



CBRE Retail Analytics

CBRE

ShopoGraphics Retail Segmentation

Validate your instinct.

Improve Site Selection with ShopoGraphics Retail Segmentation

In a constantly shifting marketplace, it's not enough to leverage data and analytics to fuel decision making. Retailers need an innovative approach to evolve, and ShopoGraphics retail segmentation offers unique insights to improve site selection, co-location analysis and performance forecasting.

The concept of retail segmentation is to group different retail areas based on the types of stores within the area. Retailers often co-locate with specific brands to form retail clusters and generate a retail synergy. ShopoGraphics helps to quantify these relationships to better understand which brands locate next to each other in different retail ecosystems. The analysis can determine your best co-locators and competitor distribution.



ShopoGraphics

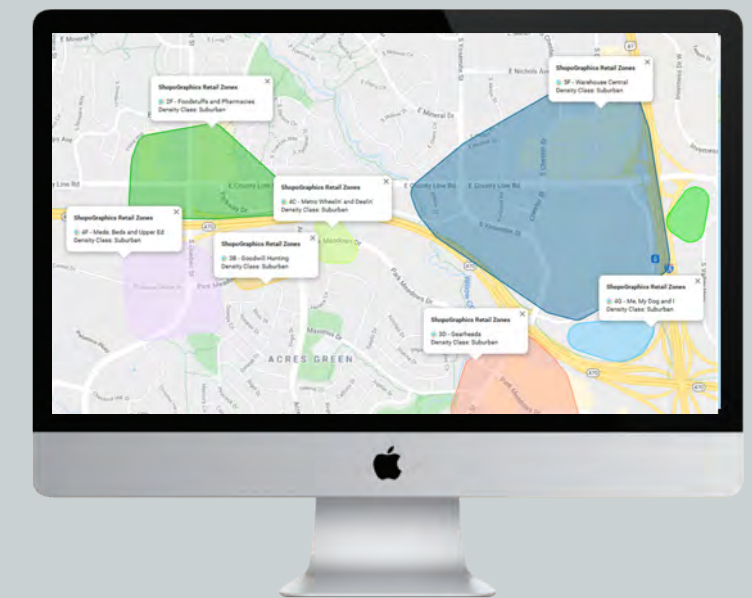


1.2M+
retail locations
categorized into

207K
retail zones
statistically
clustered into

41
proprietary
segments

ShopoGraphics is a CBRE proprietary dataset which leverages machine learning to create 41 unique retail segments. By identifying the segments brands currently locate in, we can help clients understand their most successful co-location profiles and discover new opportunities for expansion. The results can be integrated into a mapping platform or conducted as an independent analytical study.



ShopoGraphics Segments

ShopoGraphics identifies your dominant and top earning retail segments and where to find more of them around the country. Once you establish the general trade area to locate in, ShopoGraphics can help you target sites that fall within your top-performing segments inside that trade area to maximize the retail mix that is ideal for your brand.

On its own, ShopoGraphics can provide an initial set of insights to find similar retail clusters where your brand tends to thrive and how those clusters are scattered across different markets. Retail segmentation allows analysts to quickly summarize what kind of retail is prevalent in a market to help determine how you can fit into it.

Primarily Rural

- One Stoplight Wonders
- Keep on Truckin'
- Livestock and Barrel
- Boondocks and Big Box
- Wheelin' and Dealin'
- Commuter's Corridor
- Road Weary Traveler
- Fast Food for Dinner
- Big Box Burgers and Beyond

Majority Fringe

- Hustle and Fuel
- Errands Oasis
- Pastures, Pups and Coffee Cups
- Anchors and Aprons
- Blue Collar Catch Basin
- Foodstuffs and Pharmacies
- Gadgets, Grub and Pugs
- Seclusion of Grandeur
- Traveler's Grab Bag
- Metro Meals and Wheels

Suburban Dominant

- Soccer Mom Pit Stop
- Goodwill Hunting
- Corner Store and More
- Gearheads
- Bargain Basement 'Burbs
- Sophisticated Traveler
- Phones and Loans
- Errands Central
- Metro Meals and Wheels

Higher Density

- Hoagie Eatin' Hipsters
- Urban Perk and Work
- Metro Wheelin' and Dealin'
- Wellness Oasis
- Stairmasters & Sandwiches
- Meds, Beds and Upper Ed
- Me, My Dog and I
- Shop 'Til You Drop

The 70+ Box Club

- The Shirt Off Your Back
- Hammers, Nails and Puppy Dog Tails
- Food Courts and Fancy Pants
- Big Box Bonanza
- Big Splendor
- Warehouse Central

Contact



**Tony
Conti**

Senior Vice President
+1 978 869 8285
tony.conti@cbre.com

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