



Changing Face of Retail

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WHERE MORE HAPPENS
HIGHCROSS
LEICESTER

Consumers are driving change



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and consumers mindset is changing

Quantity	Quality
Price Driven	Value Driven
Loyal	Promiscuous
Local	Multi Channel
Impulse Driven	Research Driven

We are seeing a fundamental shift in spend allocation

For millennials shopping is as much as about an opportunity to spend the day socialising than it is about buying product

(Verdict retail , Millennials and retail)

Leisure Sector



Sector Worth £117Bn

5% annual growth since 2010

Accounts for 7.4% UKGDP

Growing at nearly 2x speed of retail sector



Individuals are social and sensory, they want inspiration and entertainment

Our customers are seeking experiences

- A rising demand for experiential
- Shifting from consumption to experience
- Unique and immersive experiences
- Online shoppers persuaded by leisure and food offers

Spending patterns are changing

- Shift in spend allocation
- UK Consumers prioritise going out over owning items
- Consumers to spend more on discretionary leisure
- Millennials drive reassurance in leisure spending



Stay connected with your customer

All stores will need to have a greater emphasis on service, experience, entertainment.



Our Future

“As we’re going through a period of great disruption, successful adaptation to these major trends will be difficult and complex. Only those open to a dialogue with the community and ready to embrace new technologies, new ways of working and collaboration will succeed. Those unable to keep up the pace will fail”.

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Thank you for listening

Any Questions?

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