

F&B

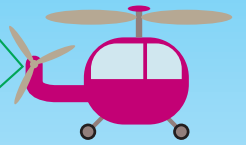
Food & Beverage: a haven for food lovers or a take away?

What role does food and beverage play
in the shopping centre experience?

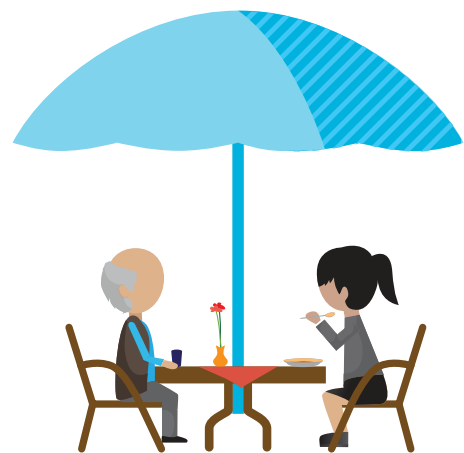


SHOPPING CENTRES ARE THE PREFERRED DESTINATION FOR EATING AND DRINKING

(41% compared to other retail formats – high street 10%, retail park 7%)



Eating and drinking is a big consideration when visiting a shopping centre



40%

of shoppers almost always eat and drink when visiting a shopping centre

A third of shoppers will visit a shopping centre just to eat or drink



HOWEVER,
4 out of 10 people

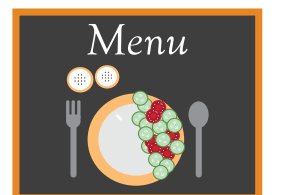
will go onto visit shops even if their reason for visiting the centre was just to eat or drink

Consumers demand more on:
Innovation, Quality and Health



34%

feel that **top quality** restaurant options are missing



45%

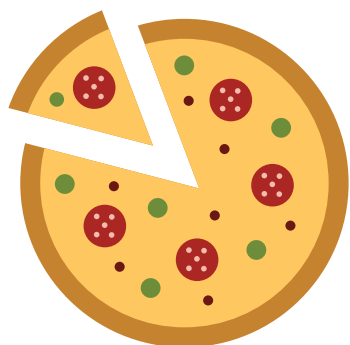
want to see **healthier options** offered



43%

want to see **more innovation**, they want novelty

Shoppers that are engaged by the food and drink offer will **spend more time** in the shopping centre



84%

of people combined shopping with eating and drinking

"I am open to persuasion": even if shoppers had not considered eating, they often do

For 55%

of consumers across Europe getting something to eat or drink is often a **spur of the moment** decision, with:



75%

of consumers in Germany



and 71% =

of consumers in Austria reacting in this way

Over two-thirds of shoppers consider food and beverage an important element of their overall experience



More important to young people

73%

of 16-24 year olds

vs. 60%

of 55-65 year olds



22,000 shoppers across 22 countries in EMEA interviewed for the F&B study

Key Contacts

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What is Retail Science?

At the heart of the retail environment, lies the intersection of data and the consumer experience.

Where information and analytics come together to reveal market trends.
Where a deep understanding of consumer behaviour informs the physical experience.

Where ideas become actions that directly impact business success.

At CBRE, we are passionate retail experts.

We know how to leverage this powerful combination of data and consumer insight, unifying and mobilising them into outcomes that build true business advantage.

We call this **Retail Science**.