

Shopping Locations - UK - June 2014

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"The role of the high street is changing as consumers use town or city centres more for comparison shopping and as local collection points for online orders. City centres and local neighbourhoods are benefiting from growing usage of convenience stores instead of superstores as people do more of their top-up food shopping locally."
– Tamara Sender, Senior Retail Analyst

This report looks at the following areas:

- How is online affecting physical shopping?
- What do we expect to happen to out-of-town locations?
- How is the role of the high street changing?

While the UK high street has been in gradual decline over the last few years, the trend appears to be reversing as consumers use town or city centres more for comparison shopping and as local collection points for online orders. The growth of online is changing the way people shop and is impacting visits to physical stores both in town and out of town.

The economic downturn had a big impact on out-of-town shopping, having led to diminished interest in purchases for the home, especially home improvements, durables and furnishings, which are key drivers of sales for retail parks. Usage of retail parks appears to have picked up since the recession and the latest research shows that over four fifths of consumers have shopped at a retail park in the last 12 months.

As consumers can now find everything online, it means that their motivations for choosing where to shop are shifting. People are less likely to be influenced by factors such as choice and price and more by other factors such as dining, leisure and socialising.

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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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