

Self-improvement and wellbeing

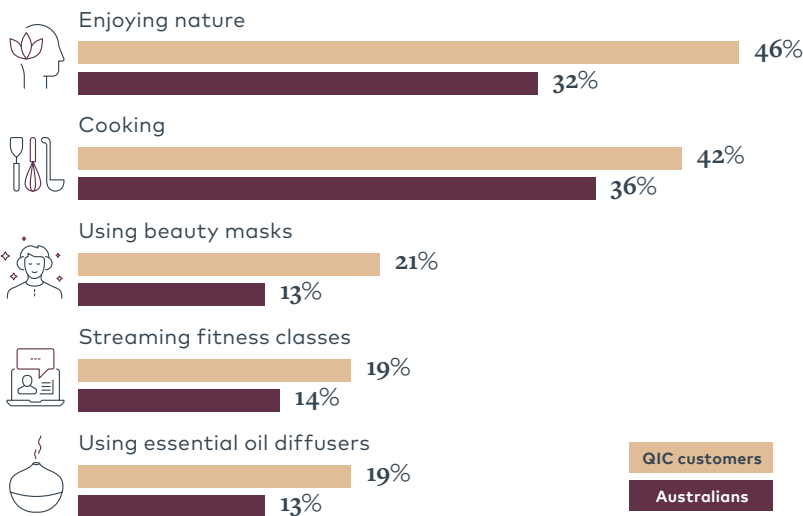
The future success of retail real estate is underpinned by our collective ability to embrace emerging consumer trends. The QIC Real Estate Consumer Megatrend series aims to empower our retail partners with insight into the key trends shaping our industry.

This megatrend reflects how consumers are looking for ways to prioritise their beauty, health and wellness. This pre-COVID-19 trend has accelerated in the last few years, and shopping centres have a vital role to play in the future of Australian's wellbeing.

Accessible beauty

After investing in home beauty regimes and prioritising self-care during lockdowns, QIC customers have returned to shopping centres for their Accessible Beauty needs.

Self-improvement and wellbeing activities that increased during lockdown:



QIC customers are more likely to prefer engaging in self-improvement and wellbeing activities at a QIC centre compared to at home



This is truer for Gen Y and Gen X QIC customers compared to other generations*



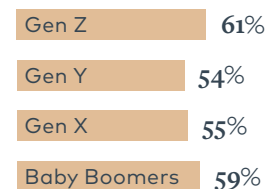
Holistic health and wellness

QIC Customers are prioritising a whole-of-life approach to their health and wellness in their weekly budget.

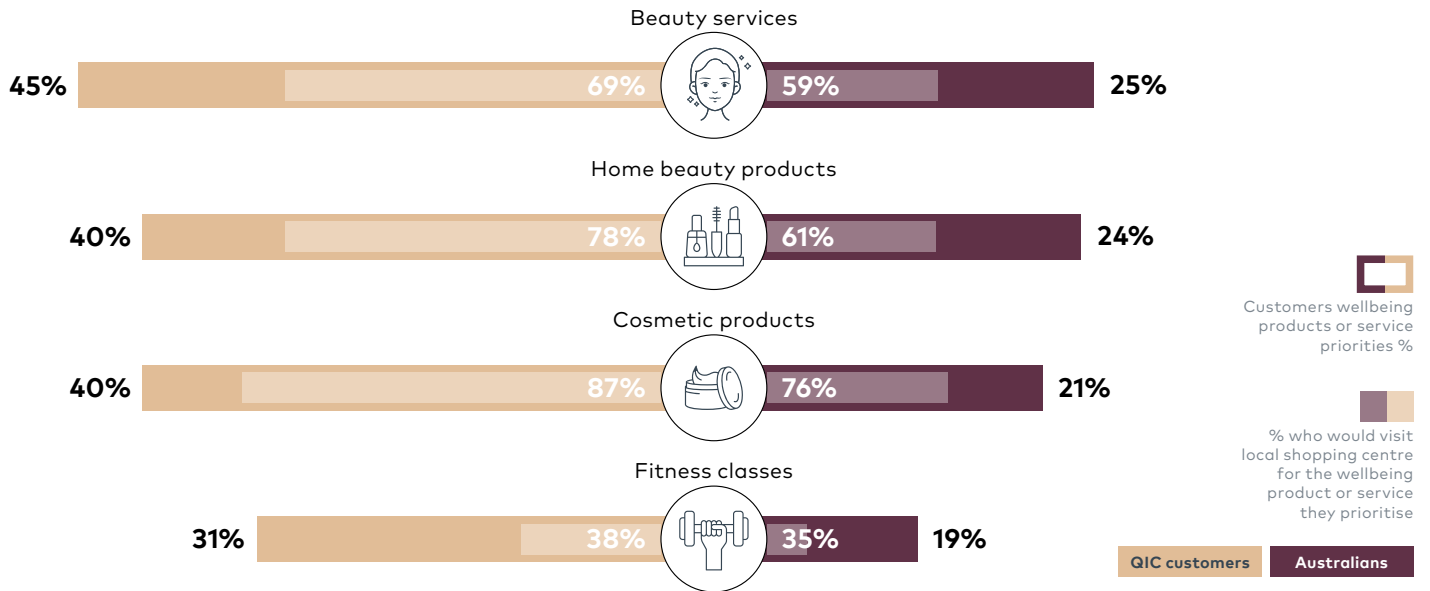


QIC customers | Australians

QIC Customers across all generations prioritise their health and wellness:*



Customers prioritise wellbeing products and services in their weekly budget

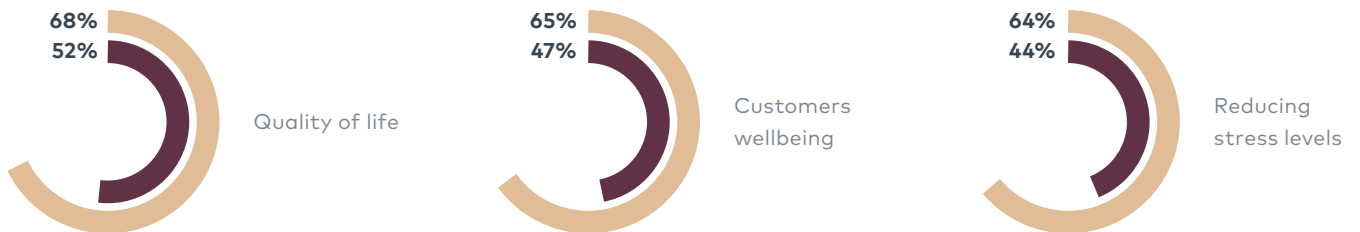


Wellness and emotional health

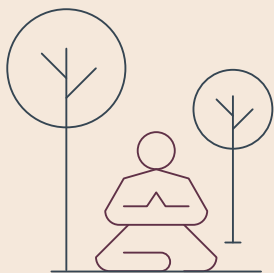
Shopping centres that are designed to support QIC customers emotional and overall wellbeing play a vital role in their lives as they seek places to reconnect that are grounded in their local community.

For QIC customers and Australians, their local shopping centres play an important role in:

strongly/somewhat agree



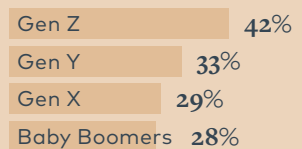
QIC shopping centres, the future hub of wellbeing



QIC customers are extremely/very likely to use a recharge zone, a space to connect, rest or meditate, in a public place compared to Australians.



This is **more likely to be the case for Gen Z customers** compared to their older counterparts*



QIC

Methodology

QIC Centres: In field: 28th April 2022 – 16th May 2022

2,423 completes across 9 QIC centres

* Insights from QIC customers in the Builders generation have been excluded due to small sample size.

Storytelling and design by McCrindle

mccrindle