

DATA PACKS

Market study for your location

How much retail potential is there for a new or an existing location? Benchmark all essential micro & macro environmental characteristics for your location(s) with other locations to assess the potential for one or all retail segments.

With this data pack you'll know...



What is the **commercial potential** for this location?



What is the **local mobility** situation in the micro-environment?



What is the **quality of the location** related to footfall, car passage and traffic builders in the local environment?



How much potential customers live within the **catchment area** of this location and what is their spending potential?



How high is the **competitive pressure**?



What's the **annual total spending** in this region for your chosen market segment(s)?

Tailor made for...



Investor in retail real estate: assess risk of investment



Franchisee: assess the market potential for your potential locations



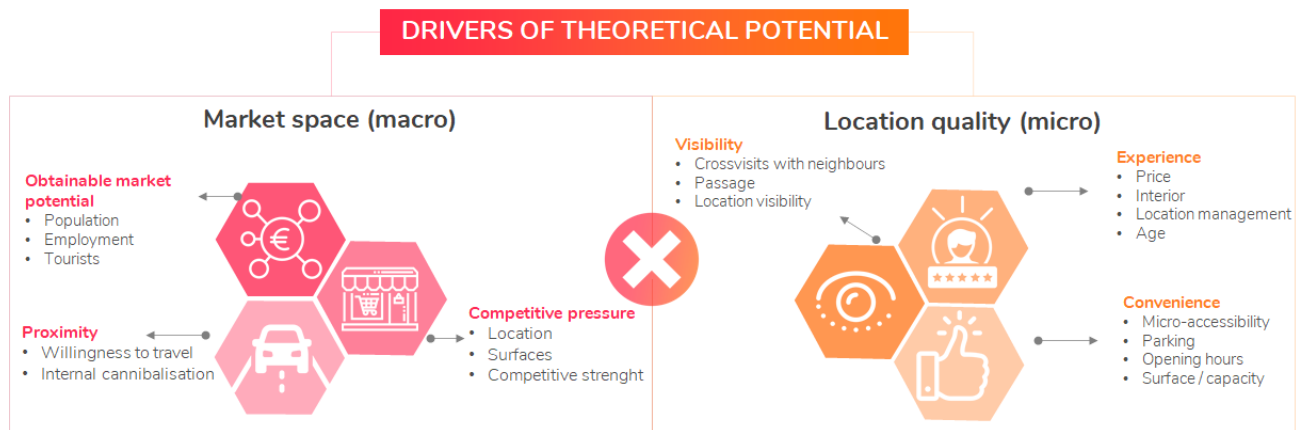
Retailer: evaluate the potential of (new) locations.

Available in...

Belgium and The Netherlands

More detailed information...

The market potential of a location is driven by the **market space** in the macro-environment of a location on one hand and **location quality characteristics** in the micro environment on the other hand.



RetailSonar can assess these characteristics for your location(s) & **benchmark the results** with other relevant locations in the country. By doing so we can give you a full overview of the environmental situation and all relevant market opportunities.

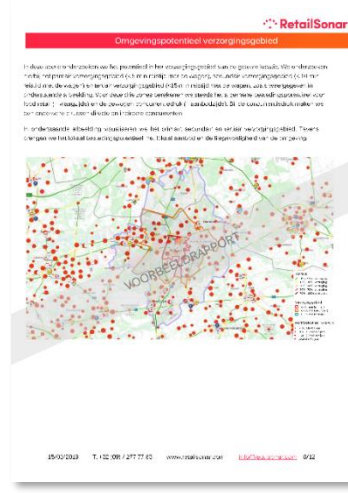
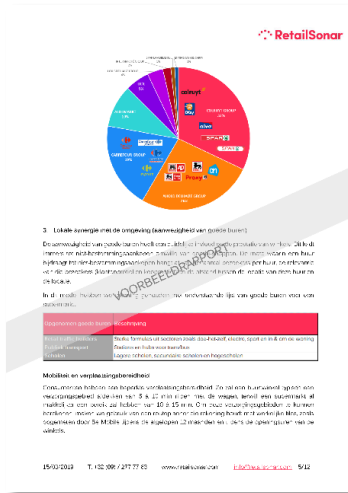
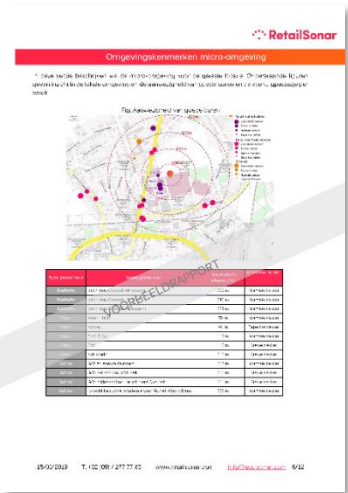
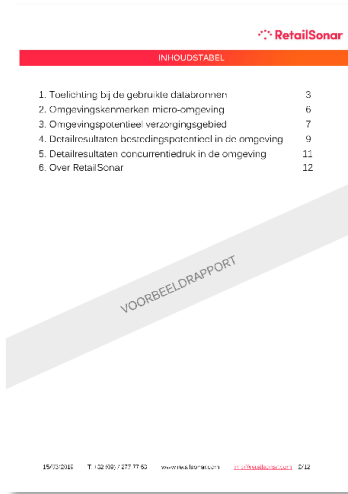
The results can be delivered in two different formats:

1) Local market study for one location and one segment

We measure and map all micro- and macro-environment characteristics for your chosen location and market segment.

By benchmarking these characteristics with other relevant locations in the country you will have a clear insight in the **theoretical potential** of your location.

The results are integrated in a **professional reporting template**. See and understand all key results in the blink of an eye and share this report with stakeholders like franchisees, retailers or banks.



Figures: Example of a local market study report

Check out an example of a local market study [here](#)

Local market studies are available for the **following segments**:

Daily goods

Supermarkets and bio stores

Specialty stores (bakers, butchers, liquer)

Personal care

Specialty stores

Pharmacy

Periodical goods

Fashion

Shoes

Fashion accessories

Sporting goods

Jewelry

Books

Babygoods

Hobby, Toy & Game

In and around the house

Furniture

Outdoor furniture

Beds

Home accessories

Lawn & garden

Pets

Do it yourself

DIY stores

Sanitary

Paint & wallpaper

Floor covering

Kitchen

Light

Electronics

Consumer electronics

Mobility

Cars

Bikes

Bike dealers

Fuel

Electrical charging

Horeca

Fastfood restaurants

Restaurants

Personal services

Optician

Hearing aids

Day care

Hair

Beauty

Services

Travel

Cinemas

2) 360° market study for one location and every possible retail segment

As a **retail real estate investor** you might have a large retail area in mind. Do you want to explore the overall potential of your retail site on one hand and local market opportunities on the other hand? Then we can help you by

- **Screening all micro environmental characteristics of the site:** Footfall, car passage, micro-accessibility, presence of local points of interest, These characteristics can be benchmarked with other relevant retail areas in the country.
- **Screening all macro environmental characteristics for each retail segment.** By assessing the obtainable market potential and competitive pressure we can assess the local saturation and developable surface for each retail segment. This gives you clear insights in which concept could be the most future-proof on this particular location.
- **Identifying retailers for which your location has the highest potential.** Which retailers belong to market segments that are not yet saturated on this location? And which of these retailers are active in the region but don't have a store yet in the direct environment? Receive a clear list of promising retailers with high potential to kickstart your prospection efforts. Further Improve your negotiation strategy by highlighting this potential with a local market study for their specific market segment(s).

Would you like more information?

We are always happy to help! Please contact us in order to get more information by simply sending an email to lucas.bossaert@retailsonar.com or by clicking the button below.

Get in touch!




Lucas Bossaert,
Senior Geomarketing Consultant

Interested in our other data packs?

TARGET AUDIENCES B2C

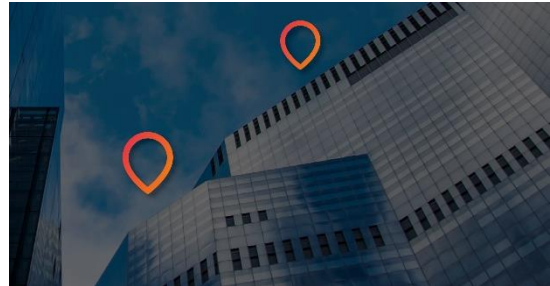


A complete overview of all your relevant B2C target audiences.


 Marketing, data analysis, M&A

 [More information!](#)

TARGET COMPANIES B2B

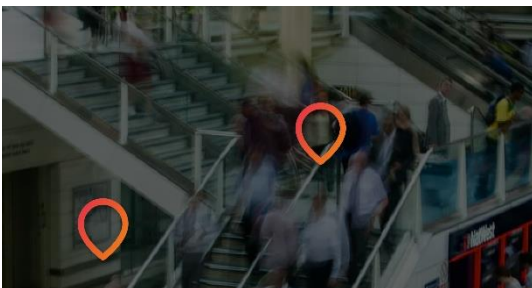


Access to a database of all your top prospects within B2B segments.

 Marketing, data analysis, M&A

 [More information!](#)

LOCAL ACTIVITY DATA

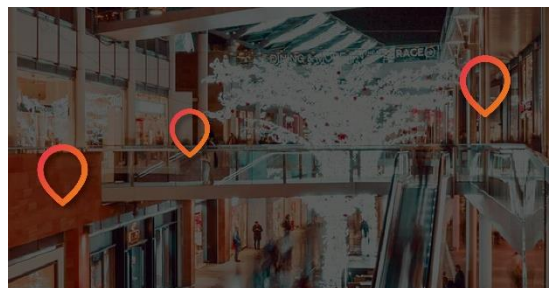


Relevant micro-data on footfall, car passage, points of interests & more.


 Retail, real estate, government

 [More information!](#)

RETAIL LOCATION DATABASE

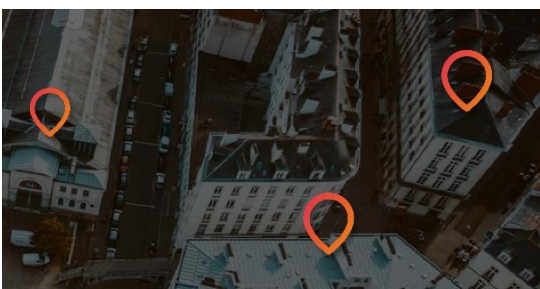


A 100% up to date overview of all relevant retail locations and surfaces.

 Consultancy, retail, real estate, government

 [More information!](#)

MARKET STUDY - LOCATION

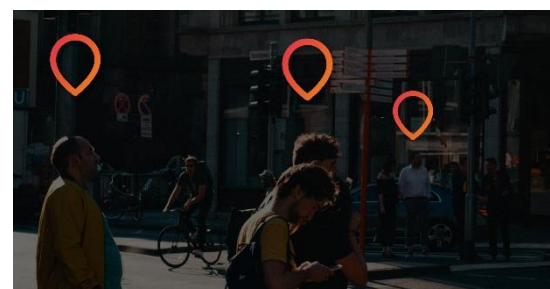


How much retail potential is there for a new or an existing location?


 Retail, franchise, investors

 [More information!](#)

VISITOR MONITORING



Mobile data sources to understand the behavior of your customers.

 Retail, real estate, government

 [More information!](#)

RetailSonar, much more than data!

These data packs are just the tip of the ice berg and form a small part of our main solution. We optimize your location strategy and can predict of each decision with 90% accuracy. Let's maximize the ROI of your sales network in these 3 domains!



Location planning

Close, open, move or transform your locations



Location performance

Take the right action for each location.

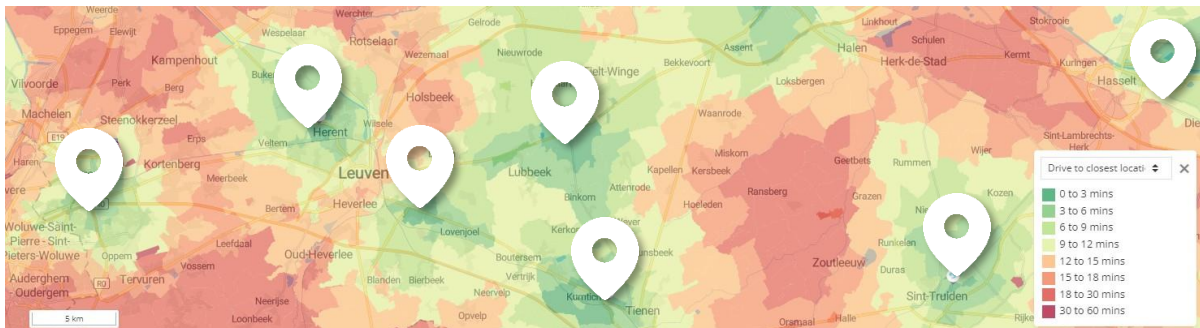


Marketing efforts

Well aimed marketing actions per location

RetailSonar platform: win time with data-driven decisions

Our RetailSonar platform is the ultimate tool to simulate all your location decisions. Test, try and see the immediate impact on your locations, sales figures and competitors. Share your results with the right colleagues & stakeholders.



European market leader: + 200 active customers

RetailSonar is active in 15+ European countries, has 200+ active customers and 45+ employees. Come and meet us in our offices in Ghent, Utrecht or Paris!



+200 more

[Read our customer cases](#)