

Shopping Locations - UK - June 2016

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“As retailers endeavour to keep up with evolving consumer shopping habits, the challenges facing the retail market are as apparent as ever. Online continues to grow its share of retail sales, however stores remain integral to the purchase process and there are opportunities for shopping locations to tap into the growing spend on leisure, while using digital technology to merge the offline and online experience.”
 – Alice Goody, Retail Analyst

This report looks at the following areas:

- Retail locations – How have they fared?
- The opportunities for the high street
- Offline vs online retailing: the digital opportunity

As retailers endeavour to keep up with evolving consumer shopping habits, the challenges facing the retail market are as apparent as ever.

Online continues to grow its share of retail sales, however stores remain integral to the purchase process and there are opportunities for shopping locations to tap into the growing spend on leisure, while using digital technology to merge the offline and online experience.

Although high streets have been facing competition from the out-of-town developments, several consumer trends offer potential for these local centres going forward. They are the most likely to benefit from the aging population, yet they are also well placed to take advantage of the convenience shopping habits of the young.

We are cautiously optimistic for the outlook of the retail market. Uncertainties remain, yet there has been an improvement in retail sales as the year has progressed. We forecast growth of 2.4% for 2016.

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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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 - The facts
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The Market – What You Need to Know

- Consumer sentiment trends upwards

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 Falling vacancy rates at retail parks
 Growth in rented households
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