

The Retail Outlook breakfast brought together experts from across the retail continuum, from branding, development, ownership and leasing to discuss emerging trends and insights gathered on the ground.

With a focus on customer experience and the shifting roles of physical stores in today's digitised environment, our industry experts unpacked the market outlook and trends, innovations, and developing relationships in this ever-evolving asset class.

Our speakers



I-r: Rob Doust (Mainbrace); Ben Ellis (Charter Hall); Kate Strickland (Colliers); Sheree Griff (CBRE); Gavin Duane (Location IQ); Anita Hugo (Property Council of Australia)



Danny Lattouf (The General Store)



If you can't win on price, win on brand.

Danny Lattouf, The General Store

Key points

- Landlords and tenants must collaborate to enhance customer experience and drive value.
- Sustainability is now core—not just a checkbox, but a business imperative.
- Customer expectations are rising—convenience, accessibility, and tenancy mix are all key – and retailers need to consider investing in fit-outs to enhance brand experience.
- Embracing AI offers huge opportunities to enhance decision-making across retail, from customer insights to store operations.

Find out more about our Outlook Event Series, [click here](#).

Insights

- Retail is adapting to a tough growth environment through innovation and a focus on fundamentals. Retail remains resilient, with population growth, interest rate stability, and strong retailer interest in the Australian market providing positive momentum into 2025.
- Omnichannel strategies are key – blending digital with in-store experiences to maximise customer engagement.
- Success of older assets rely on reimagination and investment.
- Mixed-use precincts are key to meeting evolving retail, housing and community needs.



Scan the QR code to view photos from our Retail Outlook Report event on 12 February 2025.