



Future of Commerce: A City View of Suburban Fashion Retailing

October 2021

Table of Contents

Scope

Key findings (1)

Key findings (2)

Some industry leaders predict a shift to suburban retailing

Suburban growth drivers

Growth of suburbs offers new opportunities for business

The COVID-19 factor: Suburbs to grow in demand

Consumer footfall at retail and recreation points still lagging behind baseline levels

Lower mobility expected after COVID-19

Homeworking to open opportunities in suburbs and smaller cities

Suburban areas are large markets to tap into

London's iconic luxury retailer Harrods bets on Suburbia for its stand-alone beauty stores

15-minute city move will spur greater localisation of services

Starbucks shifts from city centres to the suburbs

Pret a Manger is following its urban clients to the suburbs

Fashion consumption hyper-concentrates in big cities

Several US cities among the largest consumers of clothing and footwear worldwide...

...but cities in Asia Pacific are catching up

Chinese cities to double clothing and footwear consumption by 2040

City-level performance across fastest growing emerging markets

Major cities are an important anchor point for major brands

Leading players focus efforts on global mega-cities

Dutch sneakers brand Filling Pieces opens fully experiential flagship store in Amsterdam

LVMH plans to re-attract international luxury tourists to La Samaritaine, its iconic department store in Paris

London: Major retailers

Major retailers with a concentrated spatial strategy in London

Major retailers with a distributed spatial strategy in London

Paris: Major retailers

Major retailers with a concentrated spatial strategy in Paris

Major retailers with a distributed spatial strategy in Paris

New York: Major retailers

Major retailers with a concentrated spatial strategy in New York

Major retailers with a distributed spatial strategy in New York

Spatial distribution differences will impact sales performance of retailers

Comparing business strategies

Challenges to overcome

Become tomorrow's next leader

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/future-of-commerce-a-city-view-of-suburban-fashion-retailing/report.