



**Retail Footprint Europe provides catchments for 70,000+ destinations selling comparison goods across 41 European countries.**

## What is Retail Footprint Europe?

Retail Footprint Europe is a spatial interaction model that provides catchments for shopping destinations selling comparison goods.

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 Europe 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 Europe?

- Calibrated using mobile app and real world shopping data
- Helps to understand the size of catchments and detail on who shops where, and how much spend flows through a centre.
- Facilitates comparison across different countries using weighted market scores.
- 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