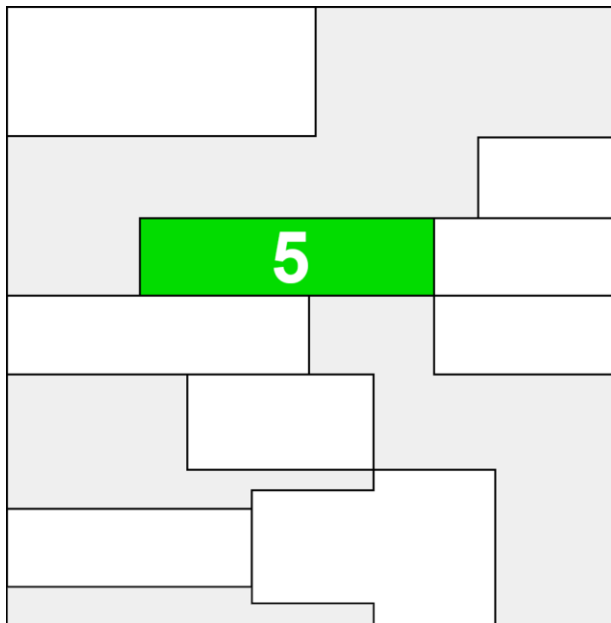


Segment 5: Location generalists

Segmentation of demand in the retail property market



5.1 Location generalists: Introduction


Around 10 % of all Swiss businesses operating in the retail property market are location generalists accounting for 11 % of those employed in the sector. This segment comprises mainly branches of retail warehouses selling, amongst other things, electronic equipment, consumer electronics, sports equipment, toys, furnishing and books. Typical examples are bookstores, consumer electronics firms and sports stores. As secondary attractions they are important to retail centres. The types of business and goods sold mean this segment is at home in all locations.



Given the average site requirements location generalists are found in almost all types of site in all larger localities: shopping centres, shopping zones and radial and arterial roads. They tend to rent average sized surfaces of up to 1,200 m² retail space in mixed-use buildings, shopping centres and occasionally stand-alone shops, and occupy one or two floors. There are no particular requirements regarding access and deliveries. Accessibility by public transport and on foot is somewhat more important than access using individual transport and dedicated parking.

5.2 Who are the Location generalists?

Characteristic	Typical features
----------------	------------------

Profitability per unit area (gross profit per m2 in CHF)	<div style="display: flex; justify-content: space-between; align-items: center;"> Low  High </div>
--	--



Typical businesses	Small furniture store, multimedia store, sport shop, bookshop, toy shop, travel agent
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Business type	Traditional retail store, retail chain store
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New relevant formats / concepts	Pop-up-store, click&collect (stations)
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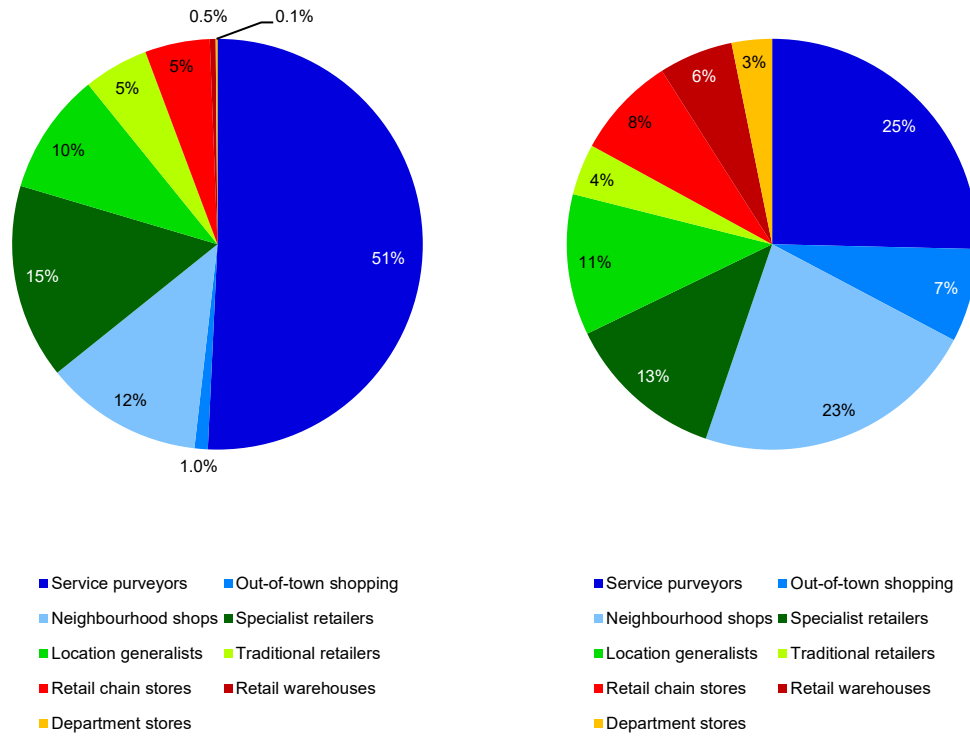
Which types of goods are mainly sold by Location generalists ?

Food and beverages	<input type="checkbox"/>
Health and body care	<input type="checkbox"/>
Clothing/shoes	<input type="checkbox"/>
Department stores/non-specialised stores	<input type="checkbox"/>
Optics/photography	<input checked="" type="checkbox"/>
Watches/jewellery	<input type="checkbox"/>
Books/stationery	<input checked="" type="checkbox"/>
Sport	<input checked="" type="checkbox"/>
Toys	<input checked="" type="checkbox"/>
Consumer electronics	<input checked="" type="checkbox"/>
DIY and garden supplies	<input type="checkbox"/>
Furniture and furnishings	<input checked="" type="checkbox"/>
Other goods and services	<input type="checkbox"/>

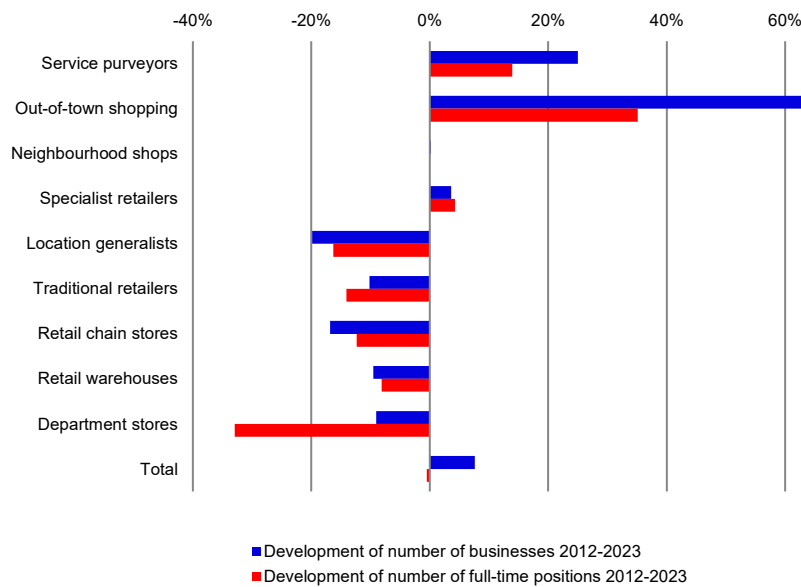
Characteristic	Typical features						
Average number of employees per business (2023)	3.4 Full-time equivalents <div data-bbox="829 291 1372 560" data-label="Figure"> <table border="1"> <caption>Average number of employees per business (2023)</caption> <thead> <tr> <th>Category</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Location generalists</td> <td>3.4</td> </tr> <tr> <td>Total</td> <td>3.0</td> </tr> </tbody> </table> </div>	Category	Value	Location generalists	3.4	Total	3.0
Category	Value						
Location generalists	3.4						
Total	3.0						
Required surface area	50 - 1'200 m ²						
Catchment area	Medium-sized						
Concentration of chain stores (2023)	34% <div data-bbox="829 996 1372 1254" data-label="Figure"> <table border="1"> <caption>Concentration of chain stores (2023)</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Location generalists</td> <td>34%</td> </tr> <tr> <td>Total</td> <td>20%</td> </tr> </tbody> </table> </div>	Category	Percentage	Location generalists	34%	Total	20%
Category	Percentage						
Location generalists	34%						
Total	20%						

5.3 Location generalists: Distribution

Distribution of Swiss businesses (left) and full-time positions (right) in the retail property market (2023)



Development of number of businesses and of full-time positions 2012-2023 (Switzerland)



5.4 How do the Location generalists sell?

Characteristic	Typical features																																	
Retail location	Pedestrian zones, shopping streets, radial and arterial roads, all larger localities, shopping centres																																	
	<table border="1"> <caption>Bar chart data: Location generalists vs Total by commune type</caption> <thead> <tr> <th>Commune Type</th> <th>Location generalists (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>Large centre</td> <td>15</td> <td>18</td> </tr> <tr> <td>Medium-sized centre</td> <td>18</td> <td>15</td> </tr> <tr> <td>Small centre</td> <td>12</td> <td>10</td> </tr> <tr> <td>Suburban communes</td> <td>28</td> <td>25</td> </tr> <tr> <td>High-income communes</td> <td>2</td> <td>3</td> </tr> <tr> <td>Periurban communes</td> <td>5</td> <td>7</td> </tr> <tr> <td>Tourist area</td> <td>5</td> <td>3</td> </tr> <tr> <td>Industrial-tertiary communes</td> <td>8</td> <td>10</td> </tr> <tr> <td>Rural commuter communes</td> <td>3</td> <td>4</td> </tr> <tr> <td>Agro-industrial communes</td> <td>3</td> <td>4</td> </tr> </tbody> </table>	Commune Type	Location generalists (%)	Total (%)	Large centre	15	18	Medium-sized centre	18	15	Small centre	12	10	Suburban communes	28	25	High-income communes	2	3	Periurban communes	5	7	Tourist area	5	3	Industrial-tertiary communes	8	10	Rural commuter communes	3	4	Agro-industrial communes	3	4
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Rural commuter communes	3	4																																
Agro-industrial communes	3	4																																
Surface area layout	Grid layout																																	
Building/plot	Without own plot																																	
Type of property	Mixed-use building or shopping centre																																	
Number of storeys	Mainly single-floor																																	
Architecture	Modern, classic, historical building																																	
Access/connections	Access and deliveries fairly easy																																	
Retail space flexibility	Fairly unimportant																																	
Standard of fittings	Rather basic																																	
Requirements of property for sale	Deliveries are fairly easy, storage rooms needed																																	

5.5 Characteristics of goods and services

Characteristic	Typical features	
Type of goods	Basic and non-essentials	
Spontaneous purchase/planned purchase	Both	<p>Planned Spontaneous</p>
Product selection (width)	Fairly narrow	<p>Narrow Wide</p>
Product range (breadth)	Deep	<p>Flat Deep</p>
Potential for linked purchases	Average	<p>Low High</p>
Duration of consumption	Medium to long-term	<p>Short-term Long-term</p>
Pricing	Generally middle range price	

5.6 Location generalists: Point of sale

The search for retail space is influenced by the preferences and restrictions affecting demand. The following details relate to the final results of the process.

Characteristic	Typical features			
Retail trade function	Not relevant for centres	Appropriate for neighbourhood	Relevant for centres	Centre generating
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Accessibility by individual transport (incl. by foot)	Average			
			Less important	Important
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Accessibility by public transport (incl. parking)	Fairly important			
			Less important	Important
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Agglomeration benefit	Average			
			Less important	Important
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Passing trade	Average			
			Less important	Important
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Visibility	Average			
			Less important	Important
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Image of sales location	Average			
			Less important	Important
	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>