



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

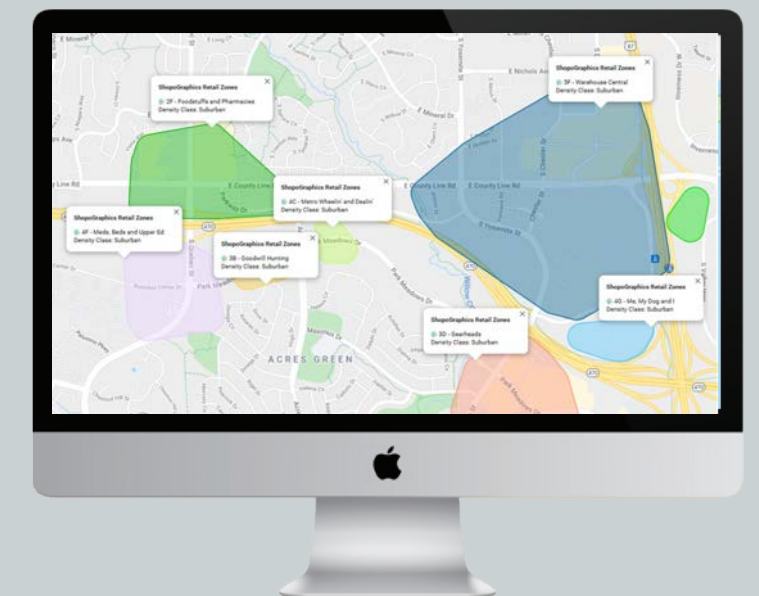
1.4M+
retail locations
categorized into

50K
retail zones
statistically
clustered into

47
proprietary
segments



ShopoGraphics is a CBRE proprietary dataset which leverages machine learning to create 47 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.

* CBRE Retail Analytics works closely with our Global Data Privacy Office to ensure that our use of data complies with privacy laws and regulations and enables the trust of our clients, employees and all individuals whose personal information we steward.



SHOPOGRAPHICS SEGMENTS	
Primarily Rural	Bargains on Main Bargain Essentials Bargain Pitstop Clip It & Ship It Keep on Truckin' Livestock and Barrel Honey Do & Taxes Too
Majority Fringe	Drive N Shine Pleasant Pitstop Gearheads Selfcare Healthcare Floss Fit Store & More Outpost Landing Zone Bare Necessities The Wheels of Commerce The Village Grocery Road Weary Traveler Market on Main Posh Pastoral Fast Food for Dinner Family Plaza Wheelin' & Dealin'
Suburban Dominant	Pit Stops & Pawn Shops Industry Interchange Suburban Sparkle Station Corner Store & More Metro Wheelin' & Dealin' Sophisticated Traveler Urban Landing Zone Metro Meds & Beds Stow, Tow, & Dough Temps & Takeout Foodstuffs & Pharmacies Phones & Loans Brain Games & Muscle Gains
Higher Density	Urban Grind & Dine Urban Perk & Work Hoagie Eatin' Hipsters Thrifty Threads Errands Central
The 40+ Box Club	Value Depot Fashion, Grub, and Pugs Soccer Mom Pit Stop The Gathering Place Big Splendor Warehouse Central

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