



# FOOD AND BEVERAGE

Which role does Food and Beverage play in the Spanish shopping centres?

# 22.000 consumers surveyed across 22 markets



1.000 FROM SPAIN

*The Food & Beverage offering is becoming ever more important to the shopping centre shopping experience. So say the findings of the 'Food and Beverage in a shopping centre' study carried out by CBRE, in which 22,000 EMEA consumers were interviewed, a thousand of whom were Spanish.*

*The study shows that Spain is one of the countries in which restaurants are the greatest motivating factor for consumers when visiting shopping centres. The main findings of the study are as follows:*

**52%**

F&B is considered very important by 52% of the Spanish participants, and is therefore one of the European countries where F&B is most valued. In countries like Germany, Netherlands or UK, it is considered very important by less than 30% of the participants.

**11,8€**

Despite their culture of eating out in Spain, it is spent on average 11.8 per visit in F&B, a figure below the average and below other countries like the UK (15.2€), France (14.7€) and Italy (12.4€).



The type and range of restaurants available helps extend the amount of time visitors spend in shopping centres, both for leisure purposes and in addition to retail activity. Restaurants can sometimes act as anchor tenants.



When asked what type of restaurants they would like to see on offer at their local shopping centre, interviewees expressed an interest in innovative restaurants, healthy food options, new concepts and independent restaurants.



Nevertheless, value for money is one of the most important factors in choosing where to eat/ drink, as well as being the area with the most room for improvement.





# Factors mentioned as extremely or very important when choosing a shopping centre

72%

The convenience of the location



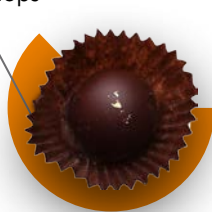
68%

The presence of specific shops or retailers



63%

The mix of shops & services



53%

The overall experience of visiting



52%

The food and beverage establishments available



39%

The availability of entertainment or leisure facilities

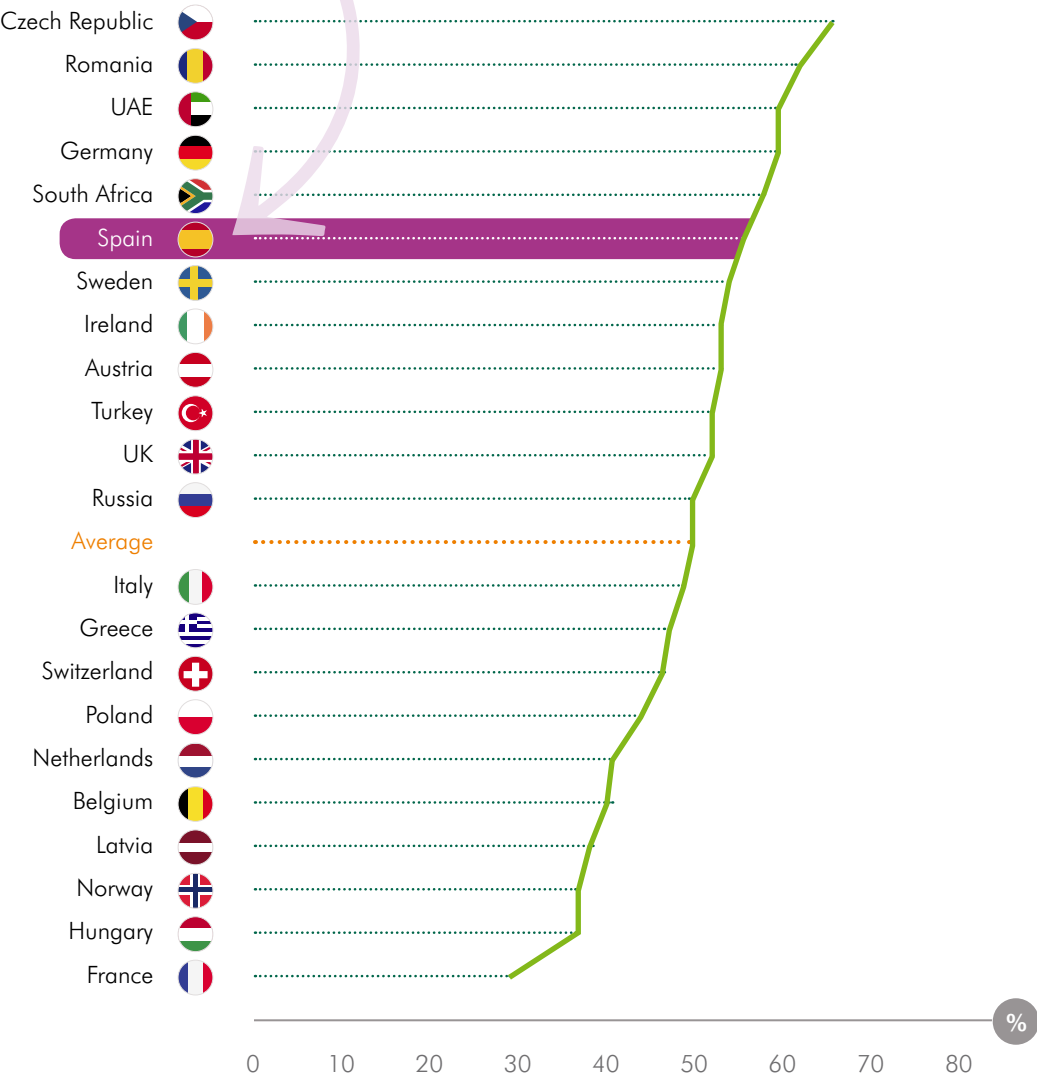


24%

The presence of children zones



I agree with the following phrase: "I tend to spend more time shopping if I also have something to eat or drink in a SC".



Source: CBRE EMEA Research. Consumer Survey on Food & Beverages

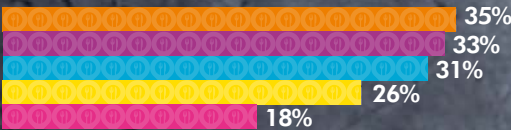
In which of the following places have you had something to eat or drink within a shopping centre in the last 12 months?



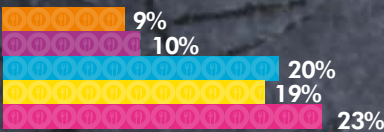
Restaurant chain



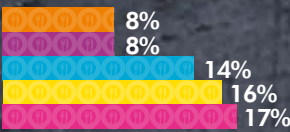
Fast food outlet



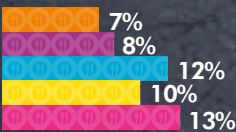
Independent coffee shop



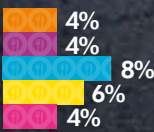
Independent restaurant



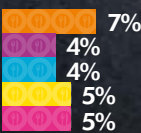
Coffee shop chain



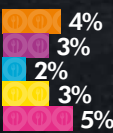
Bar or pub



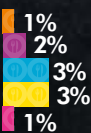
Ice cream / dessert outlet



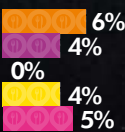
Snacks outlet



Juice bar



I don't remember



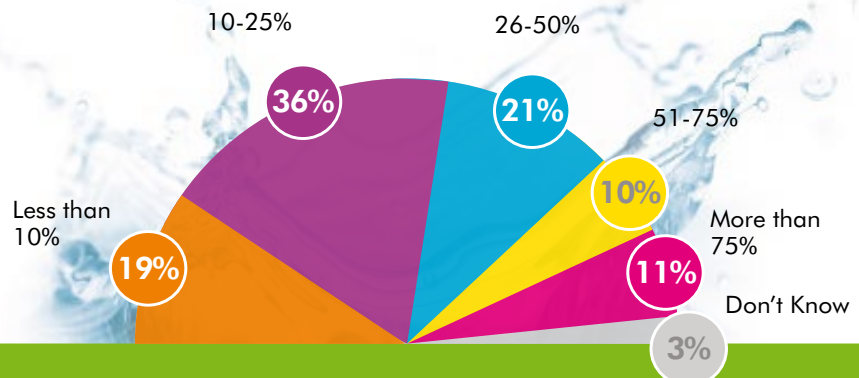
## 16-44

*Chains and fast food are the most popular choices, particularly for this age group*

## 45

*From this age onwards, cafes and independent restaurants are of most interest.*

Of the total amount spent by you in the shopping centre, what percentage was spent on food and beverages?



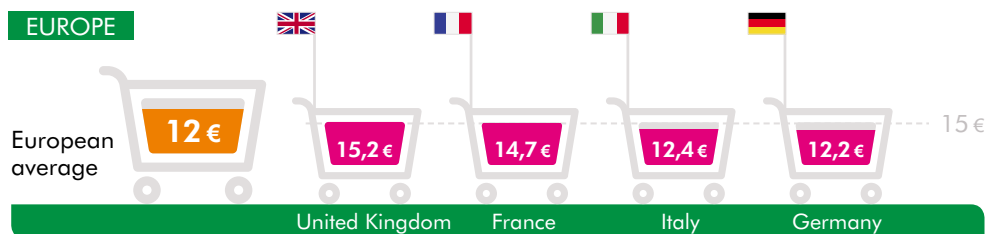
**>25%** | On average, the amount spent on F&B comprises a relatively low share of the total amount spent in the shopping centre. For 55% of the participants, it meant less than 25% of the total purchases.

And what was the approximate amount spent per person on food and drink in the shopping centre on that visit?

#### SPAIN



#### EUROPE



Source: CBRE EMEA Research.  
Consumer Survey on Food & Beverages

**11,8€**

*On Average, the participants spent 11,8€ on food and drink on their most recent visit. With this level of expenditure, Spain is below European average (12€), and well below countries such as United Kingdom (15,2€), France (14,7€) or Italy (12,4€).*





Which of the following best describes the meal that was eaten by you / those in your party on that most recent occasion?

 **4%**  
Breakfast



**40%**  
Lunch



**24%**  
Dinner



**21%**  
Light snacks



**6%**  
Did not have any  
food, only drinks



**6%**  
Other type  
of food

**40%**

*Lunchtime is by far  
the busiest time of  
day (40%).*

Which F&B establishments or options  
would you like to see more of?

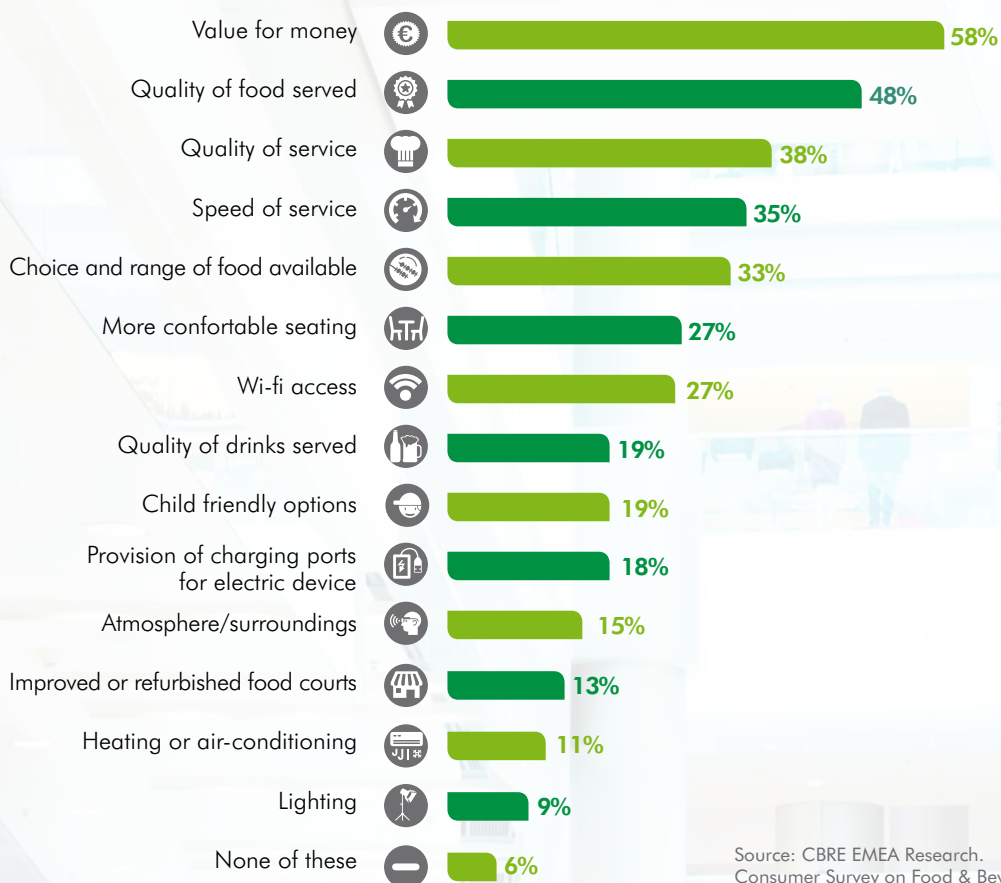


Source: CBRE EMEA Research.  
Consumer Survey on Food & Beverages

**44%**

*Those interviewed are interested in having a wider range of  
restaurants available. Innovative food (44%) and healthy/organic  
food were the options mentioned most frequently.*

## Which of the following aspects do you feel need to be improved?



## Do you agree with the following phrase?

**42%**

"Stopping to eat or drink is an important part of the shopping centre experience".

**47%**

"It is often a spur-of-the-moment decision to eat and drink in a shopping centre".

**48%**

"I almost always end up visiting the shops when I go to a SC, even if the main reason for my visit was to go to for something to eat or drink".

**54%**

"I tend to spend more time shopping if I also have something to eat or drink in a SC".

Source: CBRE EMEA Research. Consumer Survey on Food & Beverages

## For more information please contact:

### Alex Barbany

Responsible of Retail in CBRE Spain  
alex.barbany@cbre.com  
+34 93 444 7711

### Erik Jan Buikema

Senior Retail Analyst – Research department at CBRE Spain  
erikjan.buikema@cbre.com  
+34 91 514 3817

## Madrid

Edificio Castellana 200  
Paseo de la Castellana 202. Planta 8  
28046 Madrid, Spain

---

## Barcelona

Edificio Testa Diagonal  
Avenida Diagonal 605, 8º 1ª  
08028 Barcelona, Spain

---

## Valencia

Paseo de la Alameda 35 bis, 3º dcha.  
46023 Valencia, Spain

---

## Palma de Mallorca

Avda. Alejandro Roselló, 34 1ª 2  
07002 Palma de Mallorca, Spain

---

## Zaragoza

Paseo de la Independencia 8D 2º  
50004 Zaragoza, Spain

---

## Bilbao

Edificio Torre Iberdrola  
Plaza de Euskadi, 5 (15 floor)  
48009 Bilbao, Spain

---

## Sevilla

Edificio Galia Puerto 1ª planta  
Carretera de la Esclusa, nº 11  
41011 Sevilla, Spain

---

## Málaga

Edificio Málaga Plaza  
Plaza Don Cristian 2-4, Planta 1ª, Oficina 23  
29007 Málaga, Spain

---

## Marbella

Edificio Golden  
Avda. Ricardo Soriano, 72, Planta 1ª, Portal B  
29600 Marbella, Spain

---

## Casablanca

97 Boulevard Al Massira Al Khadra  
20 100 Casablanca, Morocco

---