



CBRE RESEARCH | JANUARY 2021

RETAILER SENTIMENT SURVEY

FINLAND

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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.



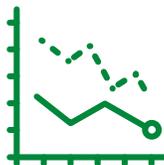
64%
will invest more into
ONLINE RETAILING.
47% will increase their
online sales capacity
in 2021.



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



36%
have put
EXPANSIONS &
NEW OPENINGS
on hold.



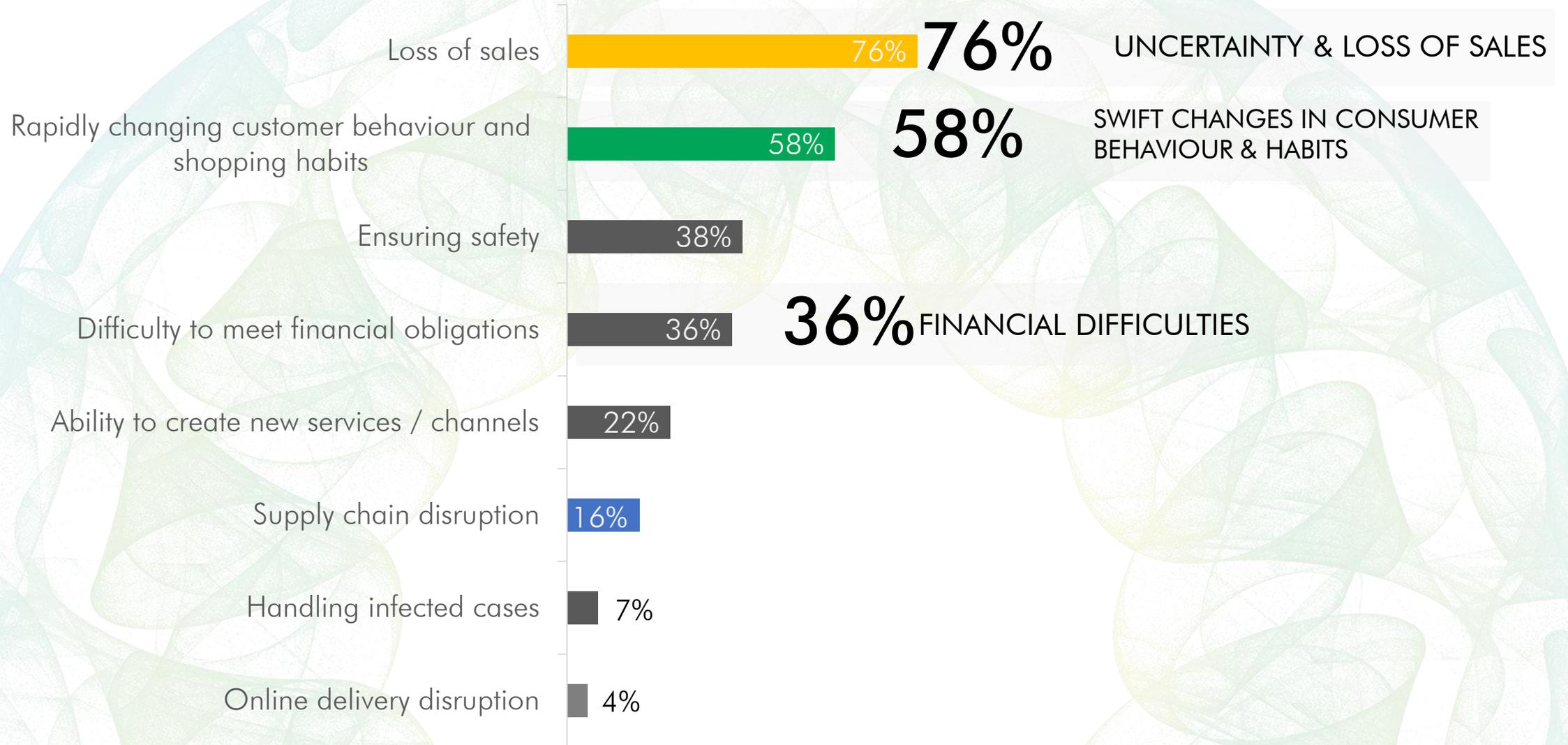
27%
TERMINATED
LEASES & GIVEN
UP SPACES.

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

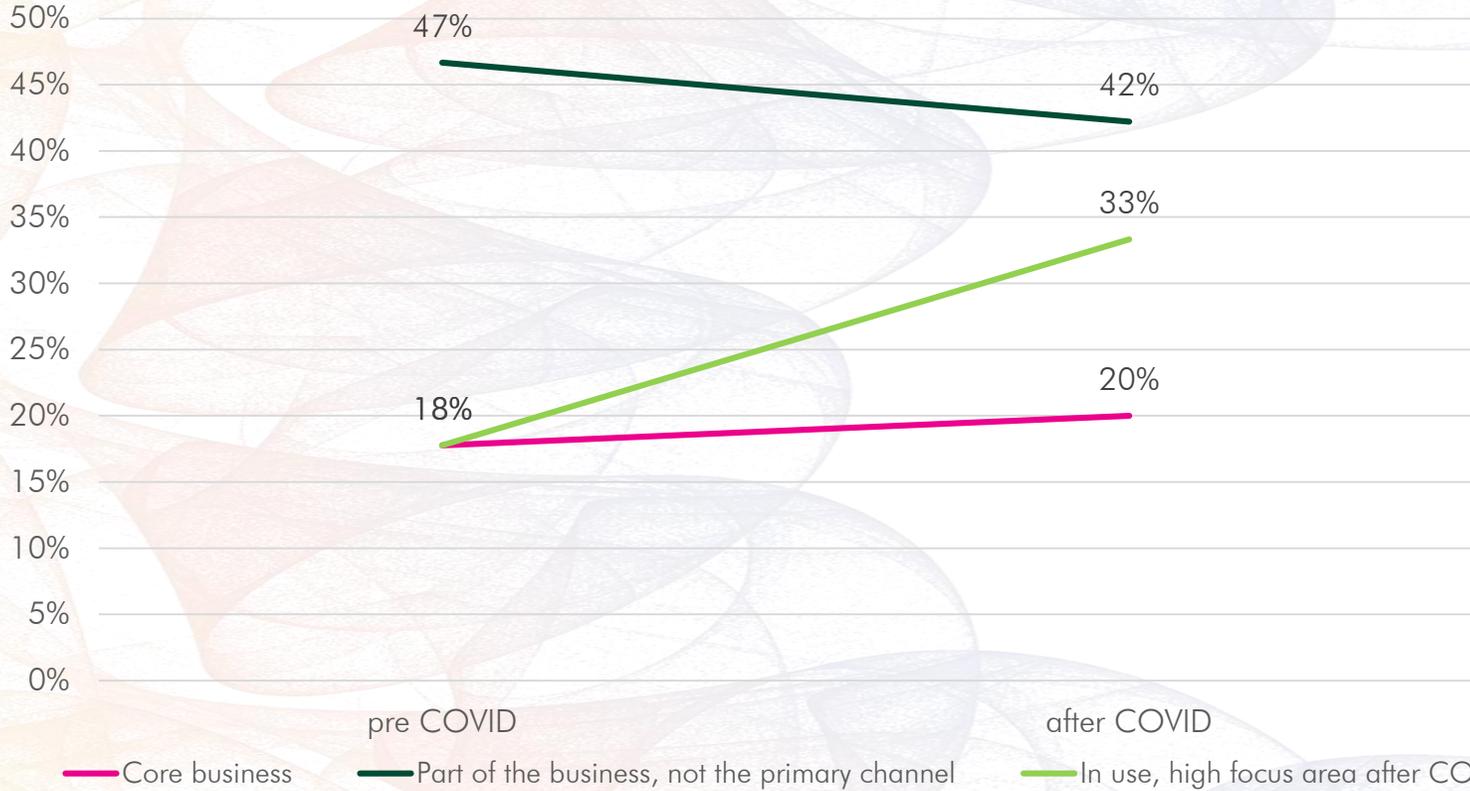
33%
Fewer stores
/ smaller
footprint

9%
No impact

27%
Unsure

OMNICHANNEL SALES IN HIGH FOCUS

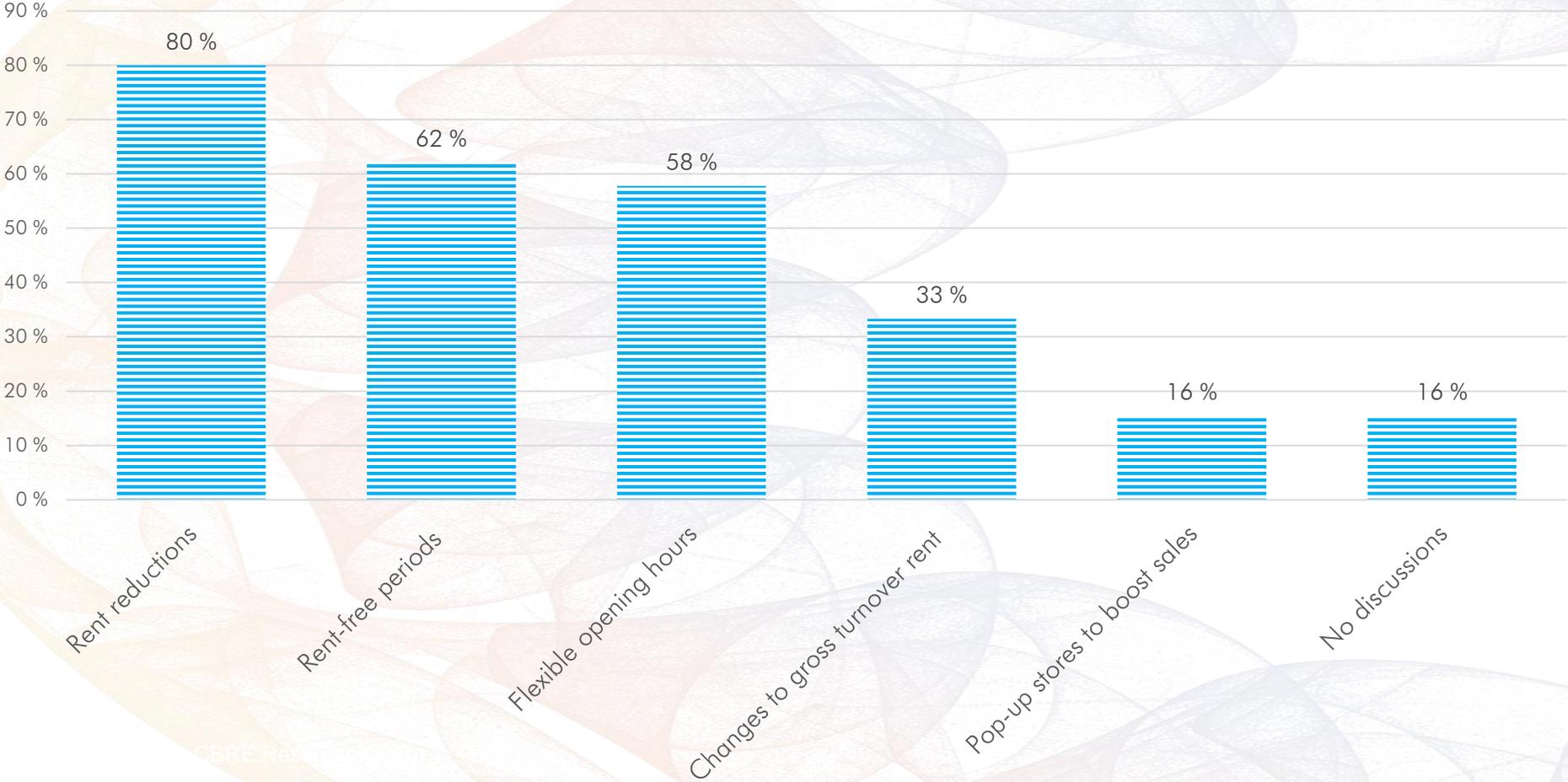
THE ROLE OF THE OMNICHANNEL SALES BEFORE AND AFTER COVID



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LANDLORD & TENANT DISCUSSIONS

THE TOPICS IN LANDLORD DISCUSSIONS DURING THE PANDEMIC



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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%

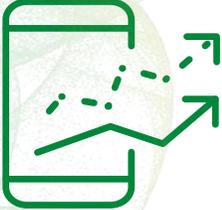
LOCATION IN A 'BRICK & MORTAR' IN THE CITY CENTRE

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

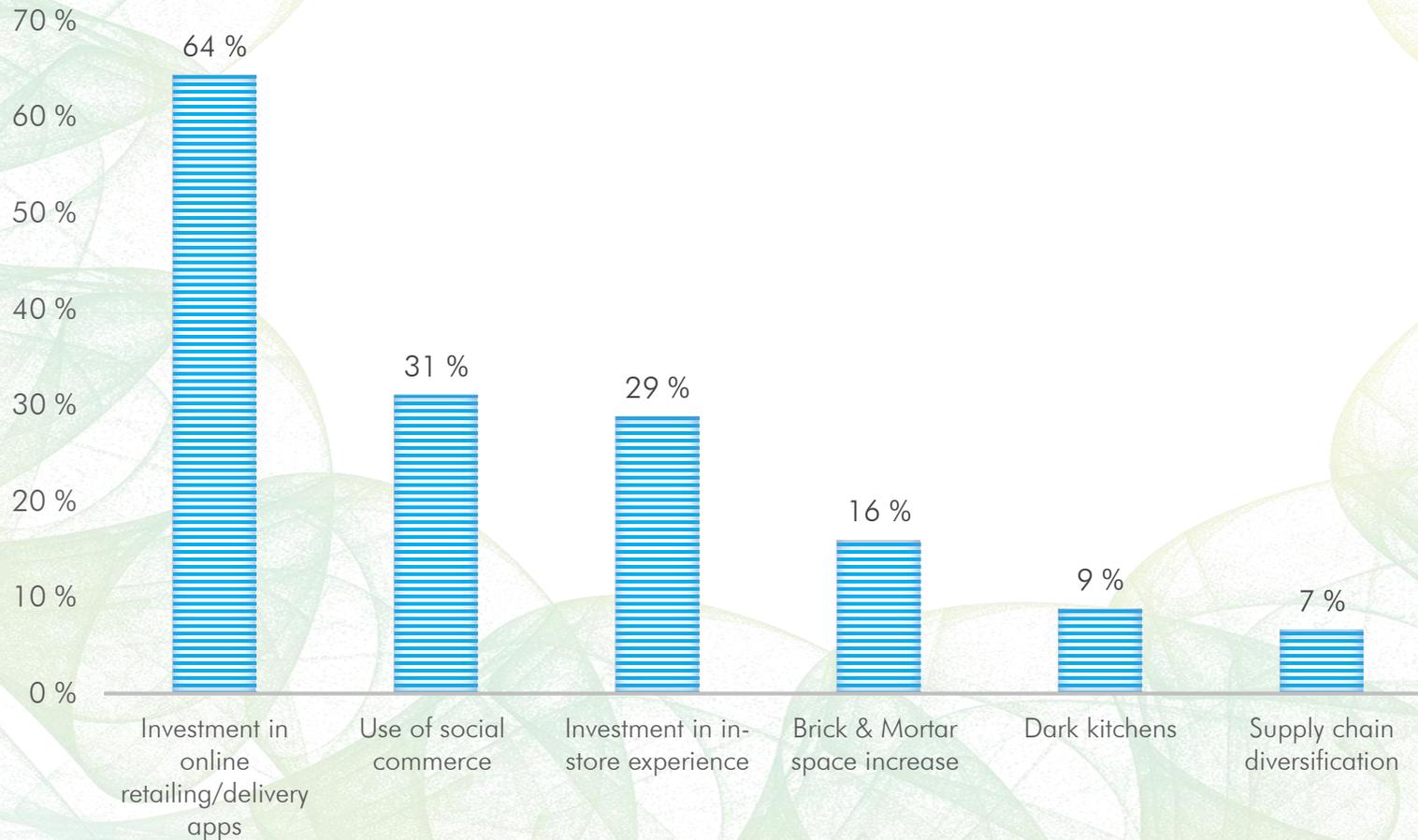


SLOW RECOVERY FROM THE PANDEMIC



Source: CBRE Research

STRATEGY SHIFTS AFTER THE PANDEMIC



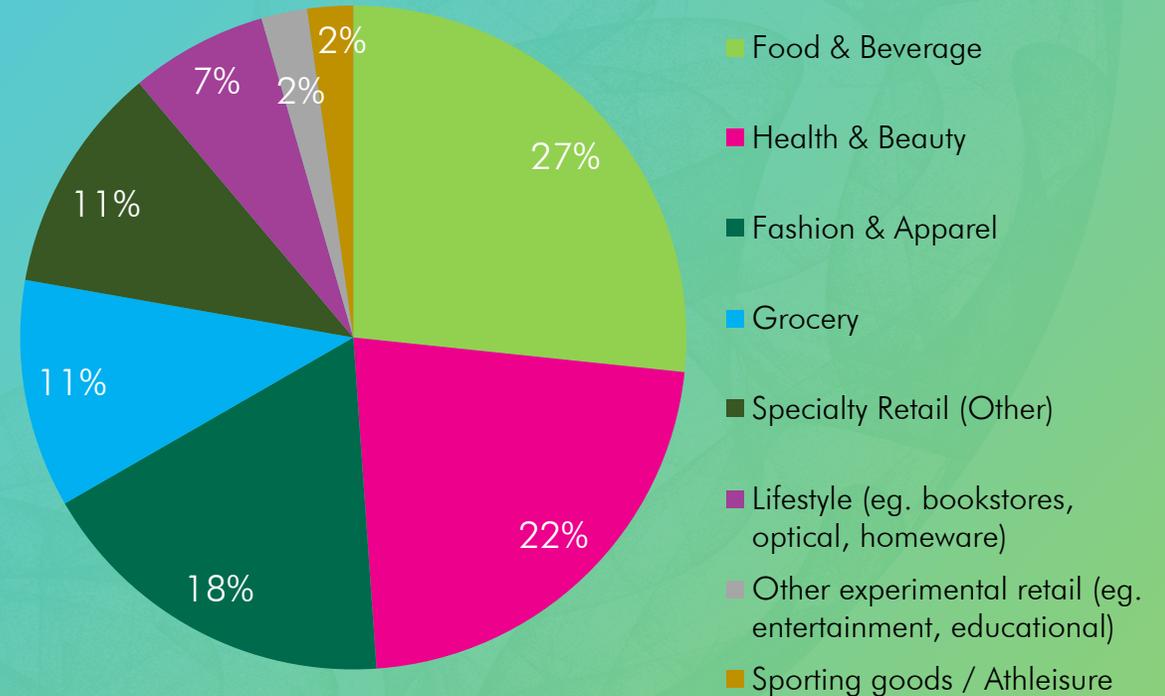
Source: CBRE Research



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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CBRE RESEARCH

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