

# SHOPPING MALLS – CHINA – 2023

In today's competitive retail landscape, shopping malls have the potential to offer unique value by serving as one-stop experiential destinations, offering shared activities for adults and children, and meeting the unmet experiential needs in non-first-tier cities.



A Mintel Analyst, Global Analyst



# Shopping Malls - China - 2023

## This report looks at the following areas:

- Changes in frequency of shopping mall visits in the post-epidemic era
- Important factors to consider when selecting a shopping mall to visit
- Companions and activities when consumers visit shopping malls
- Reasons for buying products in shopping malls
- Interest in special services/activities in shopping malls
- Consumers' attitudes towards shopping malls.

## Overview

In recent years, shopping malls have encountered growth challenges due to the shift of consumer shopping habits to online platforms and the impact of the three-year epidemic. This is evident in the significant decline in total merchandise sales in department stores in 2020 and 2022, according to NBS data. Entering 2023, with the receding impact of the pandemic, policies and shopping mall initiatives to promote offline consumption, and the surge of outdoor activities, foot traffic to shopping malls has seen an increase. 95% of respondents (vs 91% in 2020) have visited shopping malls at least once a month in the past six months.

The key question to address is how effectively shopping malls can attract and retain consumers in a market where consumers have various shopping channels to choose from.



In today's competitive retail landscape, shopping malls have the potential to offer unique value by serving as one-stop experiential destinations, offering shared activities for adults and children, and meeting the unmet experiential needs in non-first-tier cities.

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Shopping malls should recognise and meet the emotional and experiential needs of consumers, going beyond merely a place for shopping. In addition, providing shared experiences for adults and children and meeting the unmet experience needs of consumers in non-first-tier cities will also help shopping malls to compete for consumer attention and foot traffic.

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