CBRE RESEARCH | JANUARY 2021

# RETAILER SENTIMENT SURVEY
# FINLAND

CBRE

# RETAILER SENTIMENT SURVEY IN FINLAND – SUMMARY

Retailer Survey between November 2020 - January 2021 – Nearly 50 respondents in Finland

**76%**
LOSS OF SALES the major concern during the pandemic.

**58%**
concerned about RAPIDLY CHANGING SHOPPING HABITS during the pandemic.

**33%**
OMNICHANNEL SALES will be a key focus area after COVID.

**49%**
say SALES RECOVERY will take at least 12 MONTHS.

**64%**
will invest more into ONLINE RETAILING. 47% will increase their online sales capacity in 2021.

**69%**
will be located IN A SHOPPING CENTRE IN CBD after the pandemic.

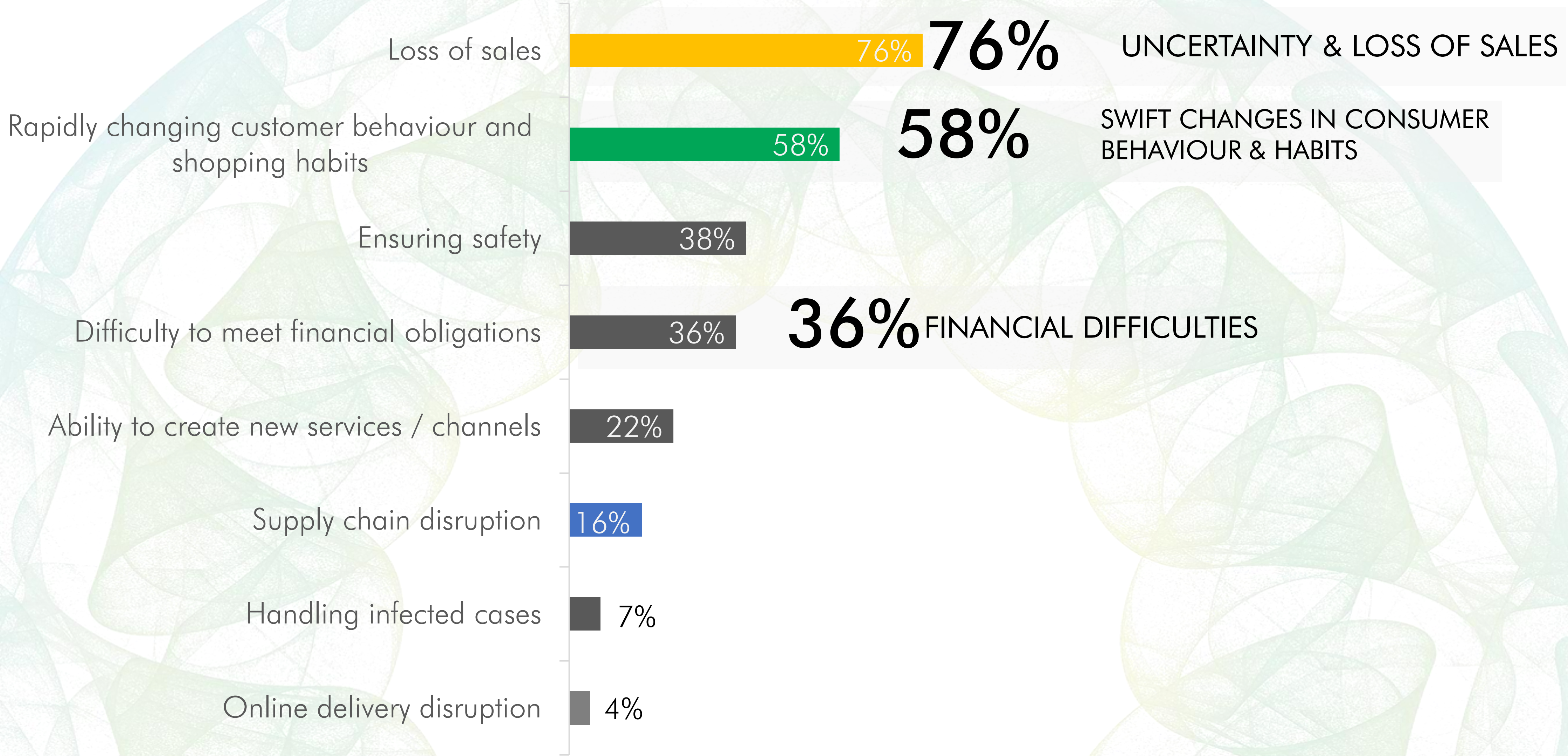
**36%**
have put EXPANSIONS & NEW OPENINGS on hold.

**27%**
TERMINATED LEASES & GIVEN UP SPACES.

**38%**
HAVE POSTPONED RENEWALS.

# MAIN RETAILER CONCERNS DURING THE PANDEMIC

## WHAT ARE YOUR MAIN CONCERNS REGARDING THE IMPACTS OF COVID-19 PANDEMIC?



# SALES NETWORK IMPACT OF THE PANDEMIC

## HOW WILL THE PANDEMIC IMPACT YOUR COMPANY'S SALES NETWORK IN 2021?

47%
Increase online sales capacity

9%
More stores / increased footprint

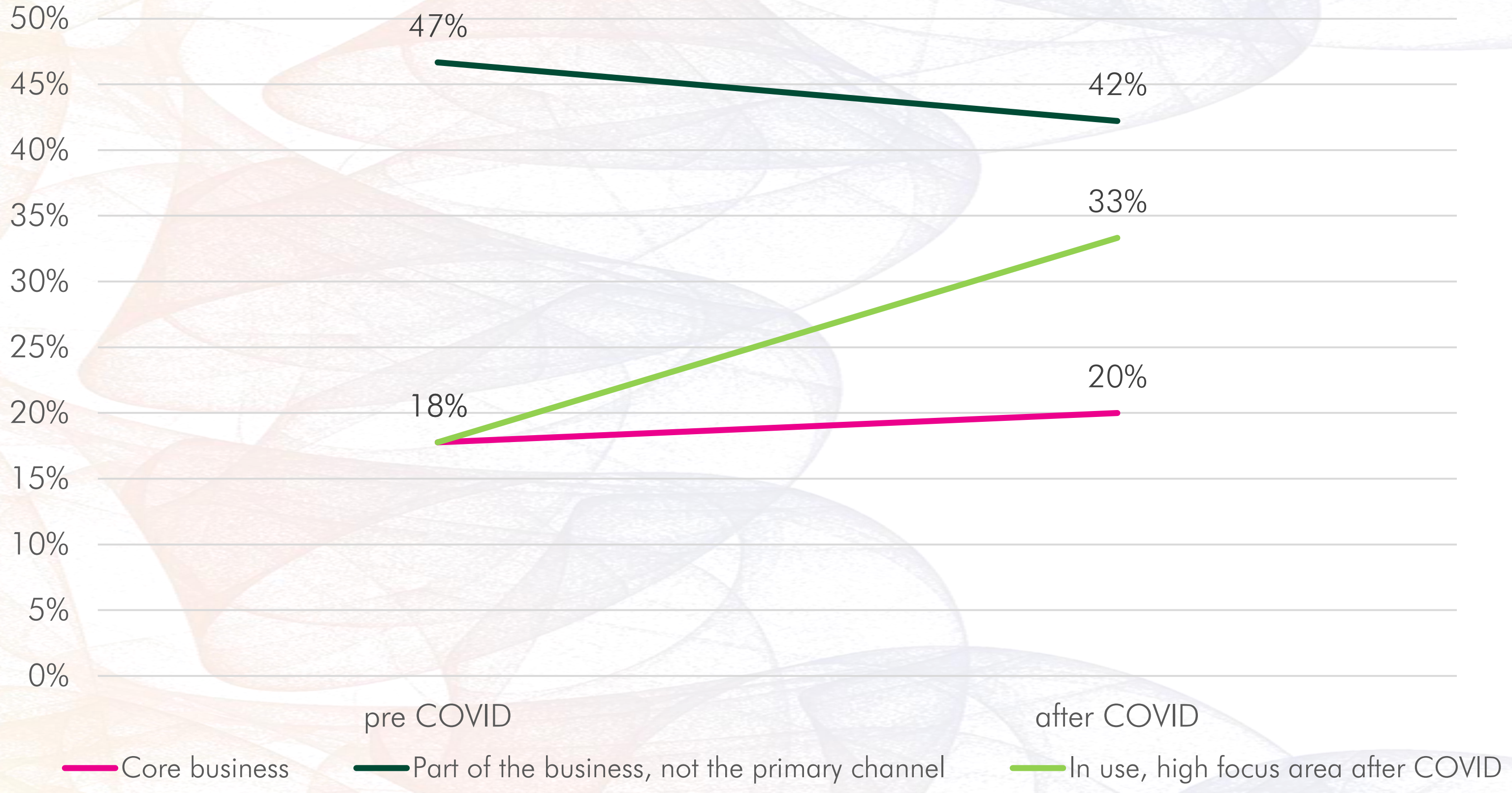
33%
Fewer stores / smaller footprint

9%
No impact

27%
Unsure

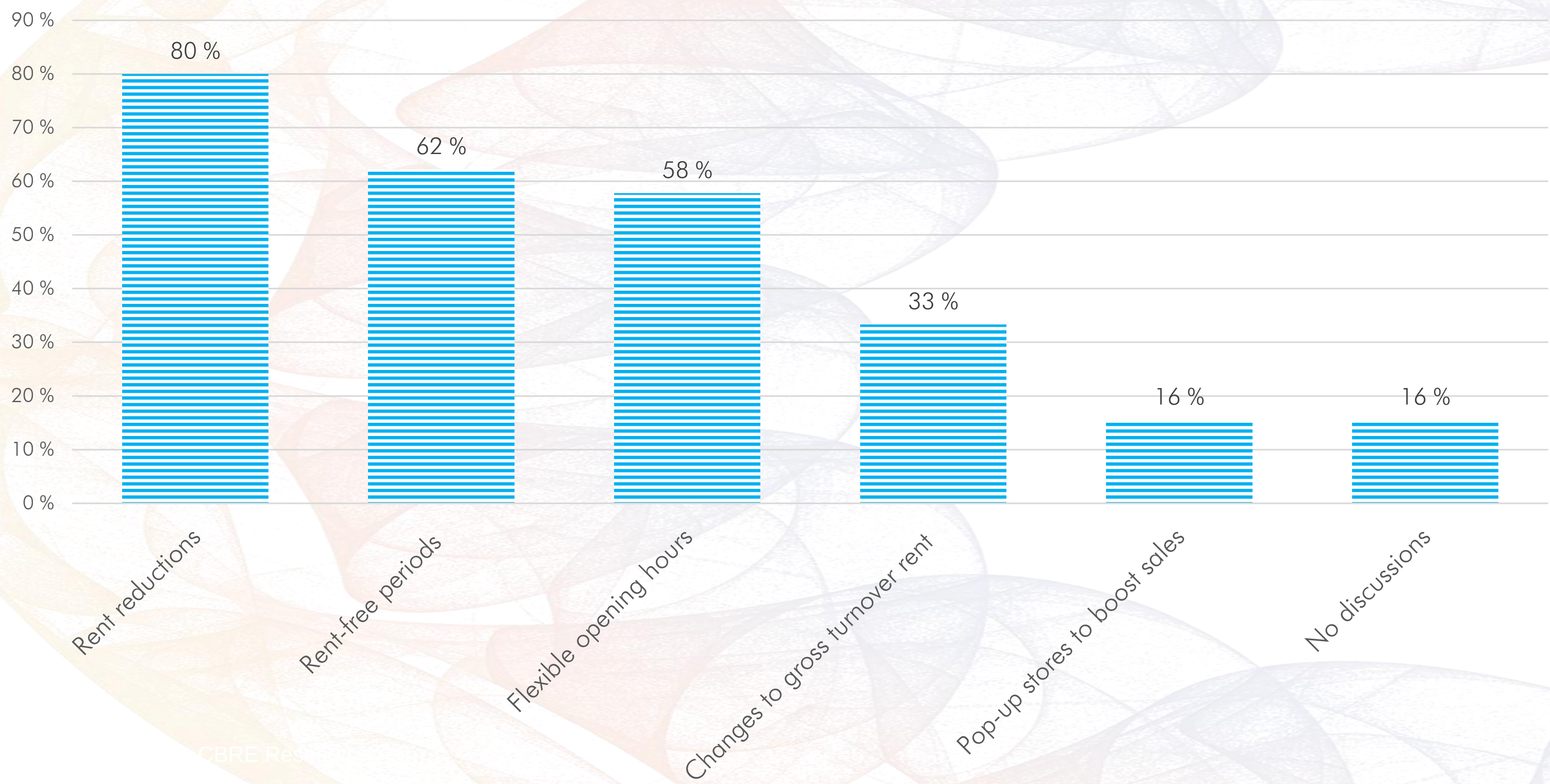
# OMNICHANNEL SALES IN HIGH FOCUS

## THE ROLE OF THE OMNICHANNEL SALES BEFORE AND AFTER COVID




# LANDLORD & TENANT DISCUSSIONS

## THE TOPICS IN LANDLORD DISCUSSIONS DURING THE PANDEMIC




# RETAILER LOCATIONS AFTER THE PANDEMIC

69%
LOCATION IN A SHOPPING CENTRE IN THE CITY CENTRE

43%
LOCATION IN A SHOPPING CENTRE OUTSIDE THE CITY CENTRE

51%
LOCATION IN A ‘BRICK & MORTAR’ IN THE CITY CENTRE

18%
NO PHYSICAL STORE / LOCATION in the future.

# IMPACT ON LEASING DECISIONS

36%

Have put the EXPANSIONS & NEW OPENINGS on hold

38%

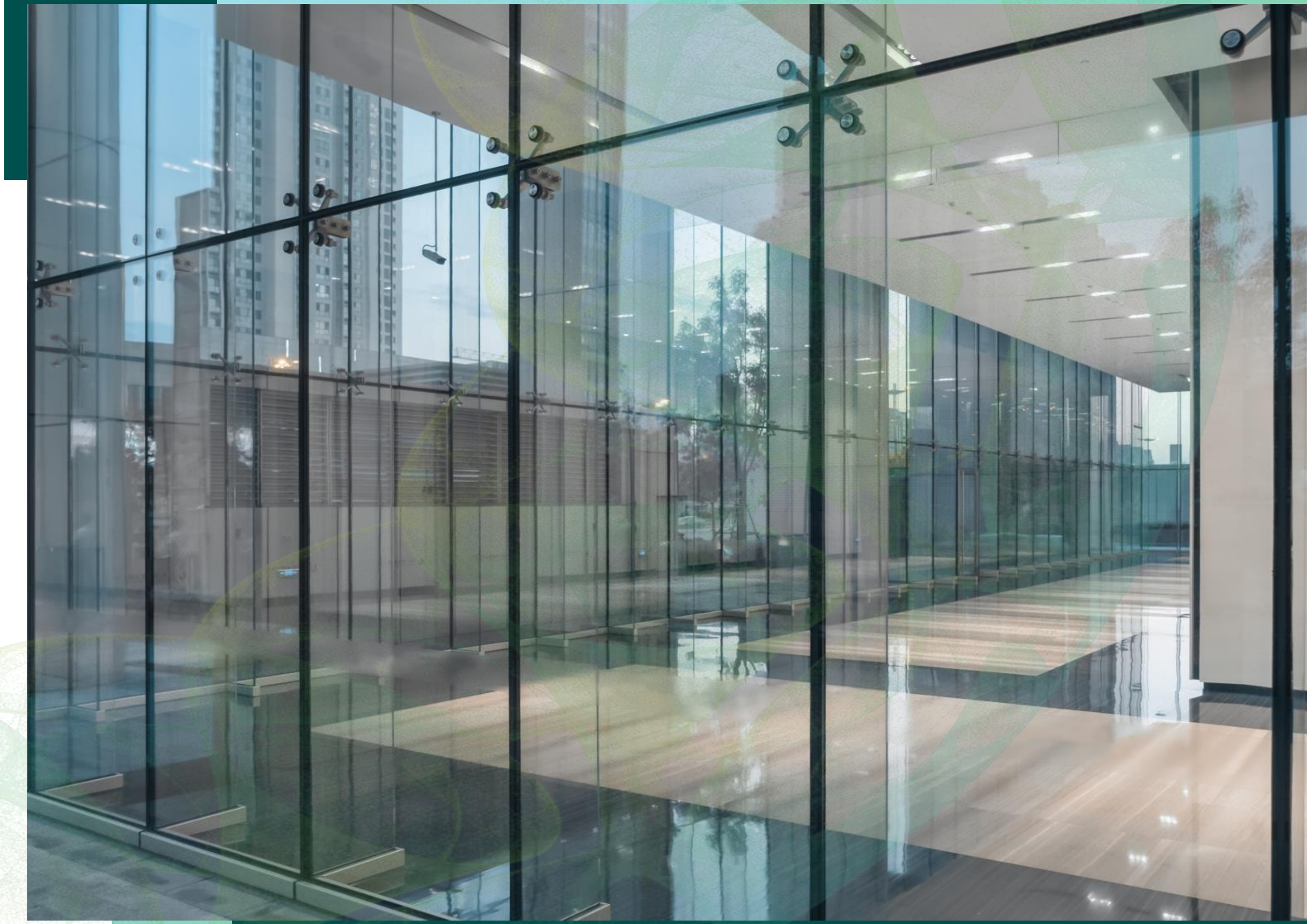
RENEWALS POSTPONED

27%

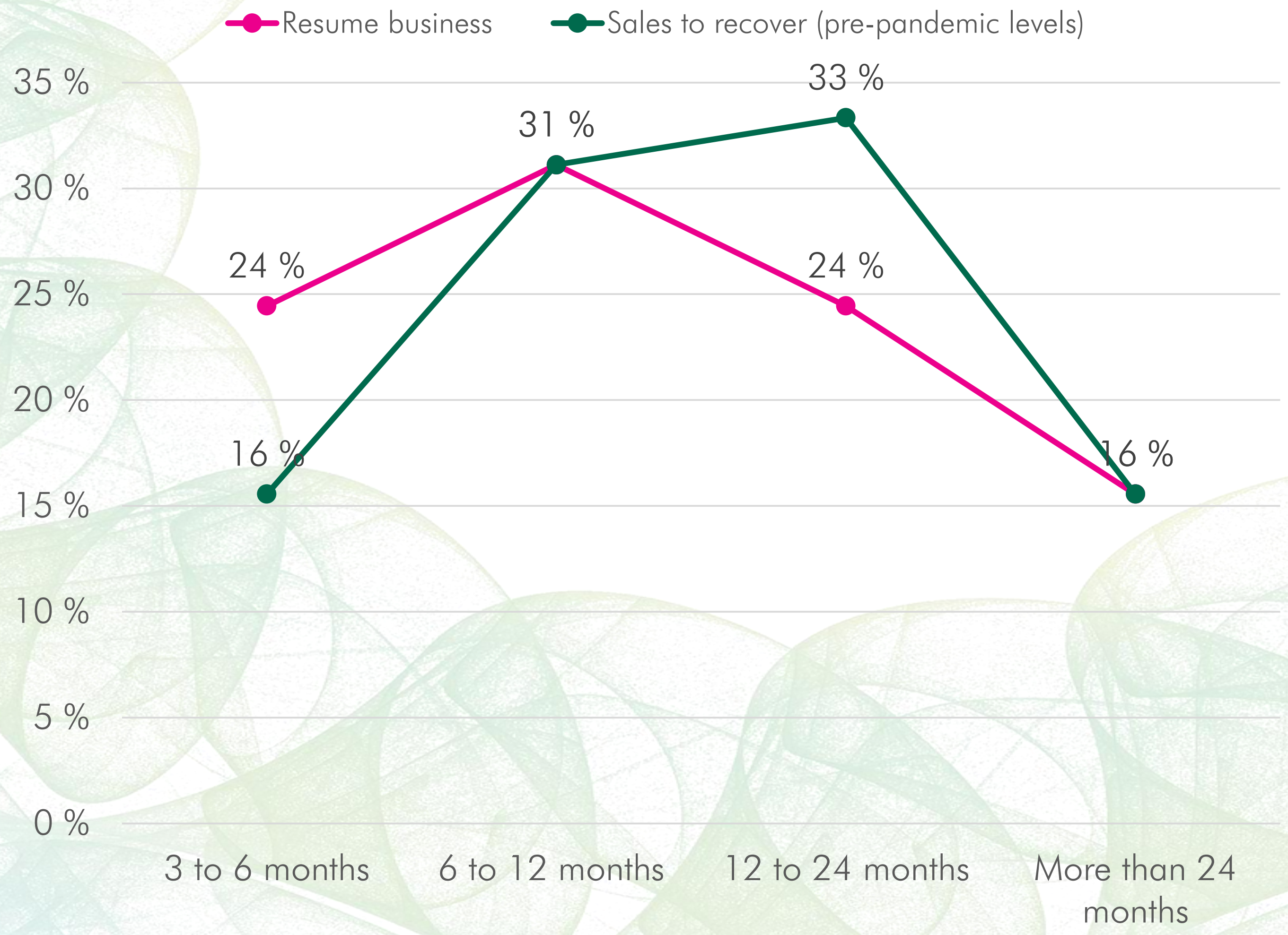
GIVEN UP SPACES & TERMINATED LEASES

13%

INCREASED EXPANSIONS & INVESTED MORE INTO NEW OPENINGS

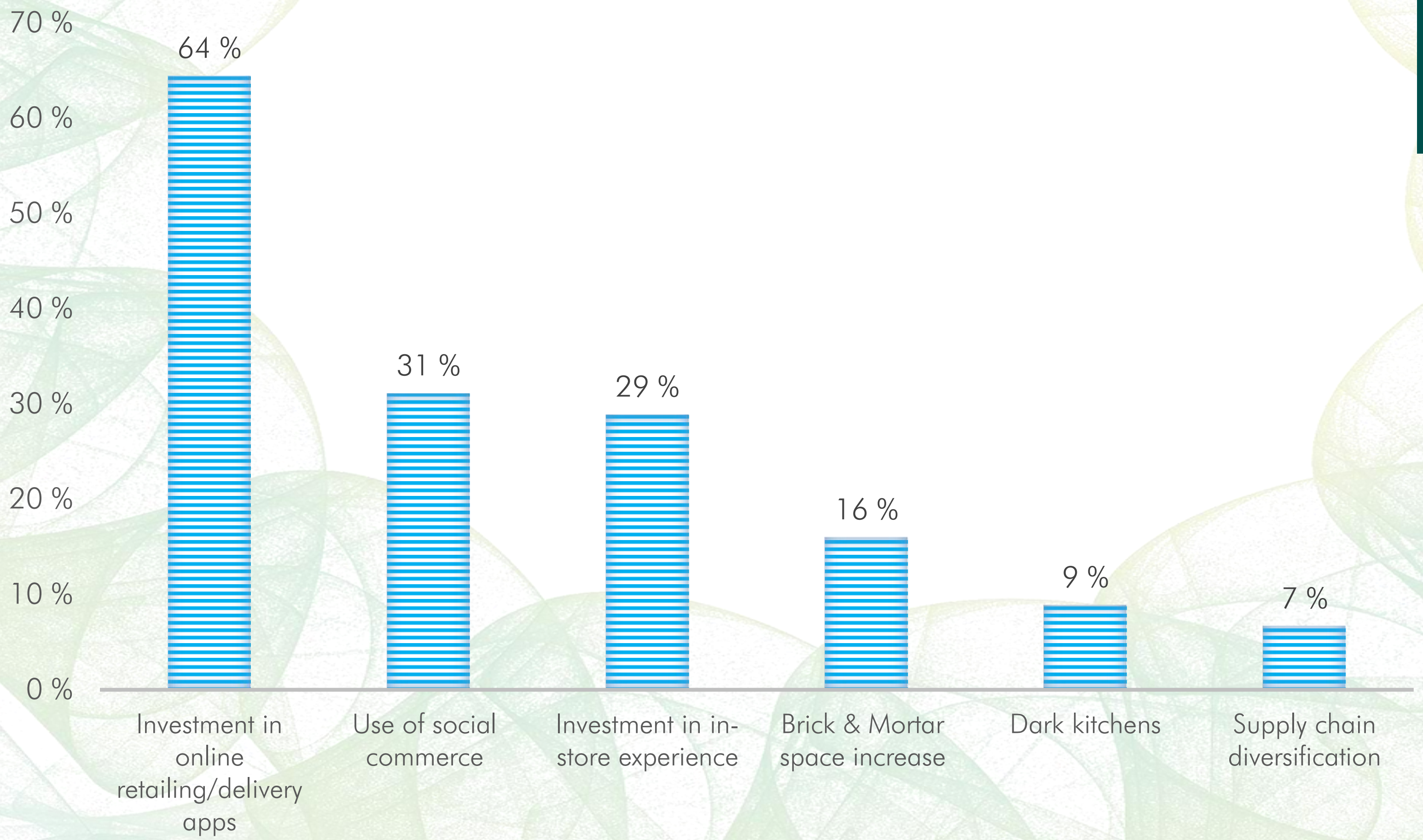


# SLOW RECOVERY FROM THE PANDEMIC




Source: CBRE Research

# STRATEGY SHIFTS AFTER THE PANDEMIC

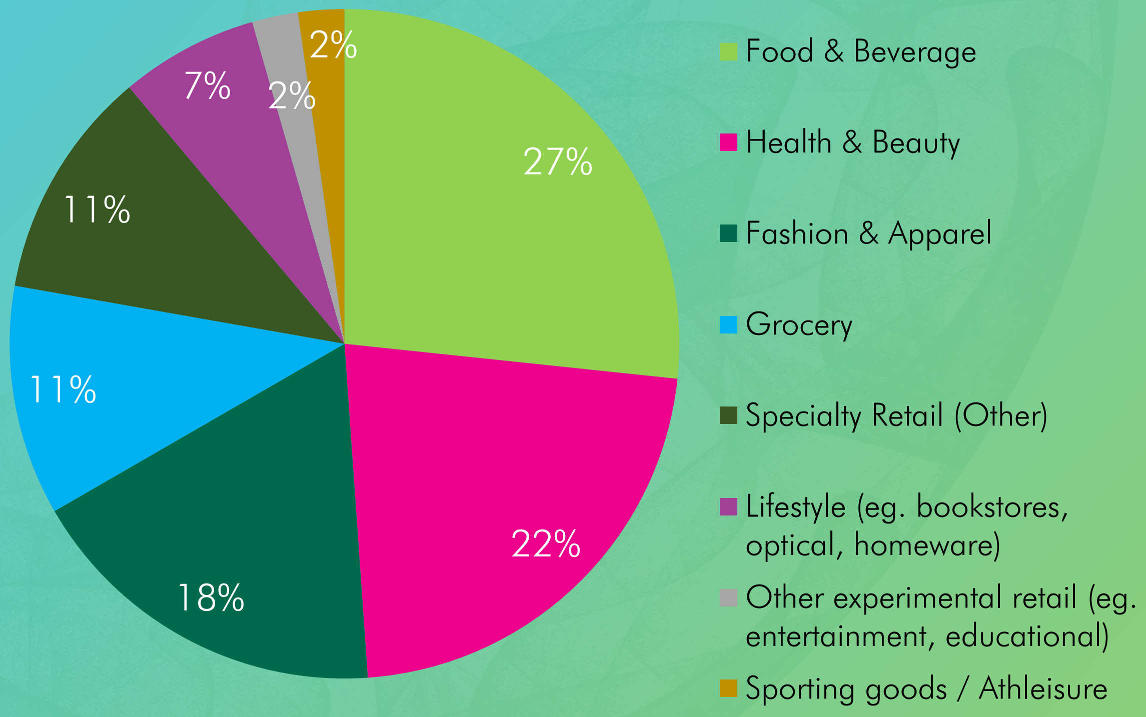



Source: CBRE Research

# SURVEY PROFILE

- CBRE Finland Retailer Sentiment Survey was launched between the 23rd of November 2020 and 17th of January 2021
- Nearly 50 responses from a wide range of retailers from different industries
- The largest retail subsectors were Food & Beverage (27%), Health & Beauty (22%), Fashion & Apparel (18%) and Grocery (11%).

Respondents by subsectors



# What does a resilient retail asset look like?

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# RETAILER SENTIMENT SURVEY

## Finland – January 2021

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