

Press release

Paris, 17th April 2025



Retail Spaces: Leisure Reshaping the Customer Experience

SIEC 2025 Unveils Major Trends and Challenges in Retail

As commercial real estate undergoes rapid transformation, SIEC 2025 is the must-attend event to understand and anticipate these changes. Under the theme "Unite," this edition dives into the future of retail, spotlighting customer experience, digital integration, and the rise of leisure. The [SIEC Trend Report](#) gives a sneak peek into the innovations that will shape 2025.

Retail Spaces: Where Social Connections and Emotions Thrive

New Spaces for Life and Connection

Retail spaces are no longer just for shopping – they've become key hubs for socialising and community life. As our world becomes more digital, these spaces are answering the need to reconnect with people. Visitors come not only to shop but to share experiences and connect with others.

The shift is all about reimagining spaces to encourage interaction, hosting events that bring people together, and creating environments that foster intergenerational and multicultural connections.

According to Arnaud Gallet, Director of Siec: *"Retail plays a vital role in creating social connections and boosting local communities. Shopping spaces are more than places to buy – they're places to meet, share, and connect."*

Christophe Noël, General Delegate of FACT, adds: *"Unlike social media that create echo chambers, retail spaces remain diverse, bringing together people from all walks of life."*

Hybrid Model: Shopping, Dining, and Leisure

Retail spaces are shifting to hybrid models, **blending shopping, dining, and entertainment** to meet new consumer demands. **Traditional retail still leads**, but experiential stores and personalised customer service are on the rise. **Dining is becoming a key attraction**, with food halls and innovative culinary concepts drawing visitors in. **Meanwhile, entertainment is a major engagement driver**, with 78% of consumers expecting hybrid experiences that combine augmented reality, events, and wellness by 2030 (Xerfi study).

This transformation is powered by digitalisation, with spaces becoming more interactive and responsive. **Guillaume Chene, Country Manager France for QubicaAMF**, highlights: *"Digitalisation and hybrid concepts are revolutionising the leisure industry in shopping centres."*

A recent McKinsey study shows these evolved spaces boost visitors' time spent by 23% and their spending by 17%.

Leisure: More Than Just Shopping

Leisure is driving retail spaces to become meeting points and social hubs. *"Shopping centres are now about experiences, not just purchases,"* says **Christophe Noël, FACT General Delegate**.

This emotional connection to retail is key: PwC found 59% of consumers say emotion influences their buying decisions. By adding emotion to the mix – whether in shopping, dining, or leisure – retail spaces can create lasting bonds with visitors.

SIEC 2025: A Trendsetting Lab for Retail's Future

In a time of upheaval in commercial real estate, SIEC offers a forward-thinking view of the innovations and strategies shaping the future of retail.

Press accreditation link: <https://badge.siec-online.com>

About SIEC: SIEC, the trade fair of the Federation of Commerce and Territories, organised by Comexposium, is the international event for retail spaces. This essential business event is eagerly awaited and recognised by all players in the French and European retail industry. It serves as a unique annual meeting to rethink and implement responsible commercial urban planning.

About the Federation of Retail Actors in the Territories (FACT): The Federation of Retail Actors in the Territories (FACT - formerly CNCC) brings together over 300 members, specialists in commercial real estate, primarily owners and managers of all types of retail sites: shopping centres, retail parks, outlet villages, city centre stores, and train stations. The Federation's mission is to promote all forms of retail, transform and animate cities, and support its members in the ecological transition. Since 2023, in partnership with major players in flow analysis and data, it has offered a unique set of indicators to assess the foot traffic of retail sites, activity in shopping centres, and the evolution of consumer spending in France.

About Comexposium:

Comexposium Group is one of the world's leading event organisers and community builders, bringing together people around their business and passions. Comexposium organises over 150 professional and public events, connecting 48,000 exhibitors with 3.5 million visitors, 365 days a year. A creator of experiences and connections, Comexposium organises retail events such as NRF 2025 Retail's Big Show Europe, SIEC, One to One Customer Experience, One to One Retail E-commerce, and One to One B.Better in Europe, NRF Retail's Big Show Asia Pacific, iMédia and AdTech in the Asia-Pacific region, as well as multiple Franchise events in the US and Mexico.

www.comexposium.com.

SIEC is an event of the Federation of Commerce Actors in the Territories (FACT), the French professional organisation representing those involved in the promotion and development of commercial sites: developers, owners, managers, retailers, service providers, and merchant groups.



Press contact :

Open2Europe - Camille Iparraguirre & Emily Glynn - siec@open2europe.com