



CUSHMAN &  
WAKEFIELD

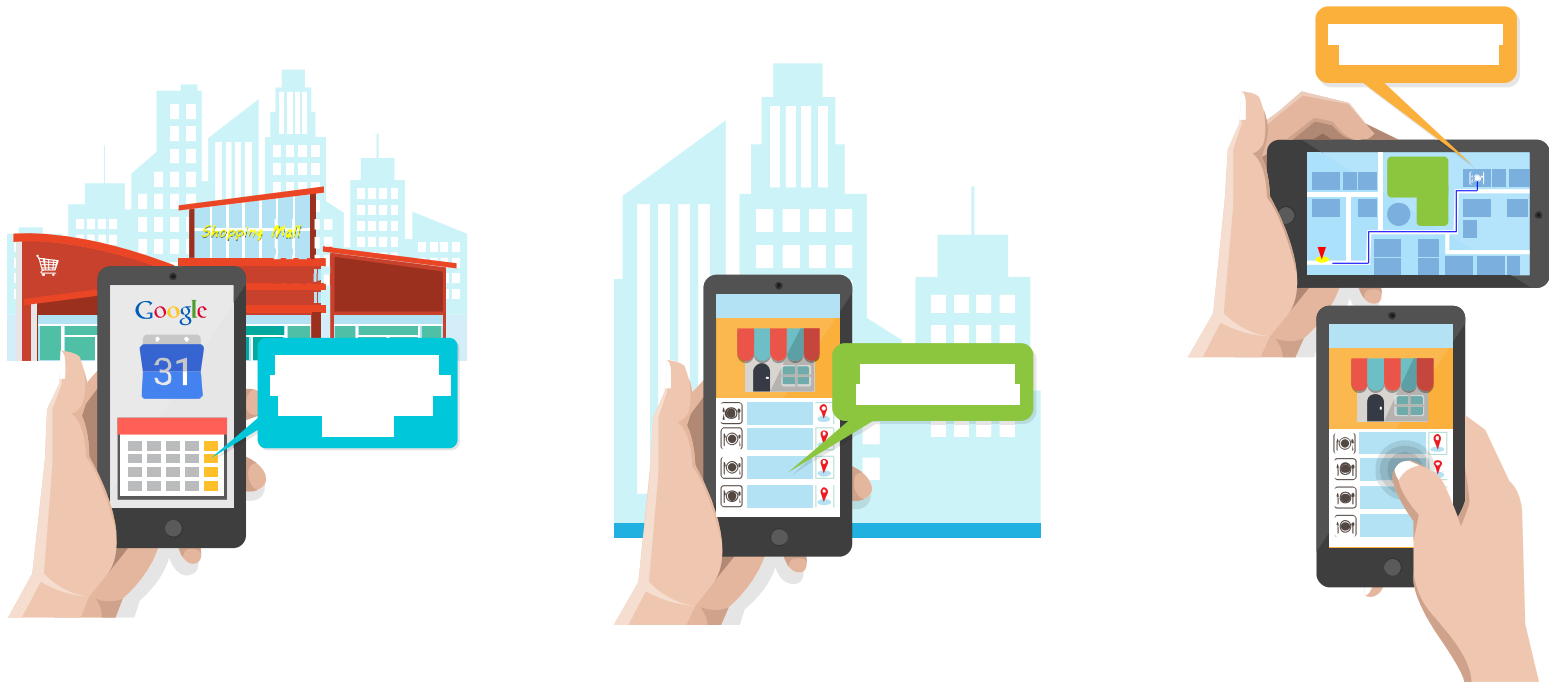
Unveiling The 21<sup>st</sup> Century Mall  
**TOP RETAIL TRENDS  
IN SINGAPORE**



# TREND 1

## PREDICTIVE COMMERCE

Enable landlords and retailers to gain insights to shoppers' behavior at particular locations and time.

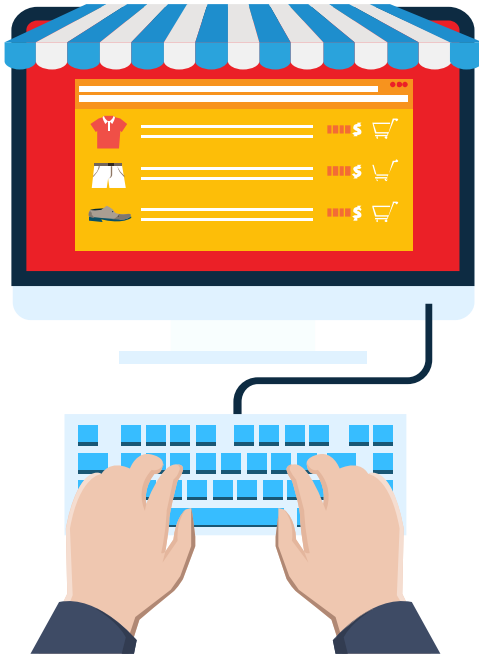


# TREND 2

## E-COMMERCE SHOWROOMS

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Shoppers can browse, touch and test a product in these showrooms before buying the item online.



# TREND 3

## THE AIRBNB OF RETAIL

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Online platforms that allow landlords and merchants to list and rent short-term space respectively.



Choose a location



Connect



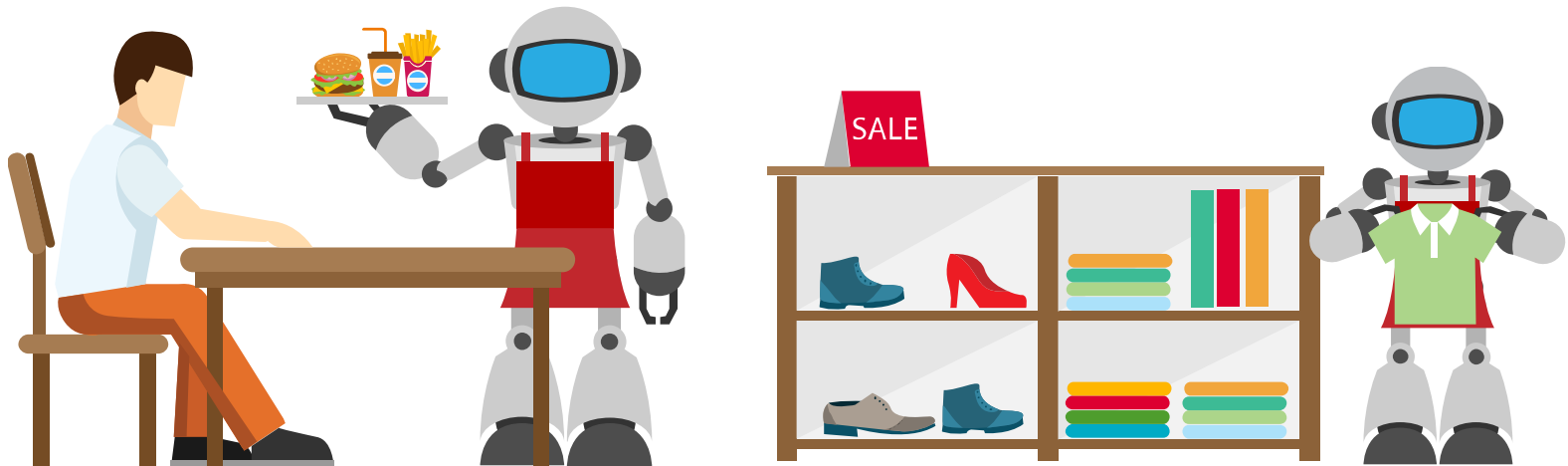
Launch your project

# TREND 4

## ROBOT WORKERS

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Customer-facing robots would help to ease manpower crunch and lift productivity.



# TREND 5

## FOOD & EXPERIENCE COMMUNITIES

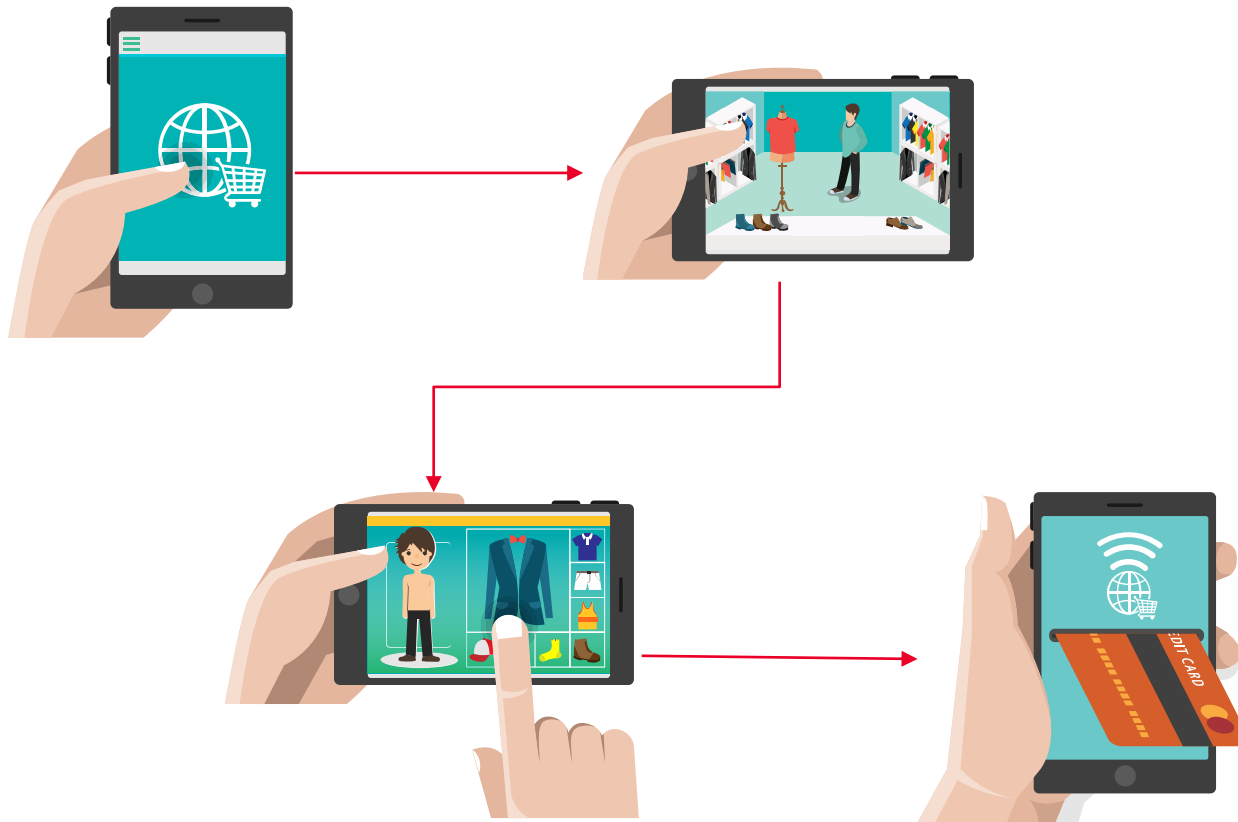
Cooking classes, pop-up vendors, food delivery to lockers, specialty food stores and even food trucks could displace the traditional notion of a food court.



# TREND 6

## IMAGINARY RETAIL STORE

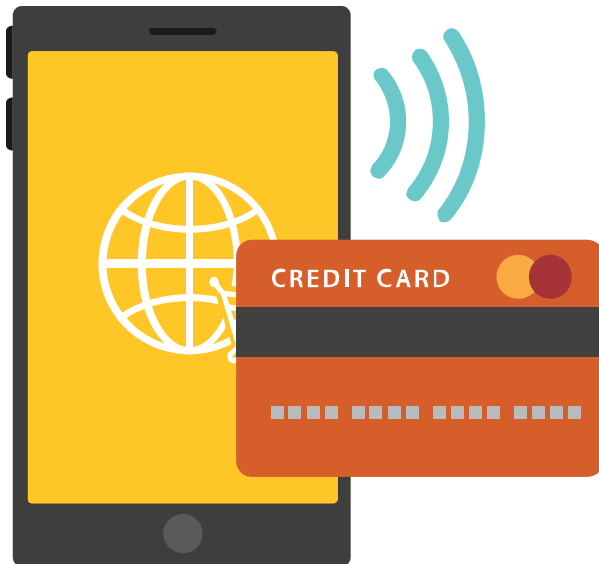
Virtual and augmented reality could bridge the gap between online and physical worlds into a single integrated platform.



# TREND 7

## PAY IN A SECOND

Mobile payments to become more diversified, such as contactless payments and virtual reality payment systems.





# TREND 8

## CUSTOMER AS PROMOTER

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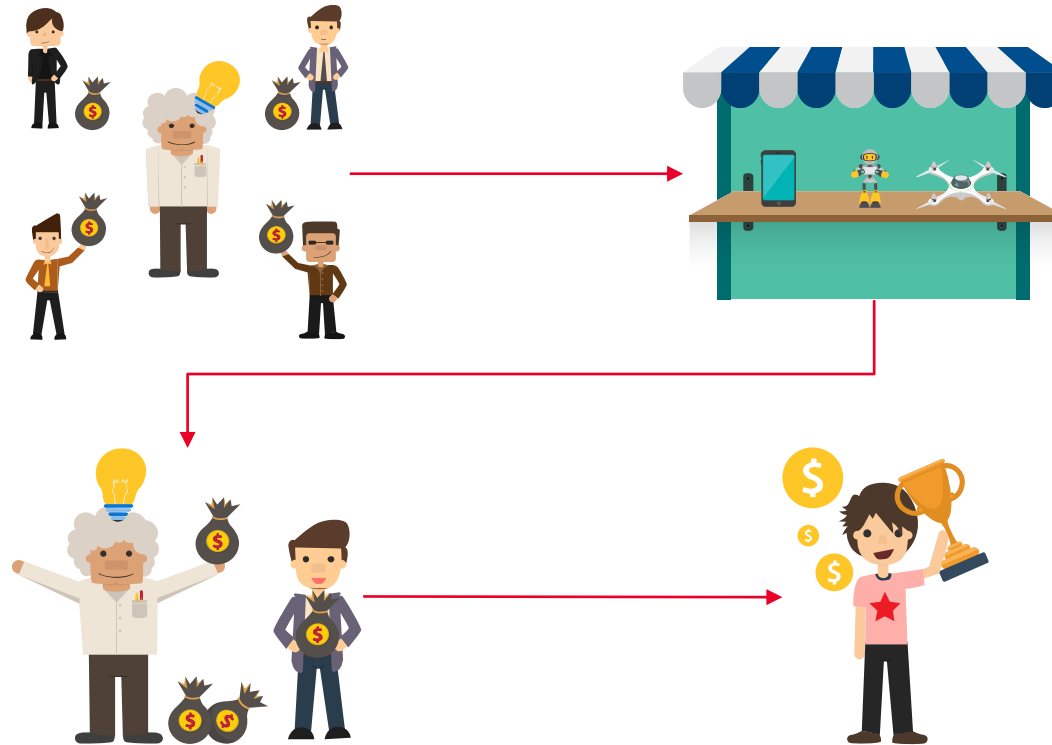
Via affiliate marketing, customers can share and promote their purchase. Any transaction made would result in a percentage of the retail profit credited to the customer as commission.



# TREND 9

## CROWDFUNDING SITES AS NEW TENANTS

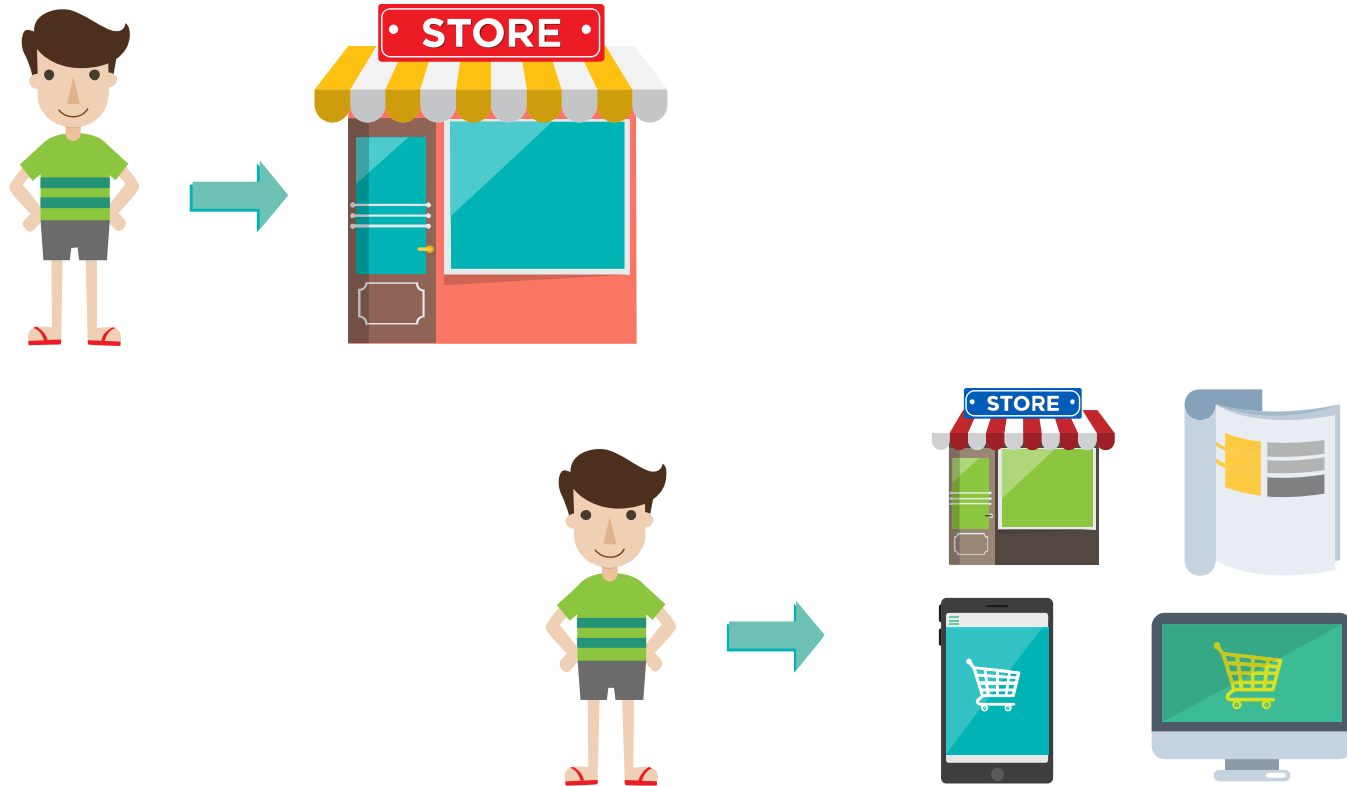
Creative and innovative crowd funding projects now have a physical showcase platform to allow investors to preview the product before making a purchase.



# TREND 10

## OMNI-CHANNEL

Physical stores are still important for online retailers to bridge the online and offline retail experience.



Want to know more?

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Download our latest retail research report,  
Unveiling The 21<sup>st</sup> Century Mall, at:

<http://cushwk.co/2qwlCPR>