

Shopfitting - UK - December 2019

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This report looks at the following areas:

- Will a digital services tax change the fortunes of retailers?
- Differentiating by experience

The shopfitting sector was progressing well after the financial crisis reduced activity, but the pressures on major sectors of the retail industry of e-commerce and a disproportionate impact of legislative-based costs on the retail sector compared with the online industry have caused widespread blue chip retailer failures and this has impacted on the shopfitting sector. The sector has responded in the short term by diversifying into office fit-out, but this sector too has now been impacted by the economic uncertainties of Brexit.



“The well-known difficulties of blue chip retailers and retail failures would suggest major pressure on the shopfitting sector. However, the need for retailers to change the customer shopping experience in the face of e-commerce competition suggests huge opportunities, albeit in fewer stores and potentially different locations.”

– Terry Leggett, Senior Analyst

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