



# ReDI TO TALK

## Retail in Europe

Hania Bomba

CFO RegioPlan Consulting

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# Consumers

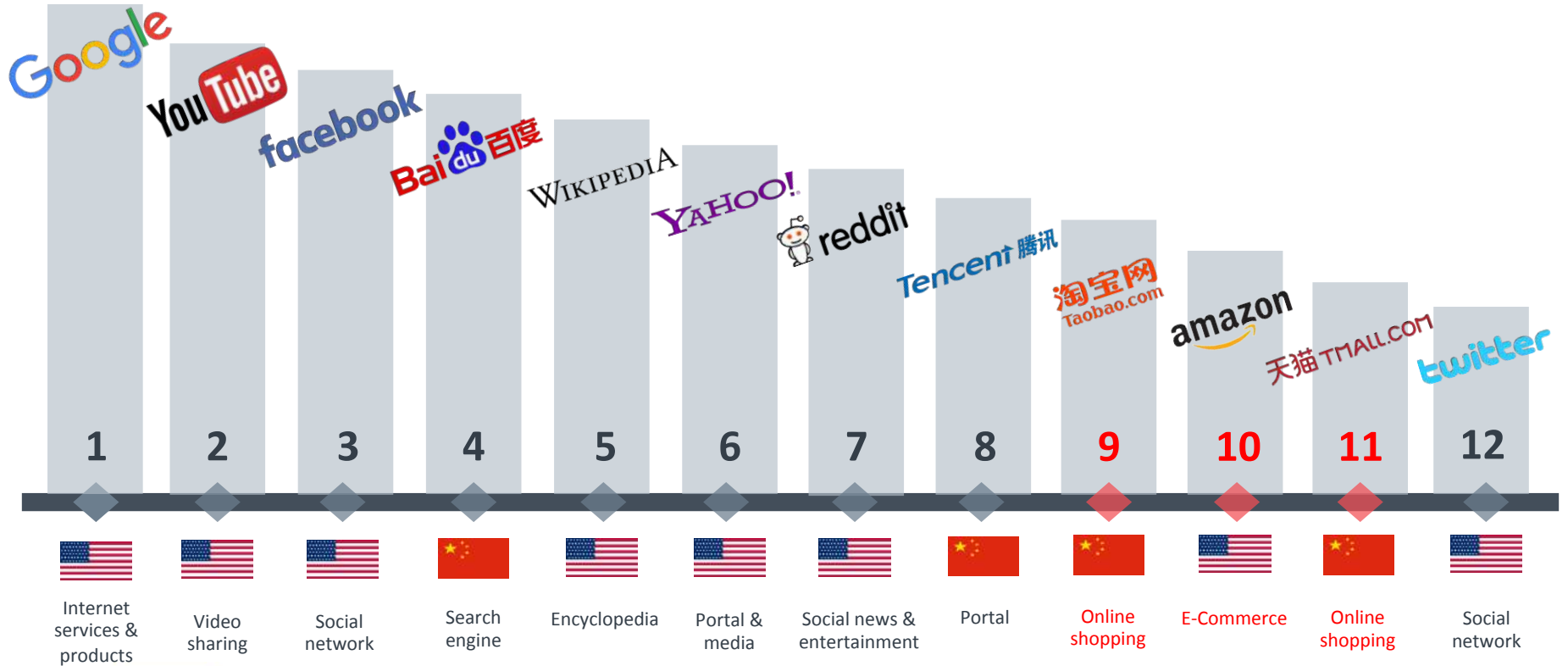
## Generation Now



## Last Analog Generation

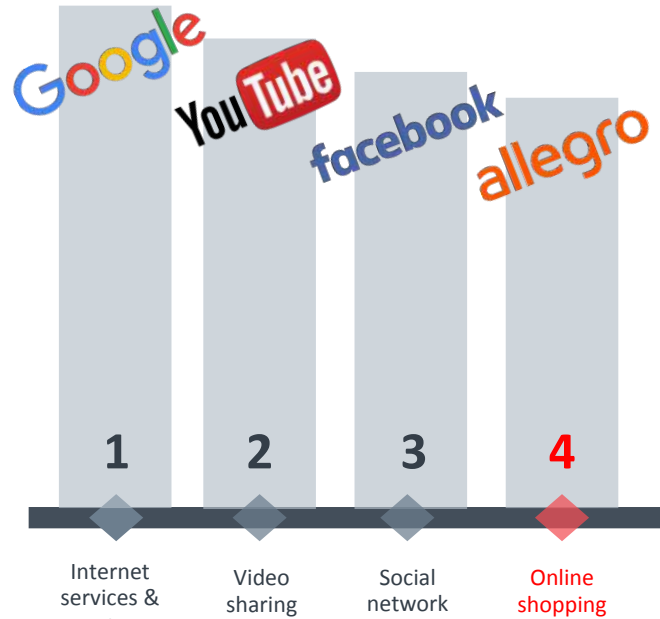


# Most popular websites worldwide

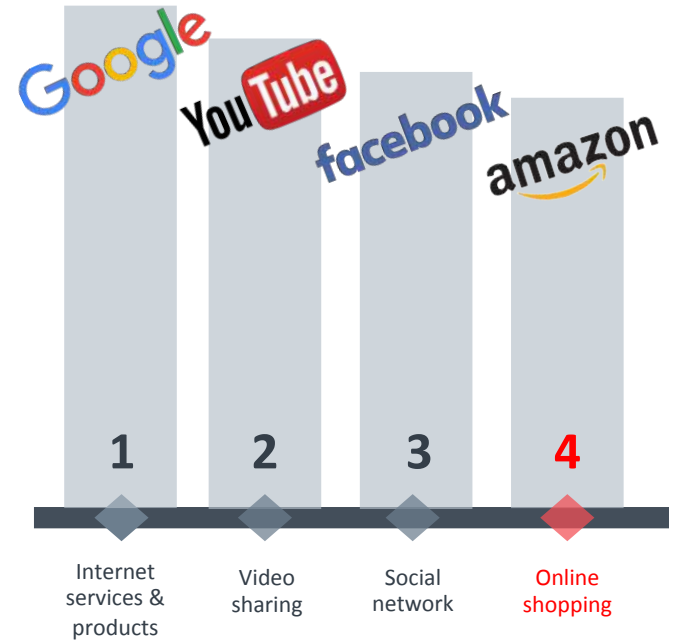


# Most popular websites

Poland 

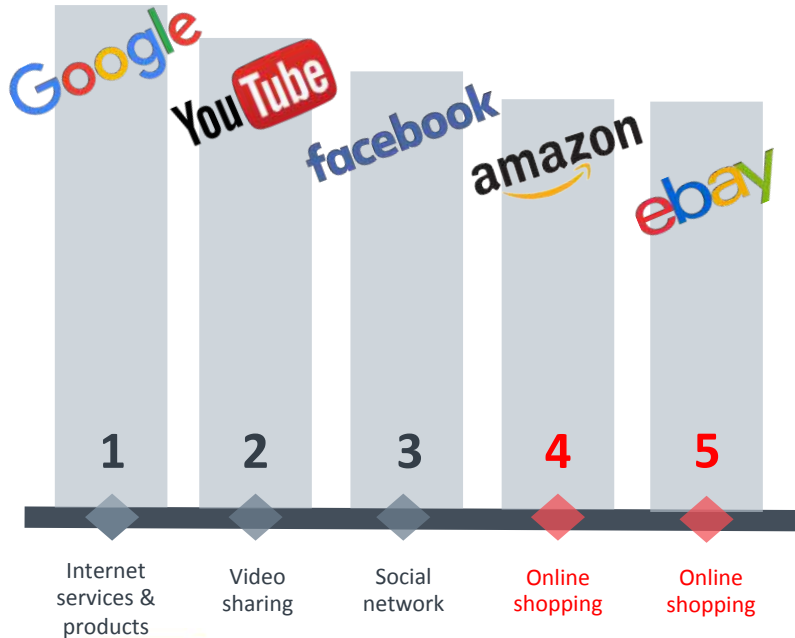


Austria 

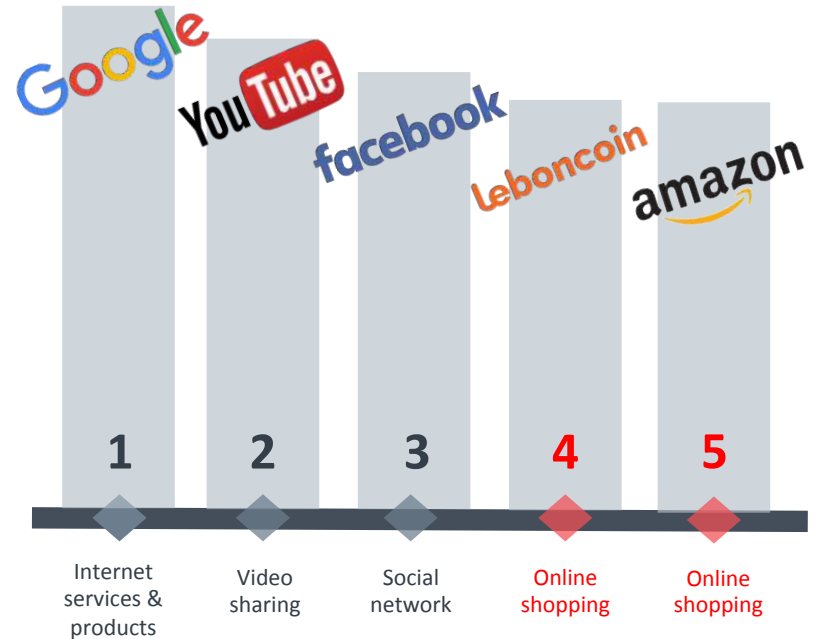


# Most popular websites

Germany 

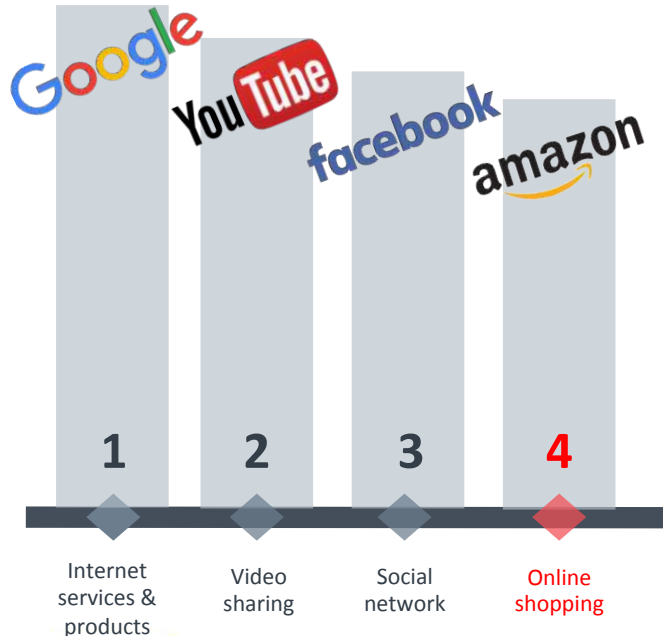


France 

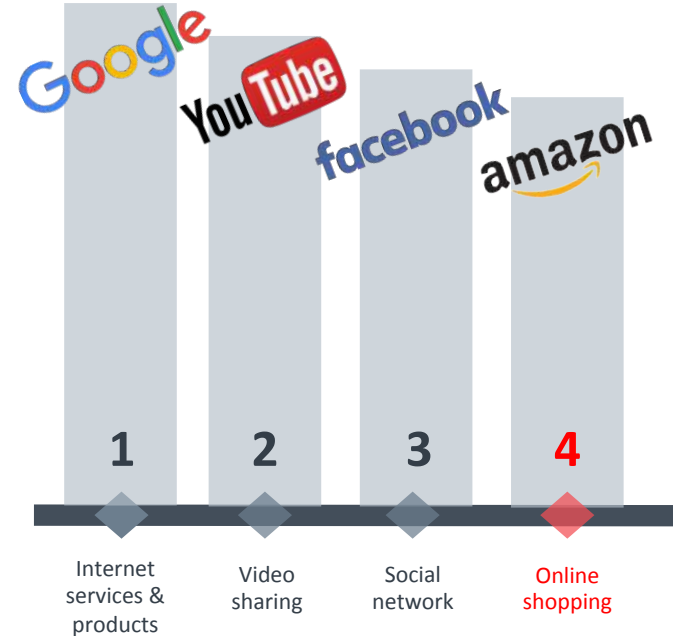


# Most popular websites

Italy 

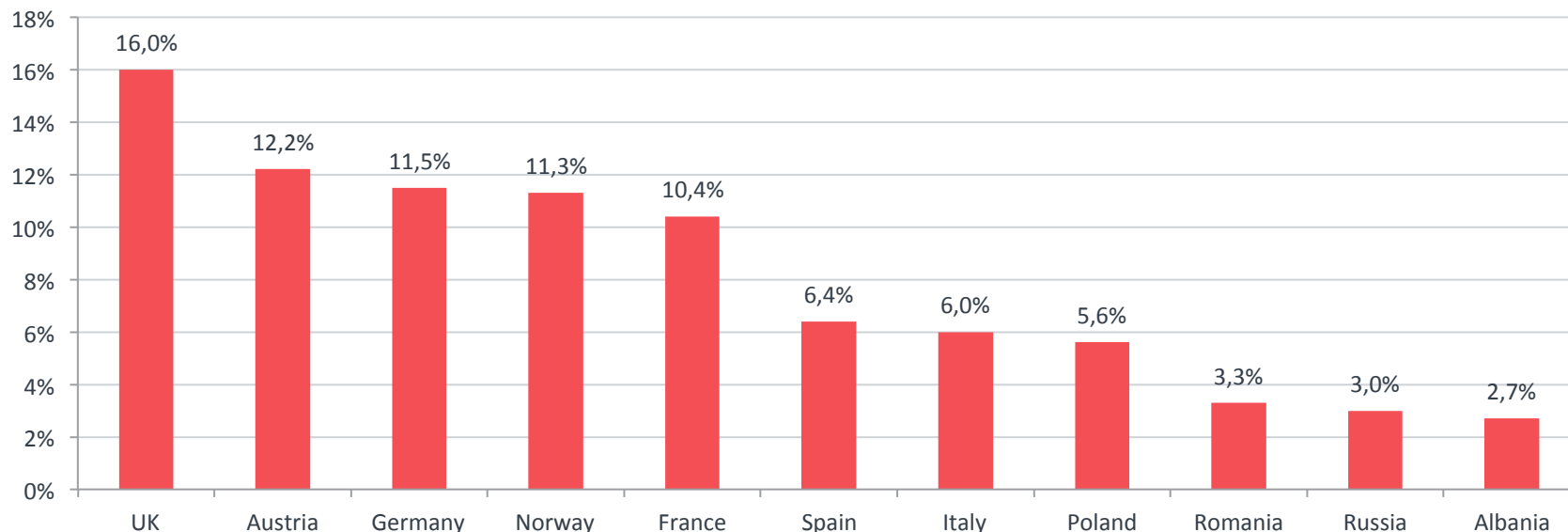


Spain 



# Online Shares – International Comparison

○ share of online-spending for selected countries (2016)

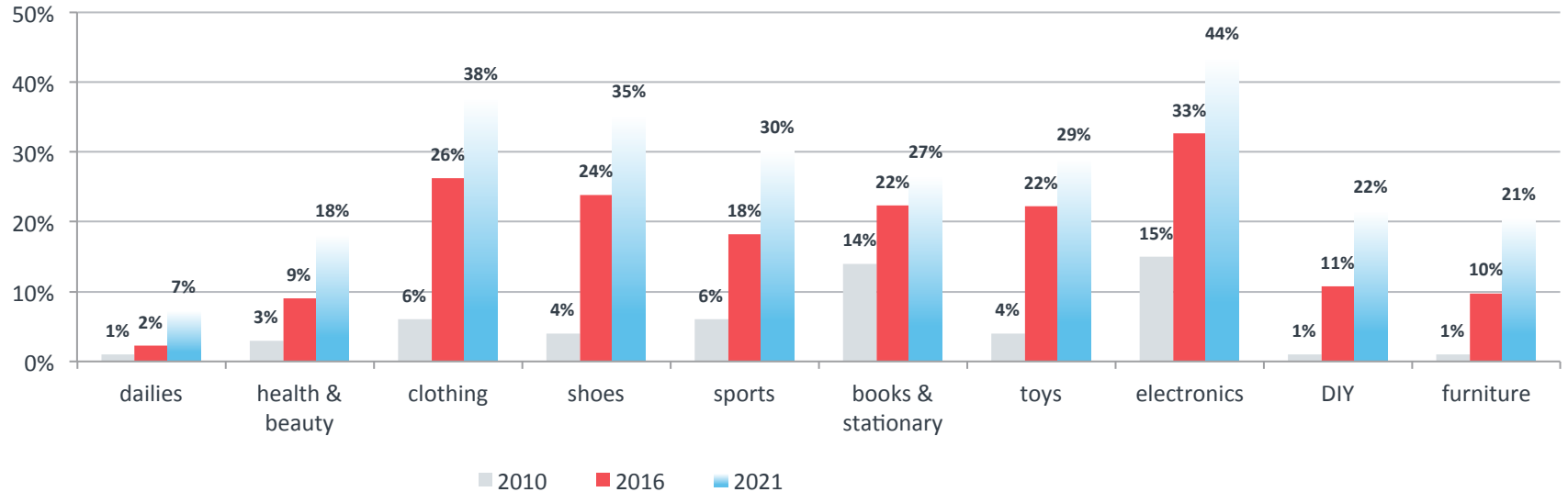


source: RegioPlan Consulting, own calculations



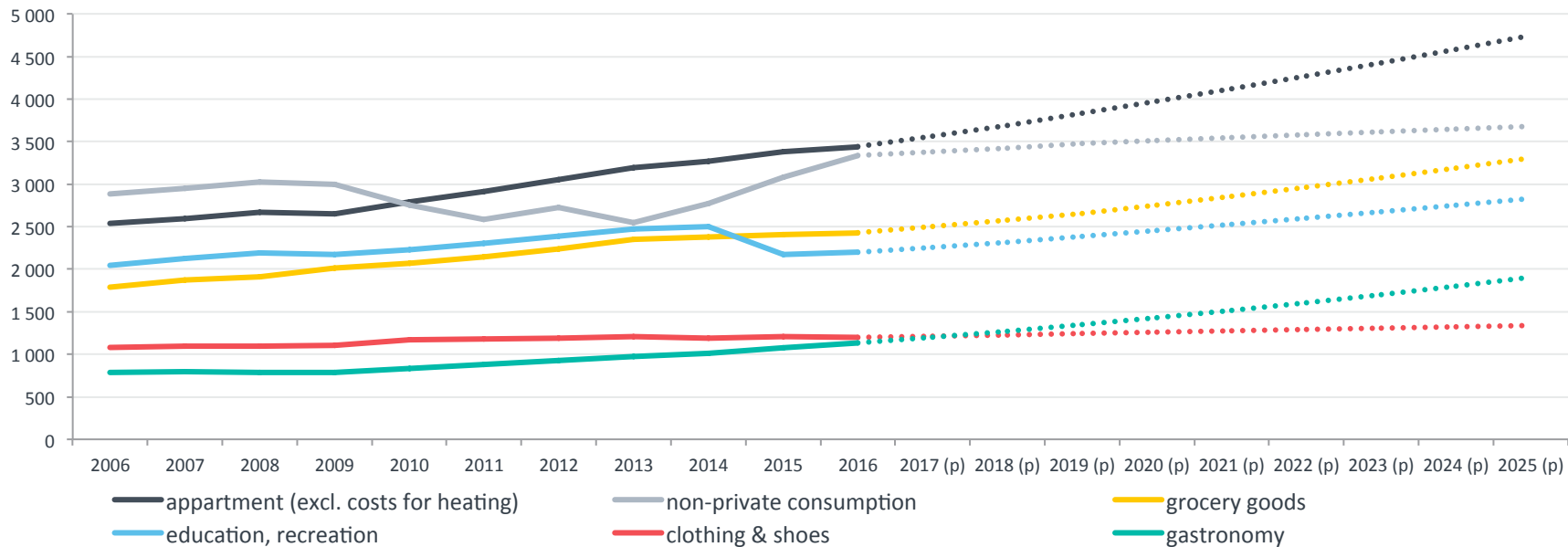
# Online Shares

- online-shares and prognosis in Austria within key retail categories



# Consumer Spending in Austria

- development of total spending in Austria in € per person in selected categories between 2006 and 2016 plus forecast until 2025 (gross, nominal forecast)



## Trendspots in Vienna – Retail Examples



Burggasse 24 | Vintage fashion  
Burggasse 24, 1070 Vienna



Pregenger | Multibrand fashion store  
Schleifmühlgasse 4, 1040 Vienna



Kauf Dich Glücklich | Fashion, Café, Natural  
cosmetics products  
Kirchengasse 9, 1070 Vienna



Unikatessen | Fashion, unique pieces,  
vintage, events  
Margaretenstraße 45/11-12, 1040 Vienna



WMS Running Store | sportswear for women  
Breite Gasse 11, 1070 Vienna



Eigensinnig | Fashion, designer, focus on  
black/white/grey fashion  
Sankt-Ulrichs-Platz 4, 1070 Vienna



Biogena Flagship Store | Medical cosmetics,  
use of orderscreens and storeroboters  
Seilergasse 2, 1010 Vienna



Fräulein Kleidsam | Vintage boutique  
Gumpendorfer Straße 10-12, 1060 Vienna

## Trendspots in Vienna – Concept Stores Examples



Block 44 | Café, fashion, bikes  
Reindorfgrasse 44, 1150 Vienna



Supersense | Café, bar, vinyl recordings  
Praterstrasse 70, 1020 Vienna



Radlager | Bikes & Café  
Operngasse 28, 1040 Vienna



Café Phil | Café, Books, Music  
Gumpendorfer Str. 10, 1060 Vienna



Park | Fashion, vintage glasses, fashion books, magazines  
Mondscheingasse 20, 1070 Vienna



Marco Simonis | Restaurant, foods, books, art  
Dominikanerbastei 10, 1010 Vienna



Radio the Label Bar |  
Neustiftgasse 38, 1070 Vienna



Popshop | Historic lithography, vintage dresses, Café  
Stieggasse 16, 1060 Vienna



# Trendspots in Vienna – Gastronomy Examples



Jonas Reindl Café | Café & guest roasters  
Währingerstraße 2-4, 1090 Vienna



Marktwirtschaft | Restaurant, market, pop-up space  
Siebensterngasse 21, 1070 Vienna



Swing Kitchen | Vegan Burgers  
Schottenfeldgasse 3, 1070 Vienna  
Operngasse 24, 1040 Vienna



Brunnenmarkt | Street market  
Brunnengasse/Yppenplatz, 1160 Vienna



Gorilla Kitchen | Streetfood  
Gußhausstraße 19, 1040 Vienna



Sneak In | Restaurant, bar, shop  
Siebensterngasse 12, 1070 Vienna



Lilette's | Coffee & fresh juices (to go)  
Tuchlauben 19, 1010 Vienna



Bits & Bites | Sustainable french cuisine  
Webgasse 27/ 1-2, 1060 Vienna

# Trendspots in Vienna – Entertainment Examples



Escape Hunt | Escape room  
Landstraßer Hauptstraße 101, 1030 Vienna



Brother's Barbershop | Barber shop with  
fresh coffee and scotch  
Neubaugasse 81, 1070 Vienna



Brauwerk | Brewery, workshops, tastings,  
education  
Ottakringer Straße 95, 1160 Vienna



Babettes – Spice and books for cooks |  
Cooking classes, spices, books  
Schleifmühlgasse 17, 1040 Vienna



Vrei | Virtual reality café  
Turnergasse 26/31, 1150 Vienna



Sophort | Foto tours through Vienna  
Türkenstraße 23/1/8, 1090 Vienna



Westlicht | Photography gallery, exhibitions,  
auctions, tours, café



Cyberlab | Image prints, workshops  
Schottenfeldgasse 51, 1070 Vienna

TO BUY  
IS NOT  
TO SHOP

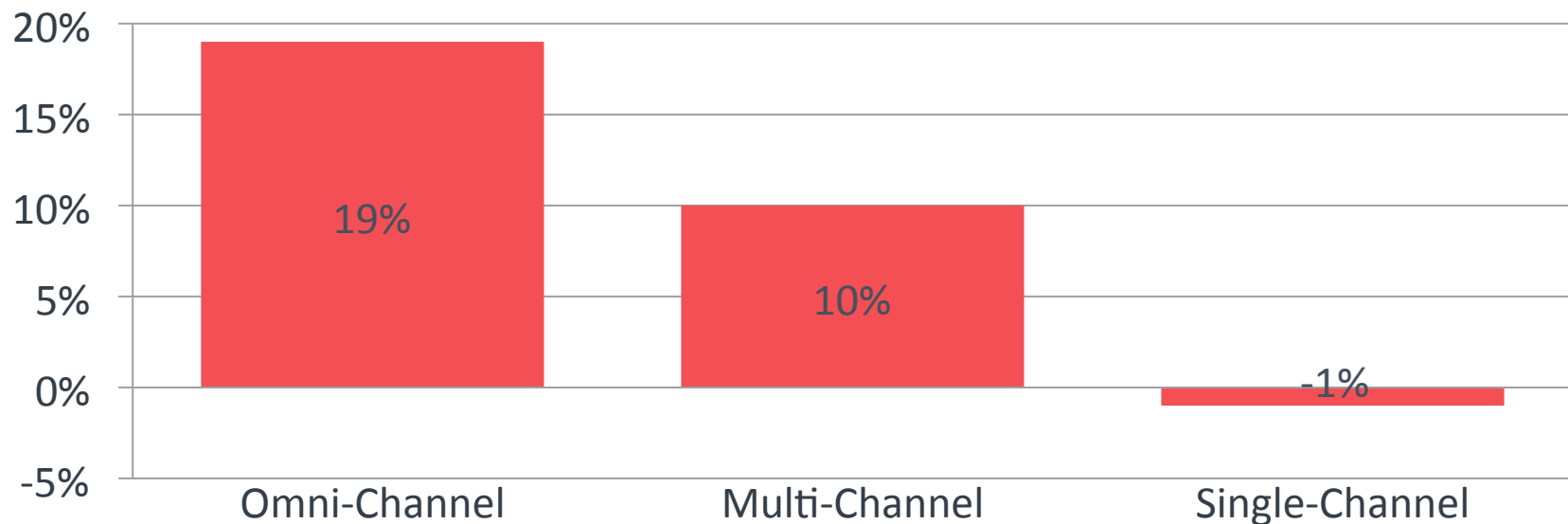
YOU BUY WHAT YOU NEED

YOU SHOP WHAT YOU WANT



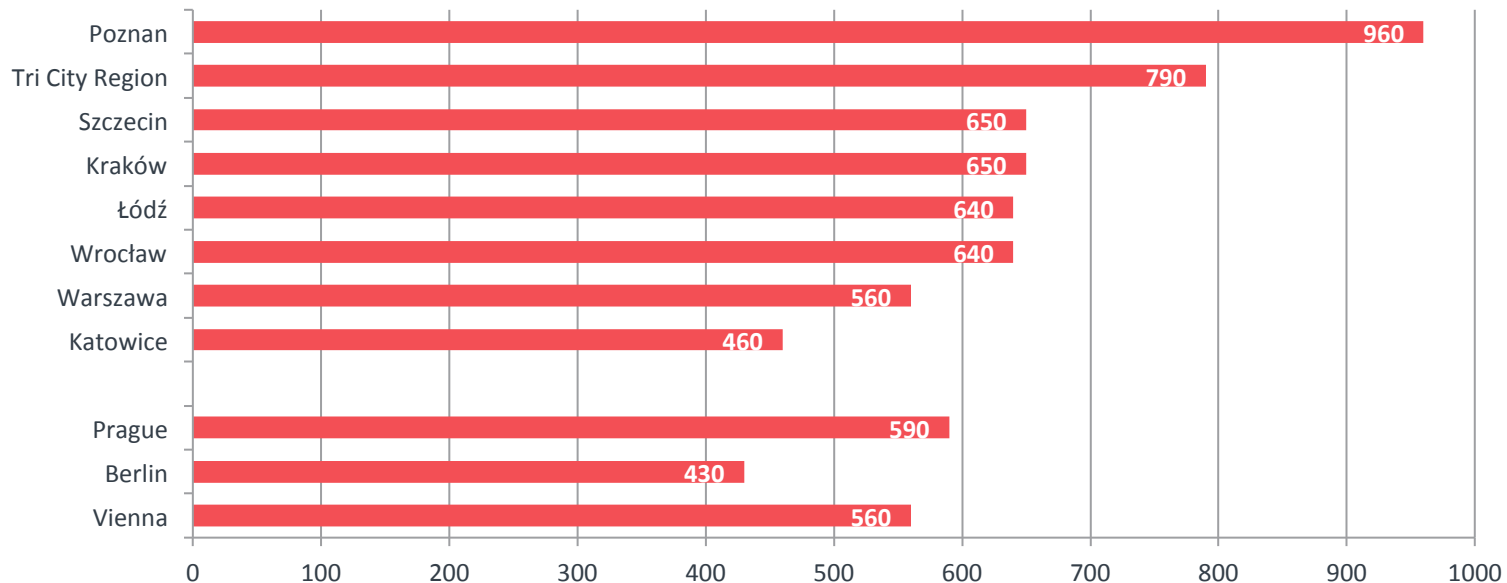
SHOPPING  
=  
ENTERTAINMENT

# Channelling – Turnover Development per Channel



# Shopping Center Density in Poland

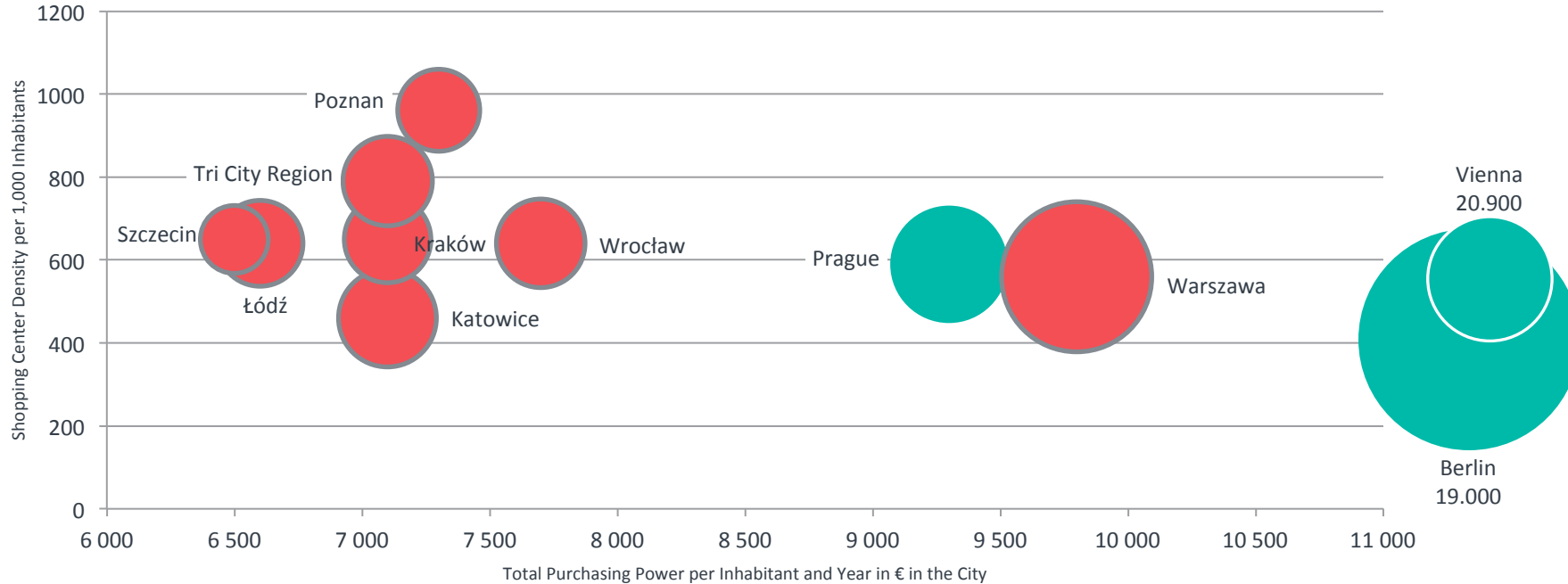
## Shopping Center Density per 1,000 inhabitants as of End 2016



\*GLA of shopping center, retail parks and factory outlets compared with the number of inhabitants in the urban agglomerations

# Density of Shopping Centers vs. Purchasing Power

## Density and Level of Purchasing Power in Comparison



# Contact Person

**HANIA BOMBA**

CEO

T: + 43 1586 04 53 -17

E: [h.bomba@regioplan.eu](mailto:h.bomba@regioplan.eu)