

# 2023: Year in review

Retail sector update



Research  
India | 2024

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# Retail snapshot 2023

**8.7**  
mn sqft

Leasing in retail developments\*  
and prominent high streets



**6.24**  
mn sqft

New completions of  
retail developments



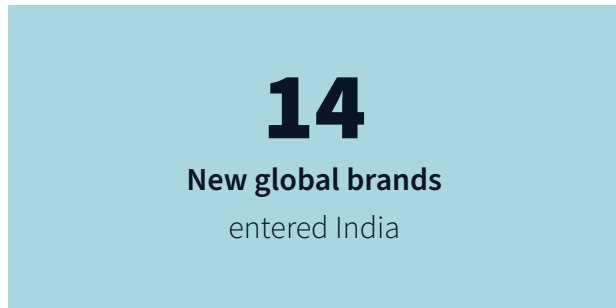
**91**  
mn sqft

Stock of retail developments  
as of end of 2023



**14**

New global brands  
entered India



**41**  
mn sqft

Projected supply of retail  
developments (2024-28)



Note: \*Retail developments comprises of operational shopping malls and prominent organized retail centres



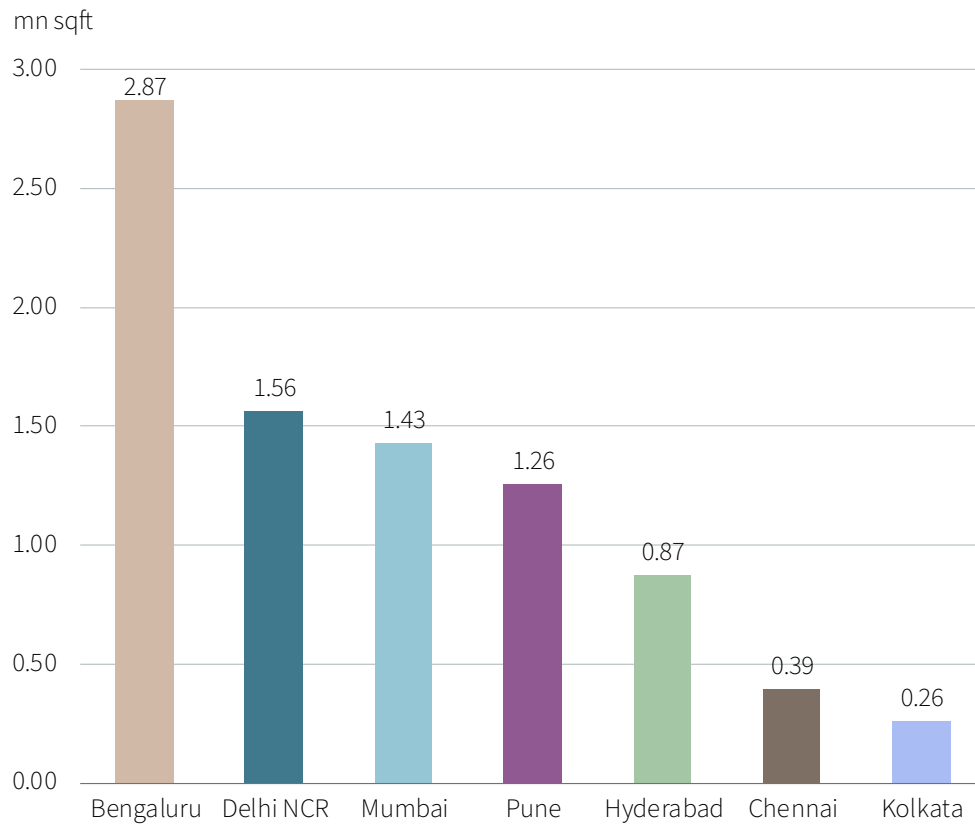
# 01

## 2023: Year in review



# 2023: A remarkable year with significant leasing activity

## Robust leasing recorded across top 7 cities in 2023: 8.7 mn sqft.



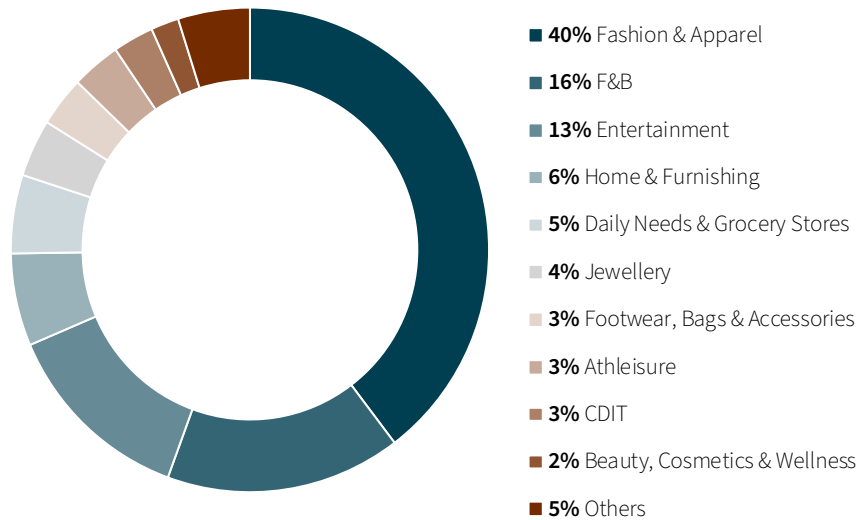
- In 2023, 8.7 mn sqft of leasing across organized retail developments and prominent high streets was recorded in top 7 cities.
- Bengaluru led the leasing volume with a share of 33%, followed by Delhi NCR (18%) and Mumbai (17%).
- Consumer confidence is getting translated into expansion by retailers to increase their store network and sales.





# Fashion & Apparel, F&B and Entertainment led the leasing activity

**Fashion & Apparel and F&B were the major contributors in leasing activity in 2023 (8.7 mn sqft)**



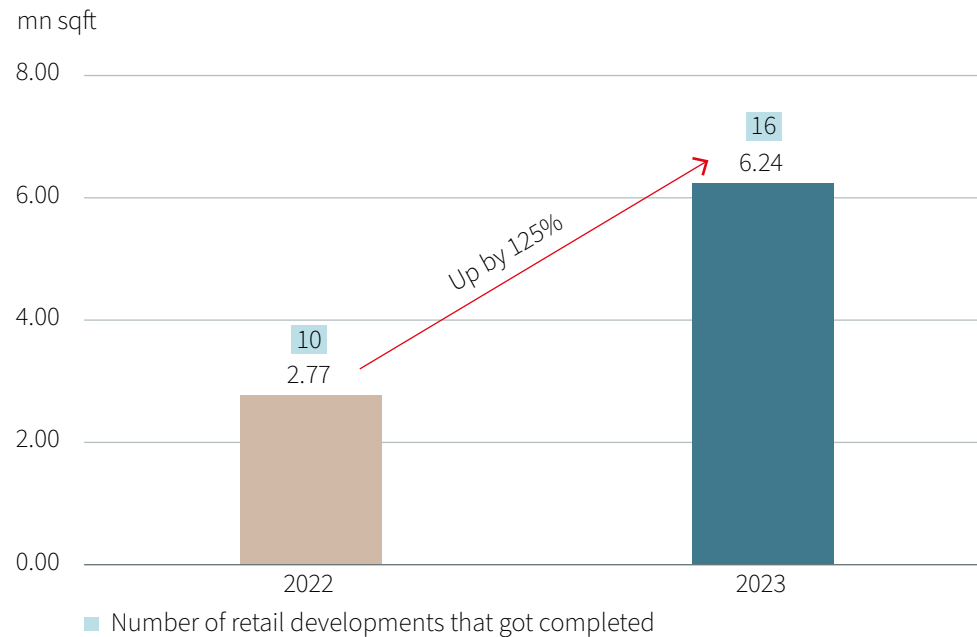
- Fashion and Apparel had the highest share of 40% in the total leasing volume. Super Value and Value Fashion segments have witnessed great traction from leading retailers as they are launching their new formats and expanding in this segment.
- Other categories that contributed majorly were F&B (16%), Entertainment (13%), Home & Furnishing (6%) and Daily Needs & Grocery (5%).

**New formats introduced by domestic retailers in 2023**

Retail Chain	New Format introduced
Reliance Retail	Yousta
Reliance Retail	Tira
Reliance Retail	Swadesh
Shoppers Stop	Intune
Spencer's Retail	Nature's Basket Artisan Pantry
Tata Unistore	Tata Cliq Palette
Aditya Birla Fashion and Retail Ltd	Pantaloon OnLoop
Vedant Fashions Limited	Twamev

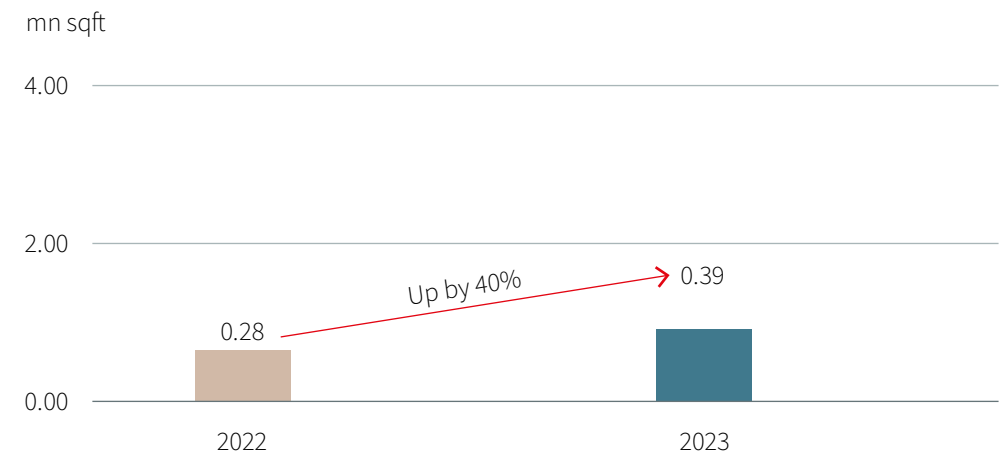
# Robust completions recorded in 2023 took the stock to 91 mn sqft

## More than 2.25 X increase recorded in new completions in 2023 vs 2022



- **Robust retail supply in 2023:** A total of 16 retail developments with a gross leasable area of 6.2 mn sqft became operational in 2023, up by 125% y-o-y

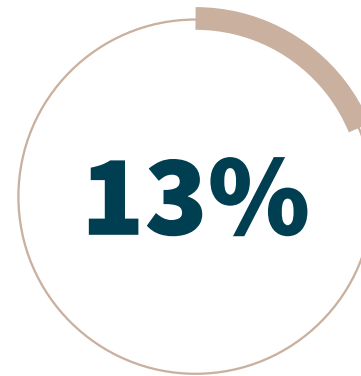
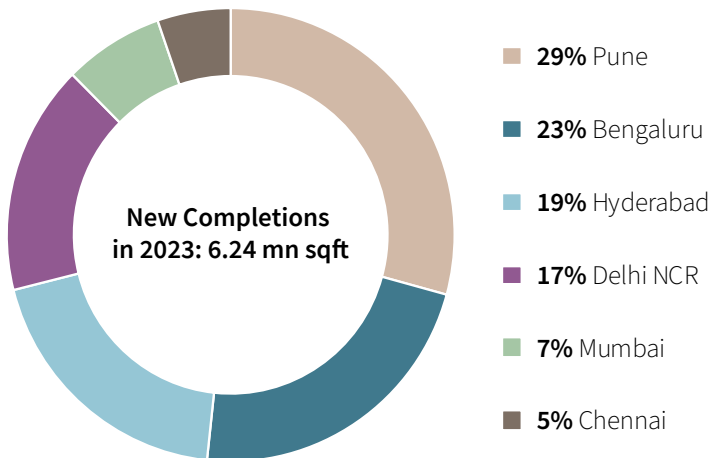
## Average size of new completions increases in 2023



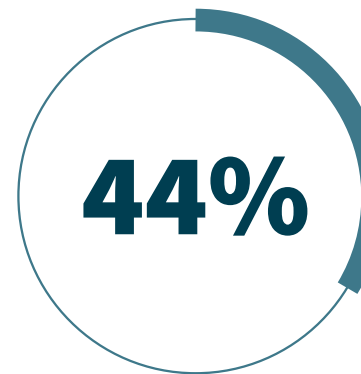
- **Increase in average development size:** The average size of retail developments that got completed in 2023 increased by 40% from 0.28 mn sqft in 2022 to 0.39 mn sqft.
- **The bigger the better:** Developers are coming up with bigger retail developments to offer elevated experience to the shoppers, be it Entertainment, F&B or Fashion

# Pune and Bengaluru contributed more than half of the new completions in 2023

## Pune and Bengaluru saw biggest mall completions in 2023



Share of institutional investors in retail development completions in **2022**

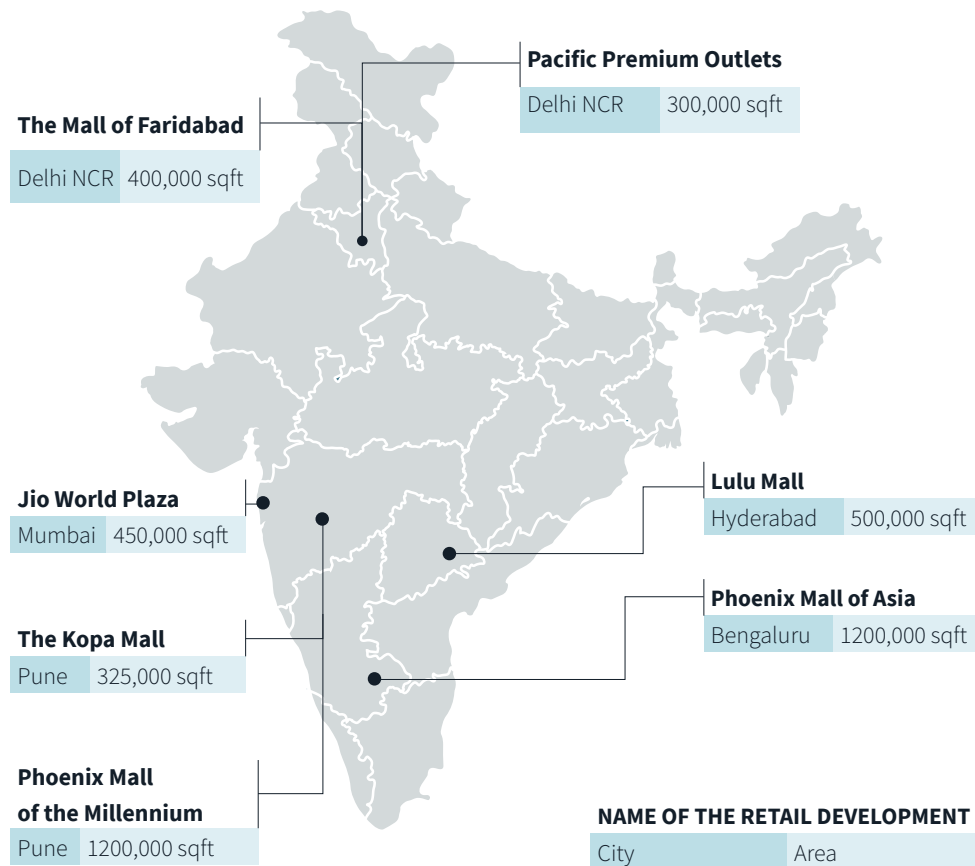


Share of institutional investors in retail development completions in **2023**

- **Institutional play getting stronger:** Notably, 44% (2.7 mn sqft) of the new supply that became operational in 2023 had the presence of institutional funds.

# 2023 witnessed prominent completions by established players

## Bengaluru and Pune saw largest retail development opening in 2023



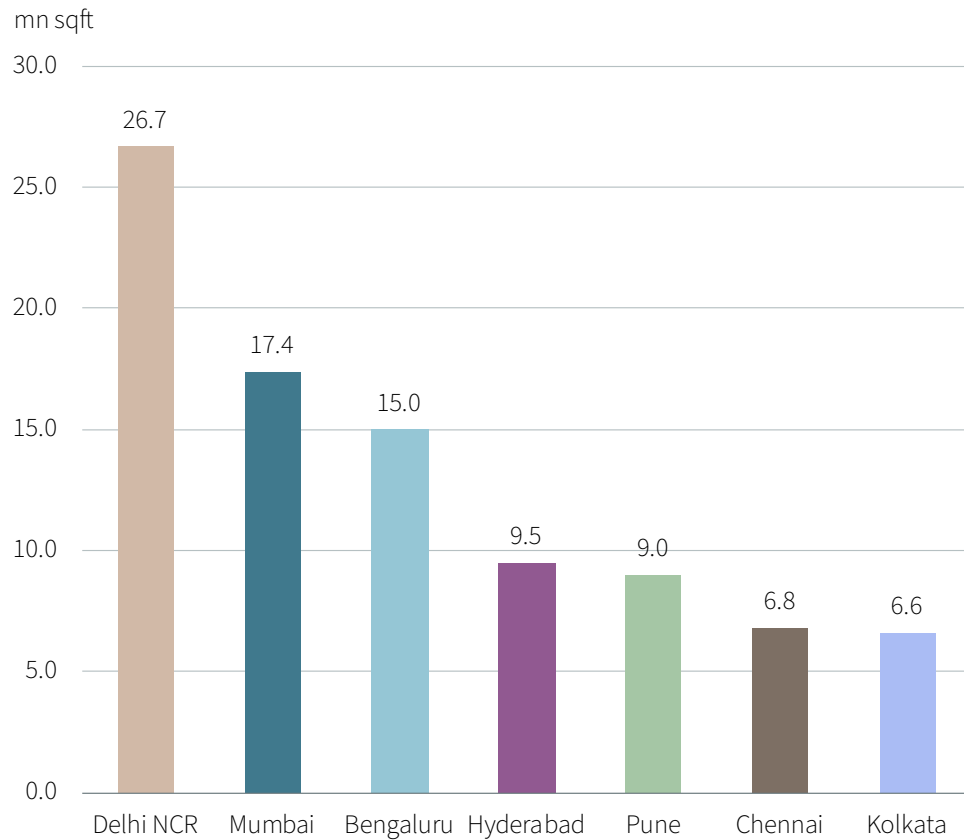
- Some of the biggest and prominent retail developments that became operational in 2023 included Phoenix Mall of the Millennium and Kopa Mall in Pune, Phoenix Mall of Asia in Bengaluru, and Pacific Premium Outlets in Delhi.
- Mumbai saw opening of luxury retail development Jio World Plaza where some prominent high-end brands launched their first stores in the country/city.





# Nearly half of the retail stock lies in Delhi NCR and Mumbai

## Retail stock across top 7 cities: 91 mn sqft



Source: JLL Research, 2023

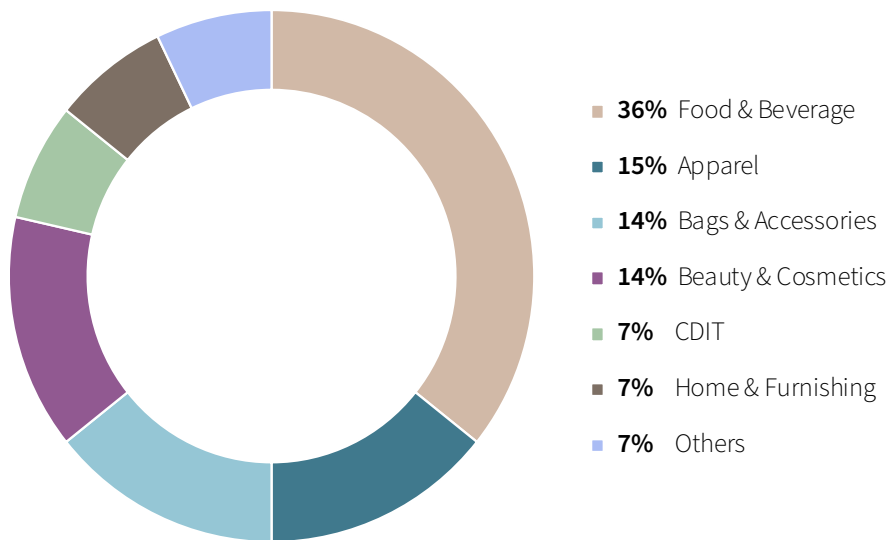
- The operational stock of retail developments stands at 91 mn sqft.
- Around 50% of the current operational organized retail stock lies in Delhi NCR (26.7 mn sq ft) and Mumbai (17.4 mn sqft).



# Global brands continue to expand their presence in 2023

## 14 new international brands entered in 2023

### Sustained entry of global brands primarily in F&B, and apparel category



- Majority (8 brands) of the new entrants this year opened their first stores in Mumbai, followed by Delhi NCR with F&B segment being the top ranker.

### New International brands in 2023

Brand	Country of origin	Partner retailer	Location	Category
Brioni	Italy	DS Group	The Chanakya, Delhi	Apparel
Laderach	Switzerland	DS Group	DLF Emporio, Delhi	Food & Beverage
NARS cosmetics	France	Shoppers Stop	Select Citywalk, Delhi	Beauty & Cosmetics
La Vie En Rose	Canada	Apparel Group	DLF Mall of India, Noida	Others
Pret A Manger	UK	Reliance Brands Limited	Maker Maxity, Mumbai	Food & Beverage
Shiseido	France	Baccarose	Inorbit Mall, Mumbai	Beauty & Cosmetics
Apple	USA	Independent	Jio World Drive, Mumbai	CDIT
Balenciaga	France	Reliance Brands Limited	Jio World Plaza, Mumbai	Bags & Accessories
Pottery Barn Kids	USA	Reliance Brands Limited	Jio World Plaza, Mumbai	Home & Furnishing
Armani Caffè	Italy	Reliance Brands Limited	Jio World Plaza, Mumbai	Food & Beverage
EL&N Café	UK	Reliance Brands Limited	Jio World Plaza, Mumbai	Food & Beverage
Rimowa	Germany	Ethos	Jio World Plaza, Mumbai	Bags & Accessories
P.F Chang's	USA	Gourmet Investments	Bengaluru Airport	Food & Beverage
Eli Bitton	Israel	Independent	Patel Road, Delhi	Apparel

# Healthy supply of retail developments imminent in next 5 years

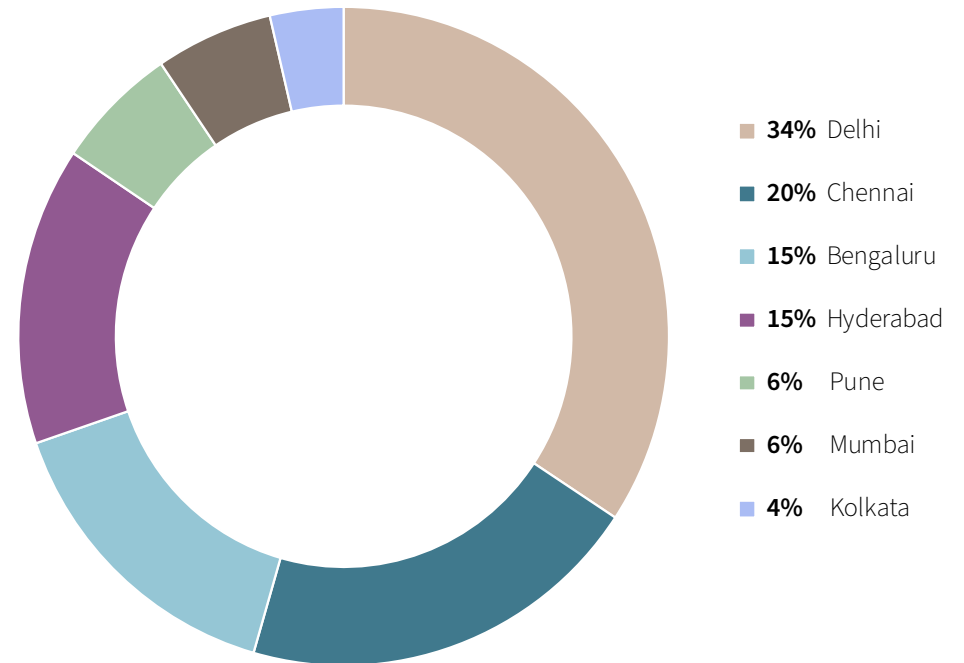
# 41

## mn sqft

### Projected supply (2024-28)

- Robust supply of ~41 mn sqft of retail developments scheduled to be operational between 2024 and 2028 across top 7 cities of India.
- This supply constitutes projects which are either under construction or in active planning stage.
- Delhi NCR leads in the contribution to the upcoming supply with a 34% share, followed by Chennai (20%), Bengaluru and Hyderabad each at 15%.

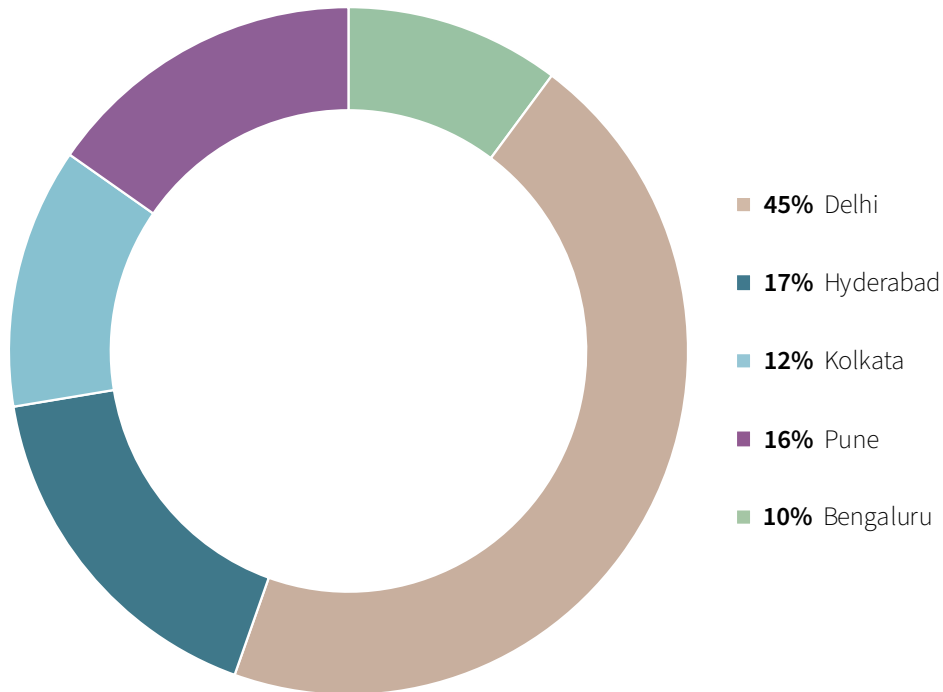
Delhi NCR leads in contribution to upcoming supply followed by Chennai (2024-2028): 41 mn sqft





# 24% of the supply in next 5 years is by institutional players

## Institutionally backed supply (2024-2028): 9.7 mn sqft



- Large foreign institutional investors continue to acquire/invest in retail assets via greenfield and brownfield development platforms.
- These **investors** currently hold around **24% (9.7 mn sqft)** of the **new supply** which will get delivered over the next five years.



# 02 Outlook



# Outlook 2024

## Outlook 2024



Supply to remain robust in the next 3-4 years.

The physical retail expected to see addition of **~41 mn sq ft of retail developments between 2024 and 2028.**



Retail developers are focusing on building **larger-sized developments** to offer better shopping experience.

**Entertainment and F&B to play the lead anchor role.**



With the launch of India's first retail-led REIT in 2023, there may be **more acquisitions to expand the retail portfolio further.**

As most global funds have created platforms with key developers, the retail segment is **ripe for new listings.**



**Tier 2 and 3 cities** will continue to see traction in retail supply and demand.



India will remain on the **radar of global brands' expansion plans.**

**Leading Indian corporate retail chains** will continue to form **strategic partnerships** with global brands.



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A startup's guide  
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Construction Cost  
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## Office



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Office Market  
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## Sustainability



Responsible Real  
Estate: Social Value

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Celebrating 25 years in India

The impending  
green divide


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A man in a dark suit stands with his back to the camera on a high-rise balcony. He is holding a folder or tablet under his left arm. The balcony has a dark wooden railing. In the background, a dense city skyline is visible under a warm, golden sunset sky. The buildings are illuminated from within, and their reflections are visible on the balcony floor.

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