CUSHMAN & WAKEFIELD | THALHIMER

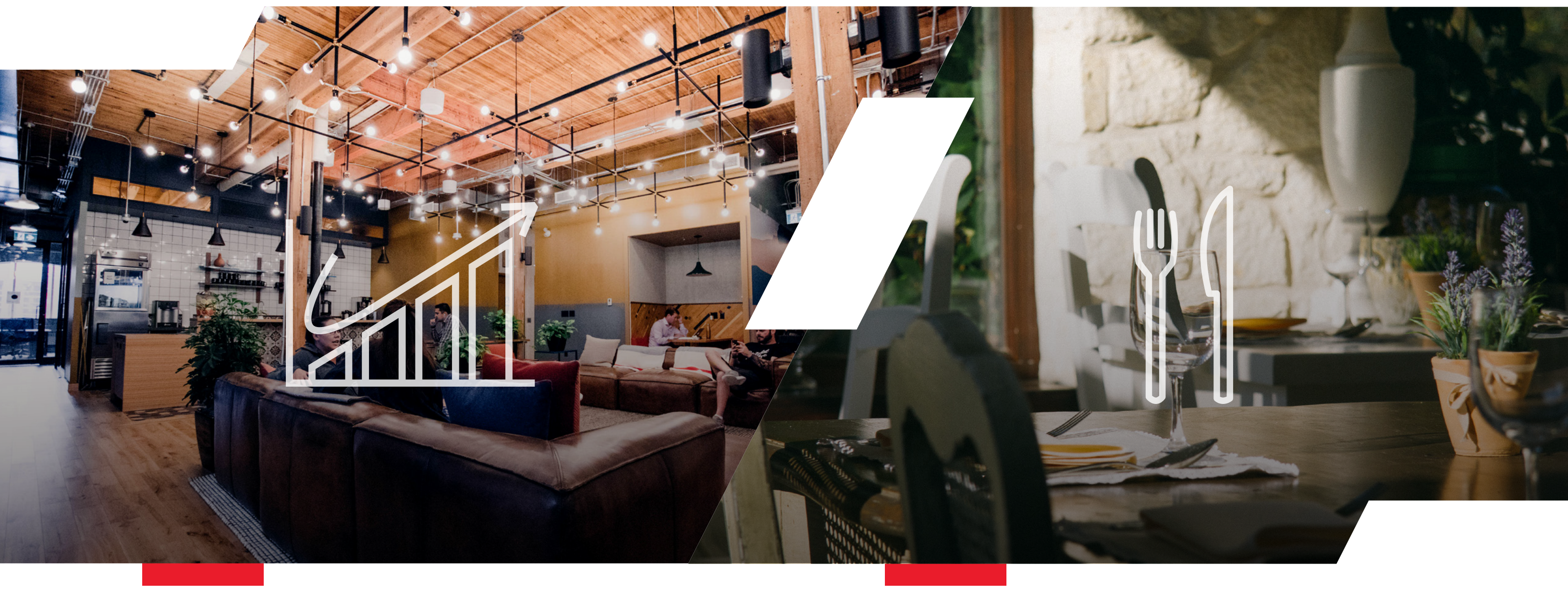
#CRE INSIGHTS

2019 HOLIDAY RETAIL SALES ARE EXPECTED TO INCREASE 3.7% YEAR-OVER-YEAR

Q4 2019 | NOVEMBER

WITH CONSUMERS CONTINUING TO DRIVE ECONOMIC GROWTH, CUSHMAN & WAKEFIELD PREDICTS THAT 2019 HOLIDAY RETAIL SALES WILL INCREASE 3.7% YEAR-OVER-YEAR. This includes both online and in-store sales. Despite slower economic growth, the holiday season should provide gains in consumer spending – which represents roughly 70% of U.S. gross domestic product.

IN 2020, retailers will continue to focus on driving foot-traffic to stores, embrace an online and physical presence, and prepare for a potential economic slowdown.



EXPERIENTIAL CONCEPTS will drive foot traffic to shopping centers; pop-up stores will be utilized by online retailers to interact with consumers and test markets and introduce new brands and products.

RESTAURANTS will continue to post positive net absorption, but expansion will slow as some categories reach saturation.

CLICKS-TO-BRICKS will continue to expand, rising as a lead source of occupancy growth.

STRATEGIC CLOSURES will continue as retailers look to cut underperforming stores and improve balance sheets before the next economic downturn.

Source: Cushman & Wakefield Q3 2019 Shopping Center Marketbeat

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