

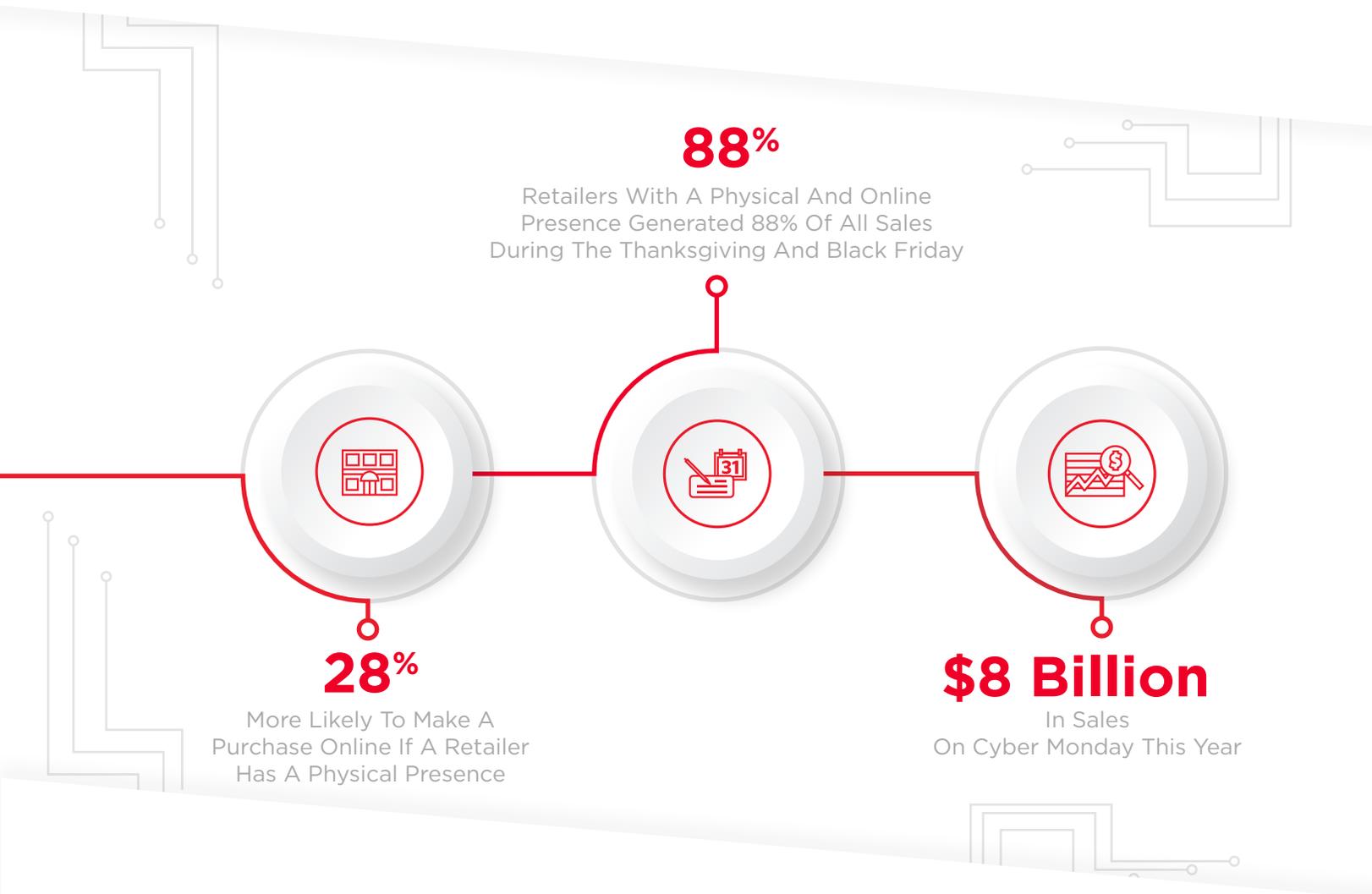
#CRE INSIGHTS

A Combination Of Physical And Online Presence Is Benefitting Retailers

Q4 2018 | DECEMBER

WITH ESTIMATES REPORTING NEARLY \$8 BILLION IN SALES ON CYBER MONDAY THIS YEAR, ONLINE SHOPPING CONTINUES TO GROW. Traditional retailers are increasing their online presence to better compete. Adobe Analytics tracks e-commerce data from 80 of the nation's largest online retailers and found that customers are 28% more likely to make a purchase online if a retailer has a physical presence rather than a retailer that only has an online presence.

Physical locations provide an opportunity for in-store pickup or expedient home delivery. Retailers that have invested in real estate are benefitting, where they can provide immediate delivery or returns, as demand for industrial space near consumers continues to climb. A survey by the International Council of Shopping Centers reported retailers with a physical and online presence generated 88% of all sales during the Thanksgiving and Black Friday, as well as more than 80% of all sales on Cyber Monday. Brands founded primarily as online retailers will continue searching for retail locations around the country in order to drive in-store and online sales in 2019. The line between physical and online will be blurred as retailers continue to adjust to consumer demand.



Source: Brick-and-Mortar Retailers Serving Online Shoppers Lead the Holiday Pack. CoStar News. November 27, 2018.

FOR MORE INFORMATION, PLEASE CONTACT:

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