



# MALL REPOSITIONING & REDEVELOPMENT

EXPLORING THE MALL OF THE FUTURE

Thursday, February 18 | 11:00 AM Eastern





# OUR PANELISTS



**Lee Peterson**

*EVP, Thought Leadership  
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*Global Lead of Local  
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*Head of Retail, Americas*  
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# methodology

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2,500 Consumers - US

Same demo as US

Fielded Fall of 2019 / again Jan-Feb 2021



# WOULD MOST INFLUENCE MALL VISITATION

(All Respondents)

	Top 2 score 2021	% change 2019
Farmer's Market	62%	+14%
Grocery Store	55%	+23%*
Green Space	54%	+16%
BOPIs at Mall	54%	+18%
Health & Wellness Clinic	43%	+21%*

# FAVORITE SECOND CHOICE

(All Respondents)

	Top 2 score 2021	% change 2019
<b>Farmer's Market</b>	<b>42%</b>	<b>-1%</b>
<b>Grocery Store</b>	<b>34%</b>	<b>+11%</b>
<b>Food Hall</b> (new to top 5)	<b>32%</b>	<b>+4%</b>
<b>Green Space</b>	<b>28%</b>	<b>+8%</b>
<b>Fitness Center</b> (new)	<b>24%</b>	<b>+11%*</b>



# INCREASE VISITATION BY AGE

(Y+Z vs X+Boom /  
Top 2 Box

	18-29 Age	45-65 Age
Grocery Store	60%	52%
Green Space	59%	51%
Farmer's Market	58%	61%*
Food Hall	57%	50%
Fitness Center	50%	31%*
Gaming Center	49%	41%
BOPIS at Mall	48%	41%





# farmer's market





# food hall

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A photograph of three people running on treadmills in a gym. The scene is lit with warm, orange-toned lights, creating a bokeh effect in the background. The people are smiling and appear to be enjoying their workout. The woman in the foreground is wearing a grey tank top and has her hair in a braid. The man in the background is wearing a yellow shirt. The text 'fitness center' is overlaid in white, bold, sans-serif font, with a thin white horizontal line underneath it.

# fitness center



A wide-angle, high-angle shot of a massive esports arena. The ceiling is a complex network of dark metal trusses with numerous stage lights. Multiple large video screens are suspended from the ceiling, displaying various scenes from a first-person shooter game. The arena floor is filled with a large crowd of spectators, many of whom are wearing orange or red clothing. In the foreground, a large, dark, curved structure with a green and white logo is visible. The overall atmosphere is that of a high-stakes, high-energy competitive event.

# gaming center



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