

# The 2030 OPPORTUNITY

## SHAPING MALLS OF THE FUTURE



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 HOW DO WE CREATE MALLS  
TODAY for the NEEDS of **TOMORROW?**

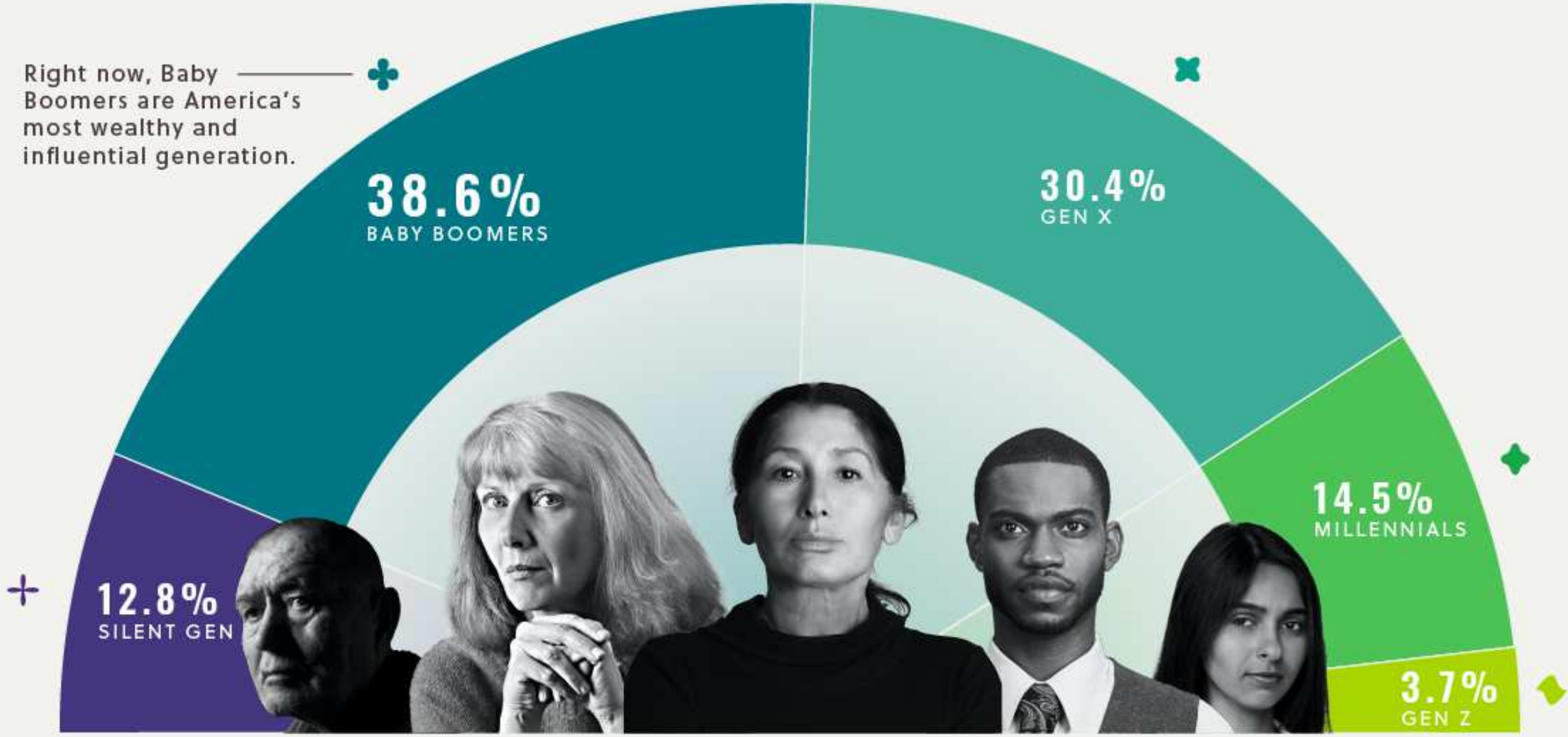




“ Each wave of [technological] change doesn’t eliminate what came before it, but reshapes the landscape & redefines customer expectations, often beyond recognition. ”

The Future of Shopping  
Harvard Business Review

# POWER & INFLUENCE



GENERATION	SILENT	BOOMER	GEN-X	MILLENNIAL	GEN-Z	ALPHA
Born	1928-1945	1946-1964	1965-1980	1981-1996	1997-2012	2013-2025
Age in 2023	78-95	59-77	43-58	27-42	11-26	0-10

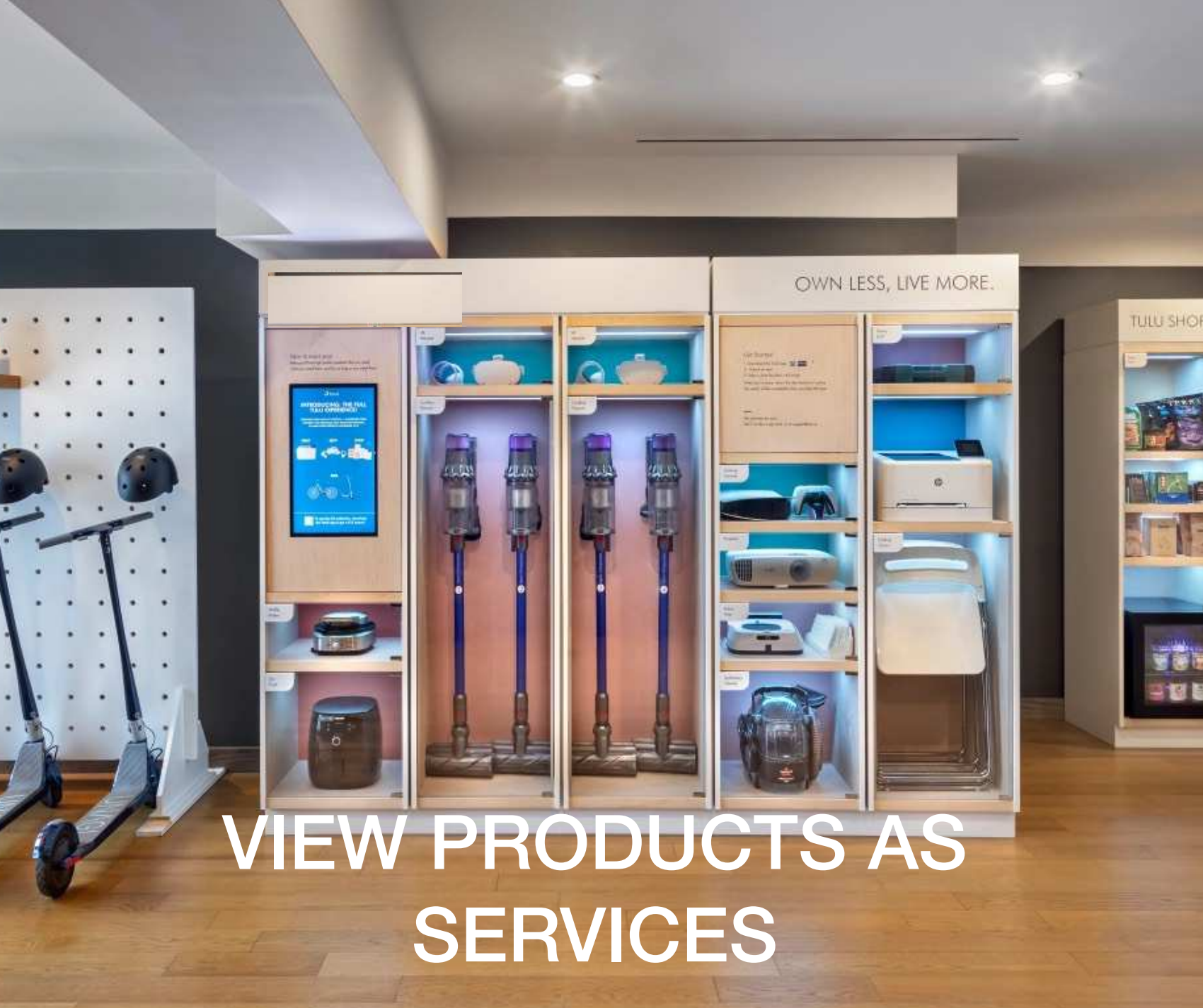




# GEN-Z

Born 1997-2012





VIEW PRODUCTS AS  
SERVICES



CLIMATE CONSCIOUS



UNIDENTIFIED IDENTITY



EXPECT PERSONALIZATION



COMMUNICAHOLICS



ENTREPRENEURIAL



# Gen-Alpha

Born 2013 - 2025

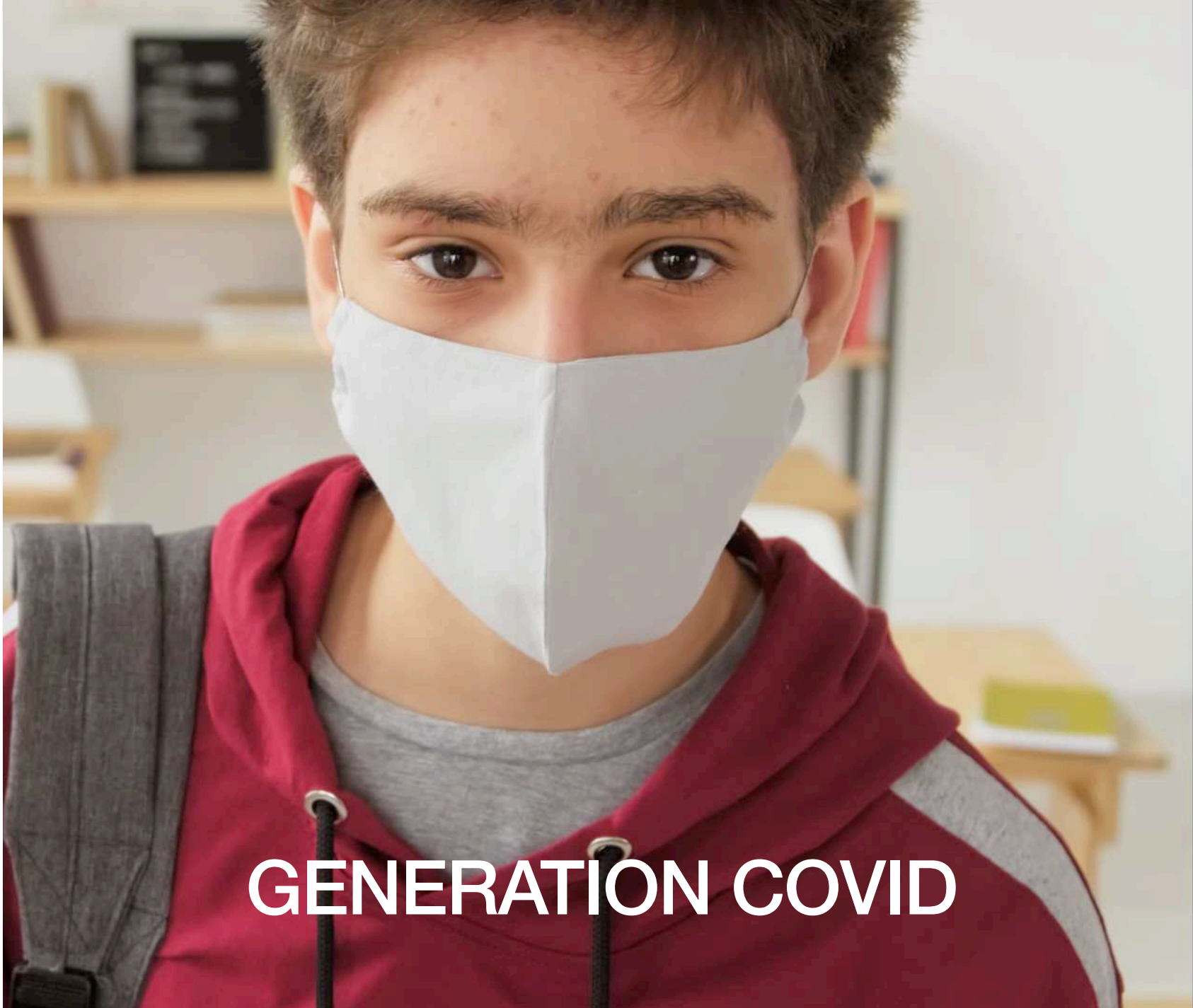




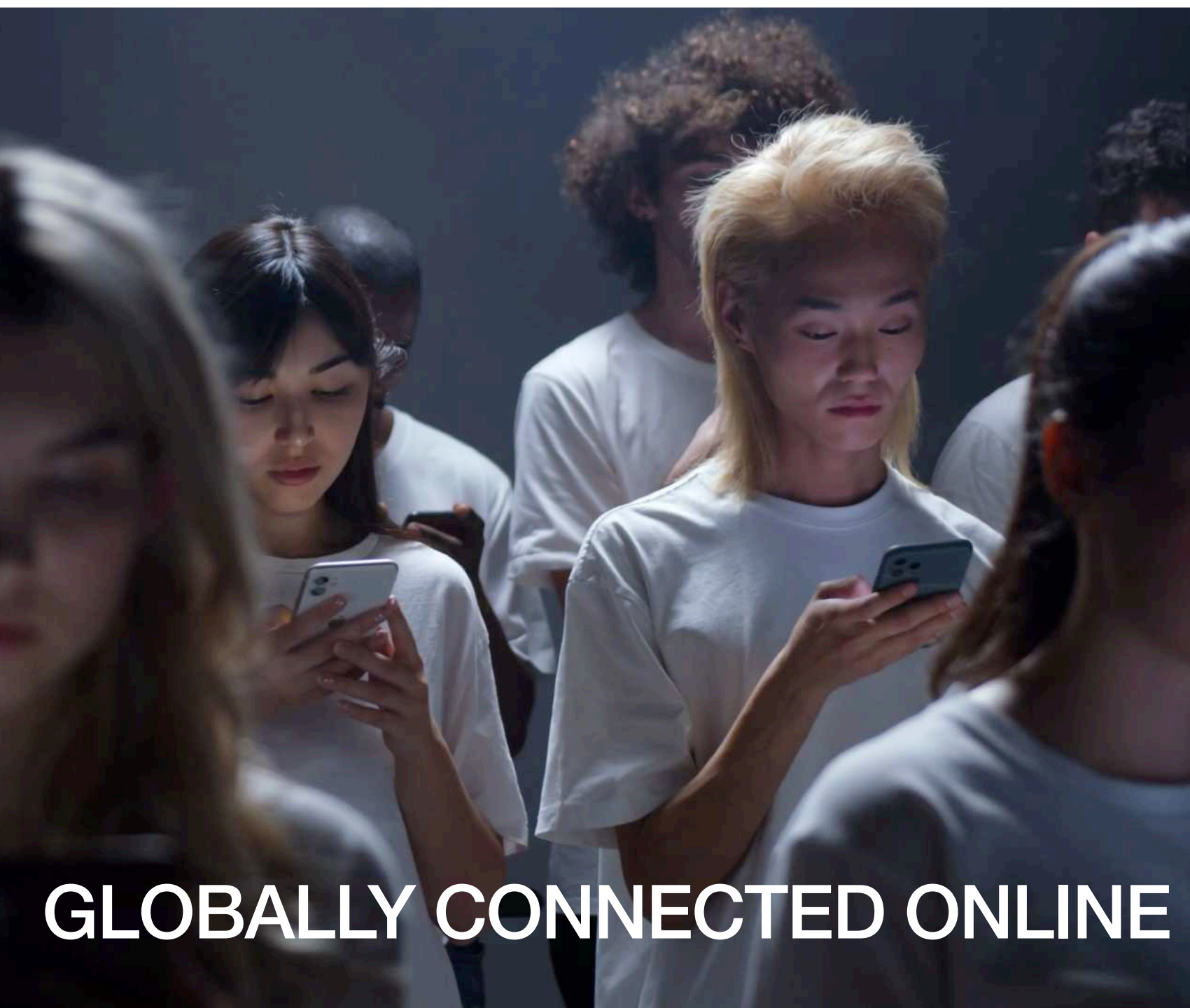
MINI-MILLENNIALS



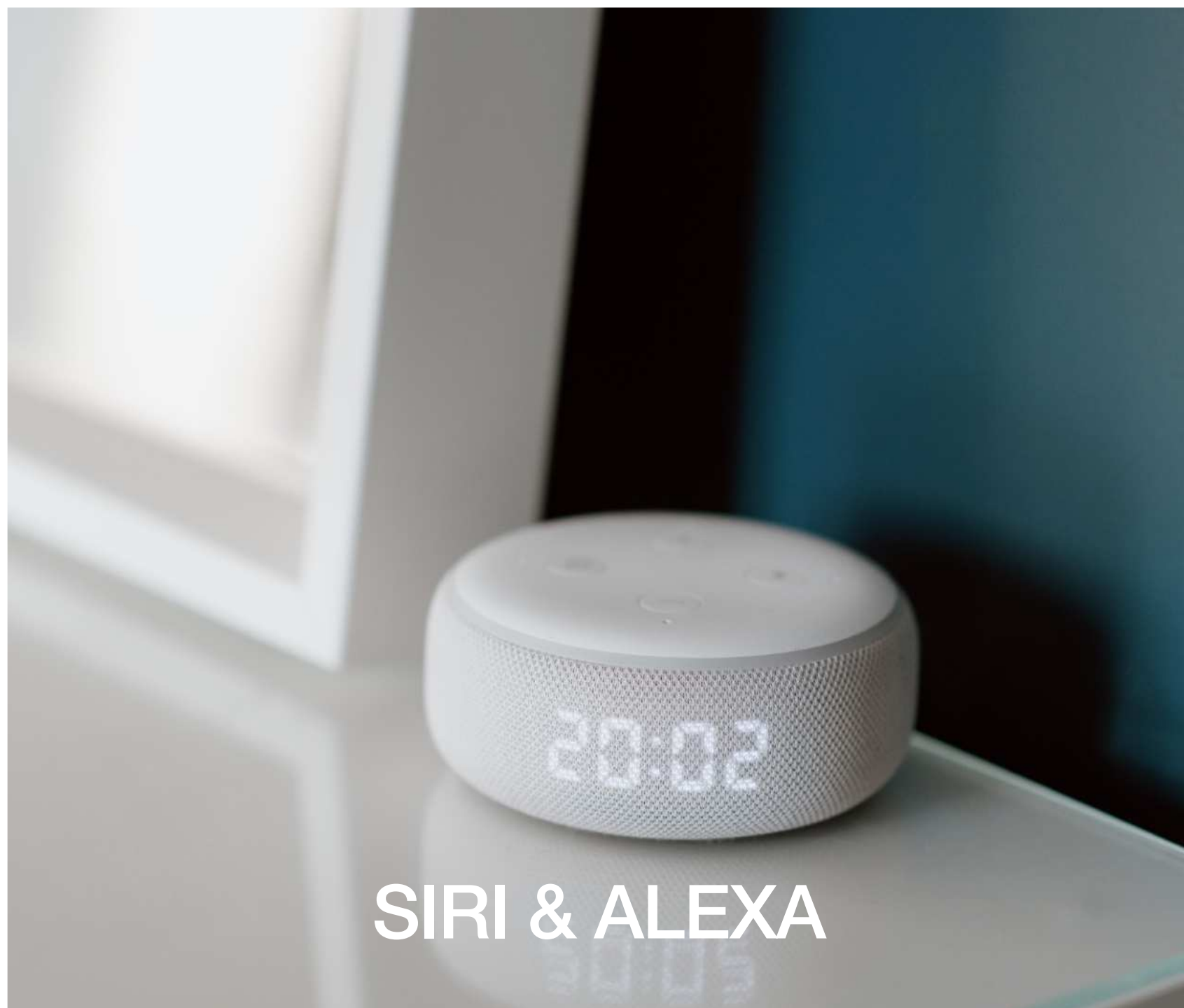
BORN ALONGSIDE IPADS



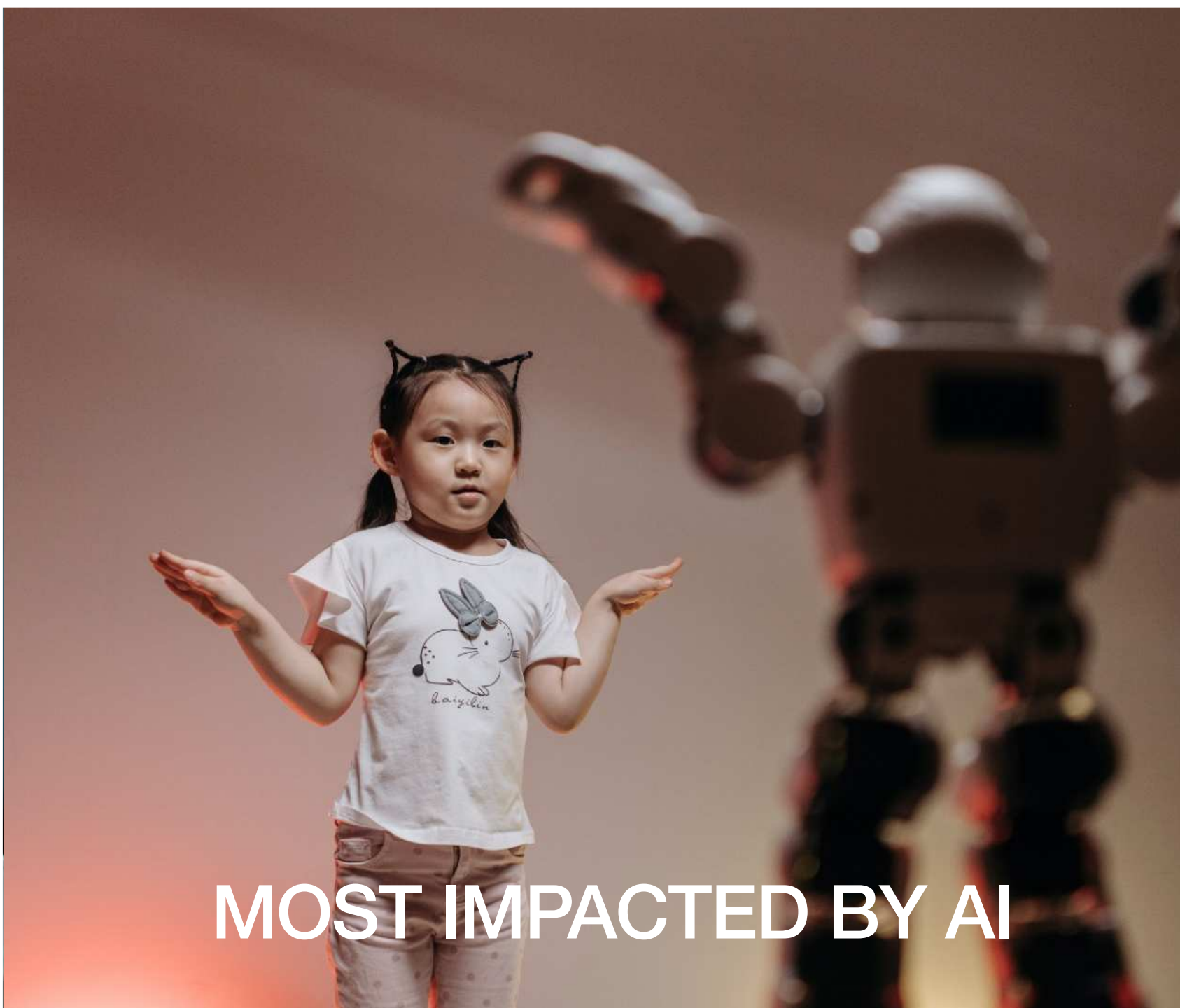
GENERATION COVID



GLOBALLY CONNECTED ONLINE



SIRI & ALEXA



MOST IMPACTED BY AI



# GLOBAL CASE STUDIES

Rethinking the Mall





Name:  
ESP eSport Experience Centre

Size:  
36,000 sqm

Status:  
Completed 2021

Location:  
Putuo District, China

**ESP eSPORT**  
EXPERIENCE CENTRE





**Target Customers:**

12-30 yo

**Anchor:**

King Pro League (KPL) 350+ games/yr

**Context:**

Putuo District aims to be global eSport centre  
20 eSport companies in district

**Opportunity:**

Projected 720.8m players by 2027 and \$5.4Bn, with annual growth rate of 8.21%

**ESP eSPORT**  
EXPERIENCE CENTRE



Name:  
Taikoo Li Qiantan

Size:  
120,000 sqm

Status:  
Completed

Location:  
Qiantan CBD, Shanghai, China

# TAIKOO LI QIANTAN



Image: Vecos



**Tenants:**

250 brands with a focus on luxury, contemporary fashion, lifestyle, F&B

**Launch:**

Garden-inspired concept, including Louis Vuitton's four-petal flower pattern inspired store, & Starbucks Greener Store Lab

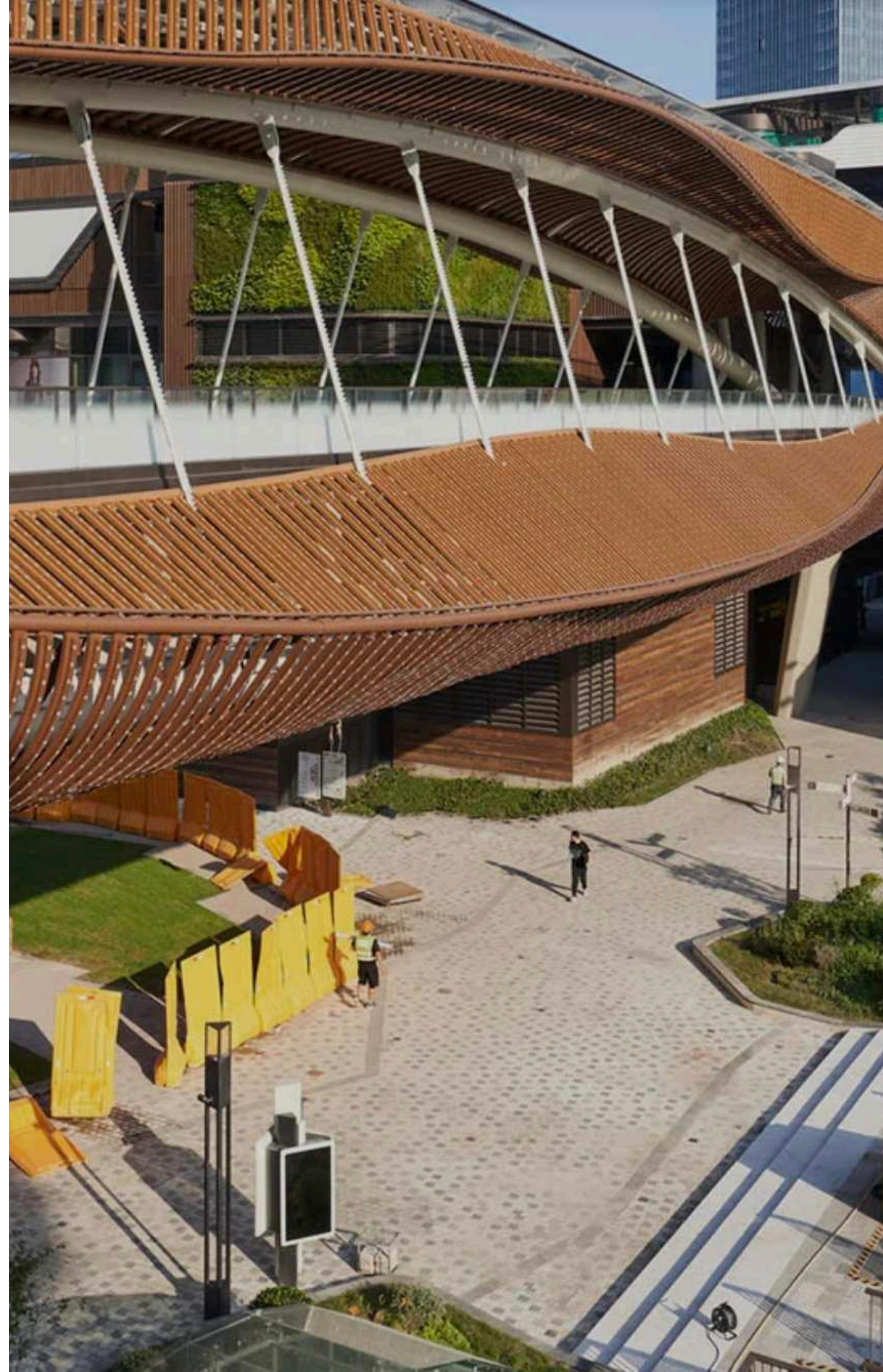
**Theme:**

Focus on wellness & sustainability

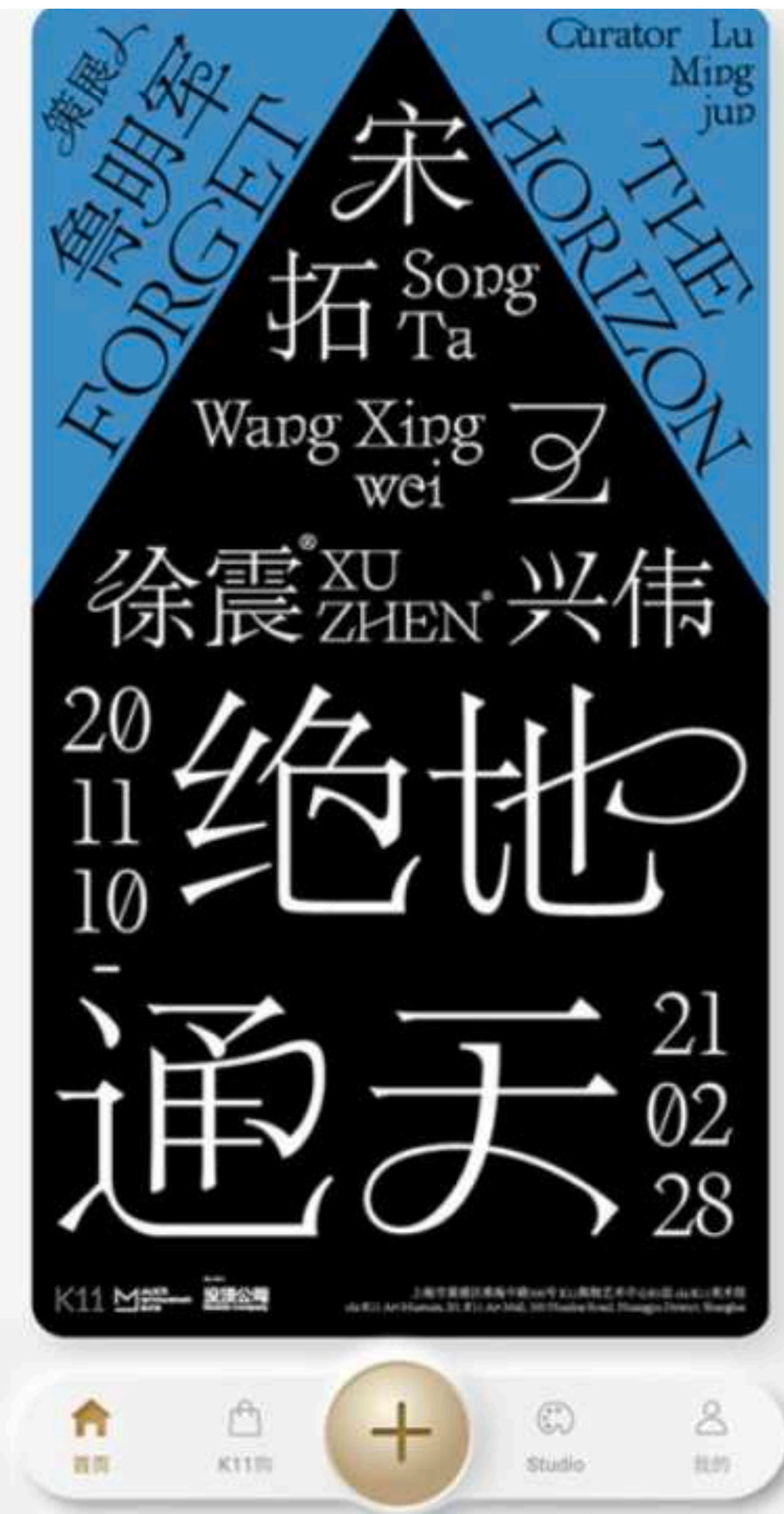
**Amenities:**

Wellness club

**TAIKOO LI**  
QIANTAN











**Theme:**  
'Cultural retail'

**Platform:**  
Runs on WeChat

**Programming:**  
Arts programming, select shopping opportunities, cultural hub for shoppers, tenants & artists.  
'Kultural Academy' with 360 art tours, & curated classes

**Opportunity:**  
\$5.4M revenue in 2020 via 700+ live streams

**K11GO**  
HONG KONG/VIRTUAL



RETAIL EVOLVES ALONGSIDE TECH  
ESSENTIAL TO EVOLVE WITH IT

GEN-Z'S OUTSIZED INFLUENCE  
EXPECT DIGITAL-FIRST EXPERIENCE

MAKE EMPTY SPACE PRODUCTIVE  
ALT-INCOME OPPORTUNITIES

FUTURE-TECH IS EXCITING... & UNPREDICTABLE  
GET STARTED ON THE JOURNEY TODAY!





# THANK YOU



**NIKKI GREENBERG**  
WEBSITE

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