

Shopping Malls - China - May 2015

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“Shopping malls need to offer wider ranges of retail and non-retail outlets, including the familiar outlets people expect them to provide, and the excitement of new and niche products, brands and services. But they must also become easier to navigate and offer a more appealing shopping experience.”

– Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- Variety is the spice of life
- Give me room to breathe!
- Speak with me!

The rapid growth in online retailing is forcing shopping malls to deliver a wider range of retail and non-retail outlets, whilst becoming more convenient to navigate around, and to deliver a more appealing shopping experience.

Continued rapid urbanisation, especially in lower tier cities, is leading to the development of more mixed-use malls that integrate shopping with entertainment, leisure, working and living space. They have to adapt alongside the “smart city” concept and use Big Data predictive analysis to become more adaptive and responsive to rapidly changing consumer needs.

Malls must also provide an increasingly wide variety of products and services, including the familiar outlets people expect, and new and niche products, brands and services to create the excitement of discovery.

Malls must also broaden their appeal to become more inclusive, and so attract those who tend to avoid malls, or only use them when they have to. In this, they must integrate more into the communities they aim to serve, especially in the rapidly urbanising lower tier cities.

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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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Key issues

- Variety is the spice of life
- Give me room to breathe!
- Speak with me!
- What we think

Issues and Insights

- Variety is the spice of life
- The facts
- The implications
- Give me room to breathe!

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- The facts
- The implications
- Speak with me!
- The facts
- The implications

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- Rebirth of Cities
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- Aeon Co. Ltd
- Shandong Commercial Group Co., Ltd.
- New World Department Store China Ltd
- Dashang Group Co., Ltd.
- Chongqing General Trading Group
- Beijing Wangfujing Department Store Co., Ltd.
- Parkson Retail Group Ltd.
- Intime Department Store
- Shopping mall developers

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Wanda Commercial Properties
 CapitaMalls Asia (China)
 YangGuang Co., Ltd.
 SCPG Yinli Group
 Joy City Property Limited
 Longfor Properties Co., Ltd.
 Sun Hung Kei Properties Ltd.
 Baillian Group Co., Ltd.
 China Resources Land Ltd.
 Century Golden Resources Group
 Hang Lung Properties Ltd.
 Shui On Land Ltd.

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What they like

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