

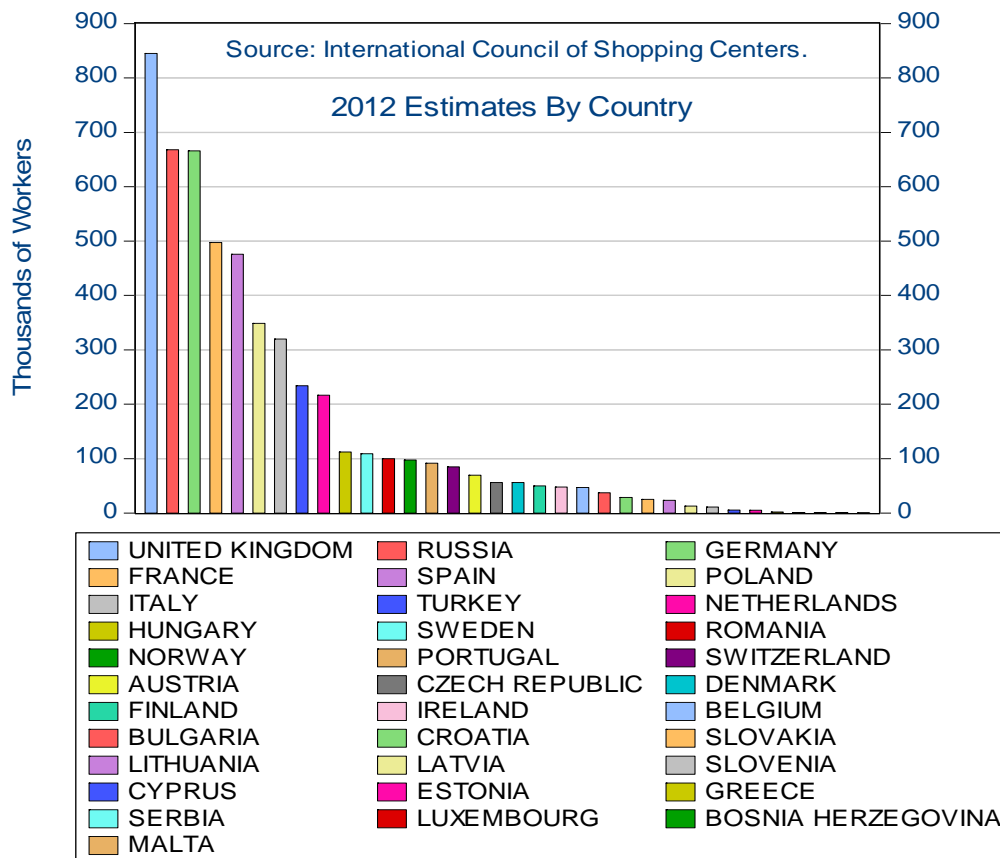
The Importance of the European Shopping-Centre Industry

A Snapshot of its Employment Impact in 2012

A 2013 European Commission report observed that “retailers play an important role in bringing the single market to the EU’s consumers.”¹ However, the Commission worried that country and local “barriers remain that hamper the creation of an efficient and competitive single market in retail.”

To the extent that these barriers for a single-retail market remain, the European shopping-centre industry is helping to overcome those obstacles to entry and operation. The industry is very well positioned to meet future cross-border challenges as it spreads international best practices throughout Europe and provides cross-border opportunities for retailers, restaurateurs and other consumer-oriented services that share common space to serve consumer shopping, eating and recreation and as a common work environment for the many tenants and employees in each centre.

European Shopping-Centre Retail Employment



¹ "Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: Setting Up a European Retail Action Plan," European Commission, Brussels, January 31, 2013, p. 3, (the full communication is available at <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2013:0036:FIN:EN:PDF>).

The influence and diffusion of the shopping-centre industry's best global practices on transparency, technology and methods for serving consumer needs in an ever-more digital world are dependent on its size. **The European shopping-center industry accounts for approximately a quarter of all retail jobs and another 20-40% of the European commercial real estate employment. The International Council of Shopping Centers estimates that the European shopping-centre industry employed 5.3 million retail workers in 2012 and another 1-2 million workers in the real estate development, management and leasing area.**

References

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The Importance of Shopping Centres to the European Economy, European Shopping Centre Trust and the International Council of Shopping Centers, 2008.

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2012 Shopping-Centre Employment	
European Country	Shopping-centre Industry Retail Positions (Thousands of Workers)
Austria	69.6
Belgium	46.8
Bulgaria	37.3
Cyprus	5.6
Czech Republic	56.0
Denmark	55.9
Estonia	5.2
Finland	49.9
France	497.4
Germany	665.8
Greece	1.9
Hungary	112.1
Ireland	47.7
Italy	319.8
Latvia	12.8
Lithuania	23.1
Luxembourg	0.6
Malta	0.2
Netherlands	216.8
Poland	348.9
Portugal	91.5
Romania	99.9
Slovakia	24.9
Slovenia	11.3
Spain	475.9
Sweden	109.2
United Kingdom	845.0
EU-27	4231.1
Bosnia Herzegovina	0.6
Croatia	28.6
Norway	97.2
Russia	667.9
Serbia	1.0
Switzerland	84.9
Turkey	234.2
GRAND TOTAL	5345.4

Methodology

These estimates were derived based on a combination of methods. The first method relied on information published by five national shopping-centre councils for Austria, Italy, Portugal, the Czech Republic and Hungary. The second was based on a linear-statistical relationship that derived an estimate of shopping-centre jobs based on shopping-centre space (gross leasable area) and total retail employment (non-automotive). The third method was based on a quadratic relationship between those same inputs. The quadratic relationship worked better for countries with a moderate amount of shopping-centre space, but the linear relationship was superior for countries (France and Germany) with relatively large amounts of space. For countries with a small-aggregate footprint of shopping-center space (Bosnia Herzegovina, Greece, Luxembourg and Malta) a ratio-model was used for consistency with Serbia, which was derived based on a quadratic model. These estimates were cross checked for consistency with estimates derived in a 2008 study by the European Shopping Centre Trust and the International Council of Shopping Centers.