

GARRIGUES

Real Estate and E-commerce

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Retail and Ecommerce

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What the problem is?

Internet and technology are changing everything that surround us, and shopping malls are not the exception. Quite the contrary e commerce has been a disruptive force in the environment by creating newer and easier ways for costumers to acquire products and services. This disruption has created a problem for big old-fashioned shopping malls which have the challenge to design new strategies for maintain and attract clients.

Which new strategies have designed by developers and tenants?

Key words



Retailtainment

Is a new version of old principle of shopping malls that says that you can find everything you need in one place. So instead of having various clothing stores like they used to, they now have beauty parlors, **various types of restaurants and fast-food chains (food is the new fashion)**, entertainment stores, sport fields, pet friendly areas, coworking areas, playground areas both for adult and children and many other varieties of businesses that make shopping malls an **entire ecosystem** where you can find almost anything you need without having to go anywhere else.



<https://arkadiacentrocomercial.com/>



<https://revistashoppingcenters.com.br/america-latina/el-centro-comercial-colombiano-fontanar-celebra-reanudacion-con-indicadores-por-encima-del-periodo-prepandemico/>

Omnichannel

The old statement say, “if you can’t fight them join them”. Then costumers should be attracted by the omnichannel retail stores, in other words, whom should be unifying face-to-face sales with on-line sales.

This is a win-win for shopping malls because it means that even though ecommerce grows physical stores will still be needed to fulfil these types of services.



Which new strategies have designed by developers and tenants?

Personalize
experience

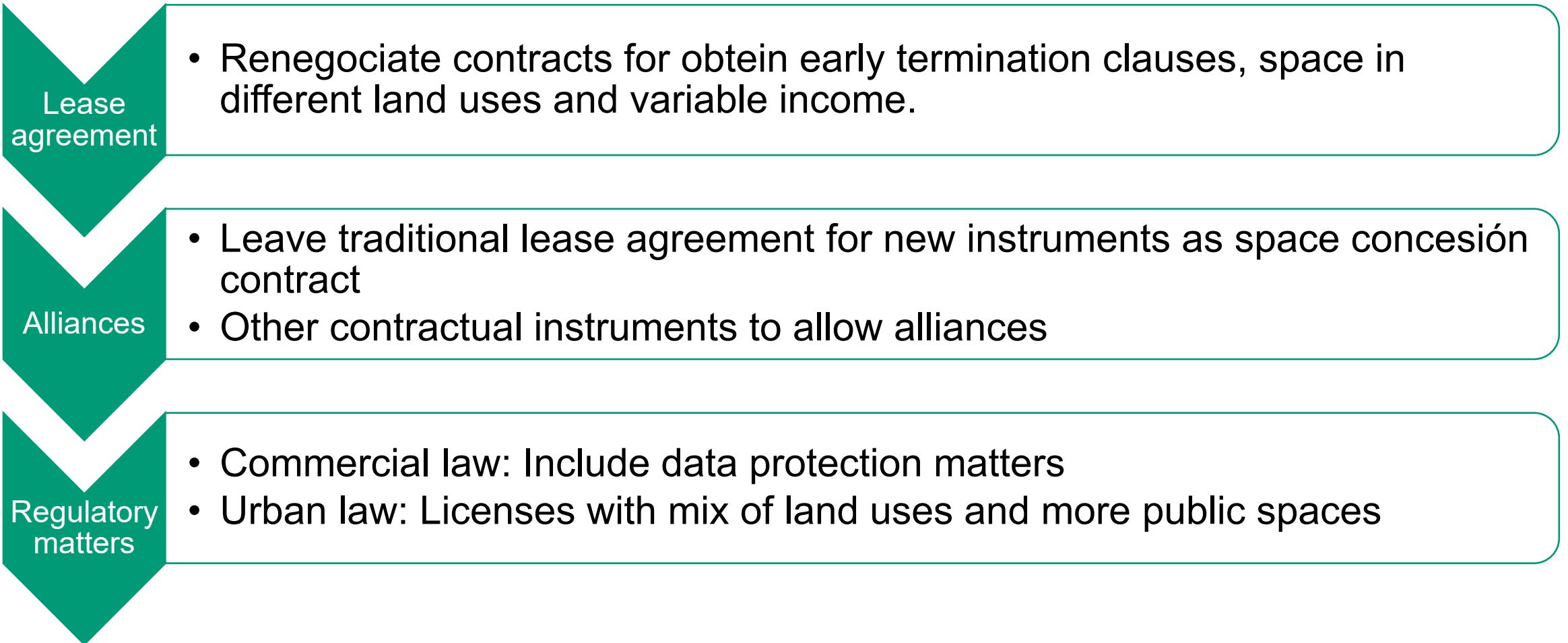
Do alliance with
startups and little
brands

Appointment base-
shopping

More technology in
physical stores

Retail and Ecommerce

What challenges are in legal matters?



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