



Retail Footprint provides comparison goods retail shopping catchments for over six thousand centres across the UK

## What is Retail Footprint?

Retail Footprint is a spatial interaction model that provides catchments for centres offering comparison goods retail shopping.

Using factors like the quality and quantity of retail provision, centre function, drive time and level of competition, each centre is uniquely assessed.

The retail provision is also broken down into premium, mass and value, so centres can be scored relative to one another.

The Retail Footprint database summarises this information as well as the potential expenditure for each centre, giving users unparalleled access to robust and detailed knowledge.

## Applications

- Develop and validate estate strategies for expansion, optimisation, and right-sizing.
- Opportunity sizing and evaluation for any retail centre.
- Ensure accurate and realistic flow of consumers and their expenditures.
- Support site feasibility assessments.
- Enable brand alignment to the right centres to maximise profits.

## Why Retail Footprint?

- Calibrated against real-life credit and debit card data to represent customer spending.
- Helps to understand the size of catchments and detail on who shops where, and how much spend flows through a centre.
- Helps to understand the impact of online, worker and tourist spend on retail centres.
- Data led impartial evidence to support retail strategy.
- Provides validation and confidence in business decisions.
- Delivered in a variety of formats to suit business needs.

## Knowledge



Sales Forecasts



Spending habits



Shopping habits



Catchment sizes



Drive times



Worker spend



Tourist spend



Online impact