retail?

Significant growth in online shopping and the deal-finding behavior that comes with it over the last five years has created a challenging environment for malls. In this new era of shopping, physical stores are less relevant for many categories, and malls and mall retailers are struggling to beat year-over-year sales trends and keep traffic levels up. Innovations from smaller operators offer hope for the future of mall retailing. To understand where growth is most likely to be found, this report explores the primary reasons why shoppers continue to shop at malls and the factors that drive consumers to avoid malls. New insights about how malls can compete in the future stem from two key observations:

- Hispanic and Asian shoppers are mall-loving groups that are largely underserved by existing malls, yet are the heaviest users of malls in the first place.
- Roughly half of all consumers agree that items for sale in malls are very similar to items for sale in stand-alone retailers.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Can dying malls be revived by shifting the focus away from retail?

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Malls need an app strategy  
Building mall "brands" and themed experiences  
Back to the bazaar—instilling the excitement of discovery in shopping  
Drifting from the mainstream, appealing to Hispanic and Asian consumers

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Transforming malls into the go-to destination for moms

### Trend Application

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General Growth Properties

Glimcher Realty

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Macerich  
Simon Property Group  
Taubman Centers  
Vornado Realty  
Westfield Group  
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Rouse Properties  
Trademark  
Poag & McEwen

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**Key points**

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Characteristics

Opportunity

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Opportunity

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