

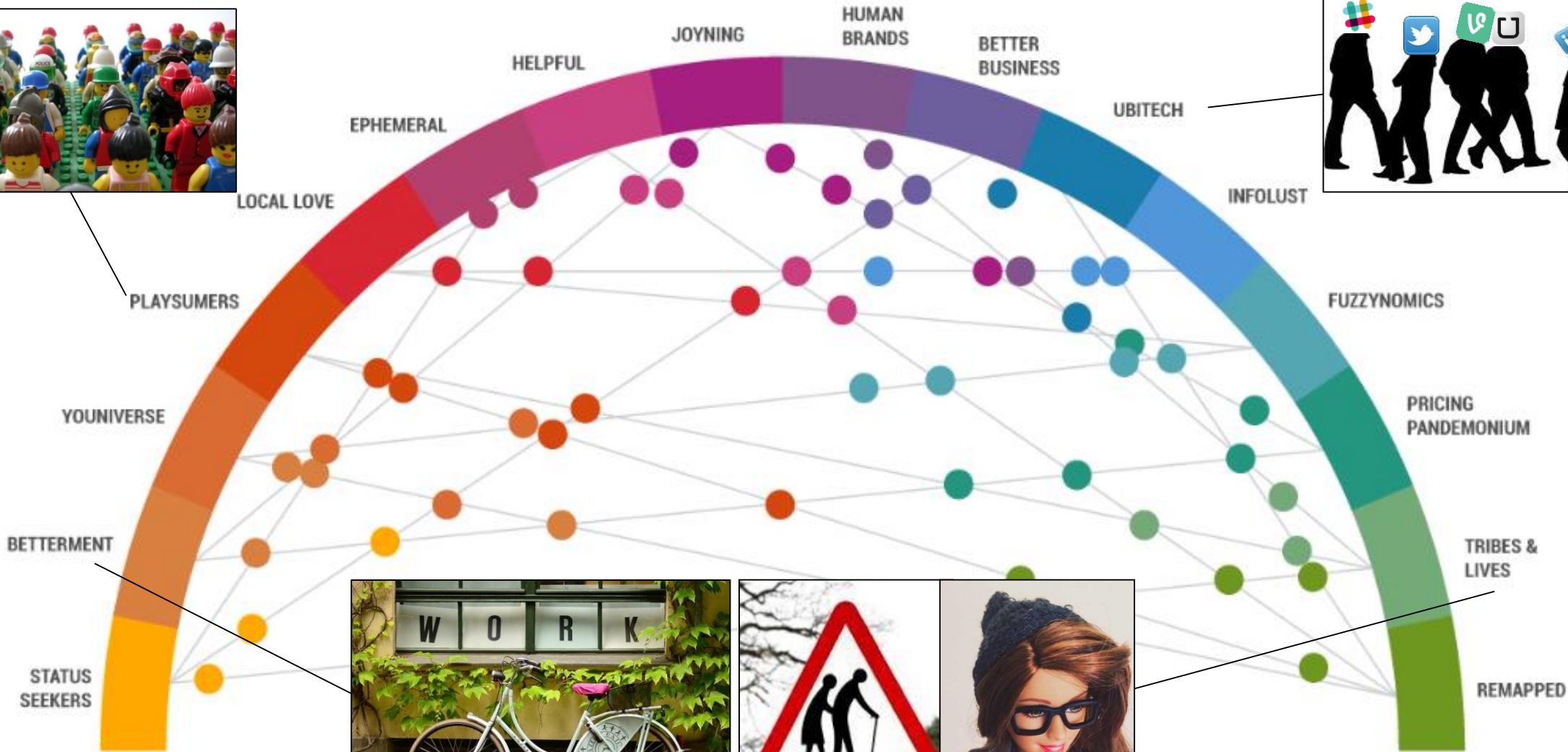
# The case for property & structural change

**Vanessa Hale**

Partner, Research



# Mega Trends

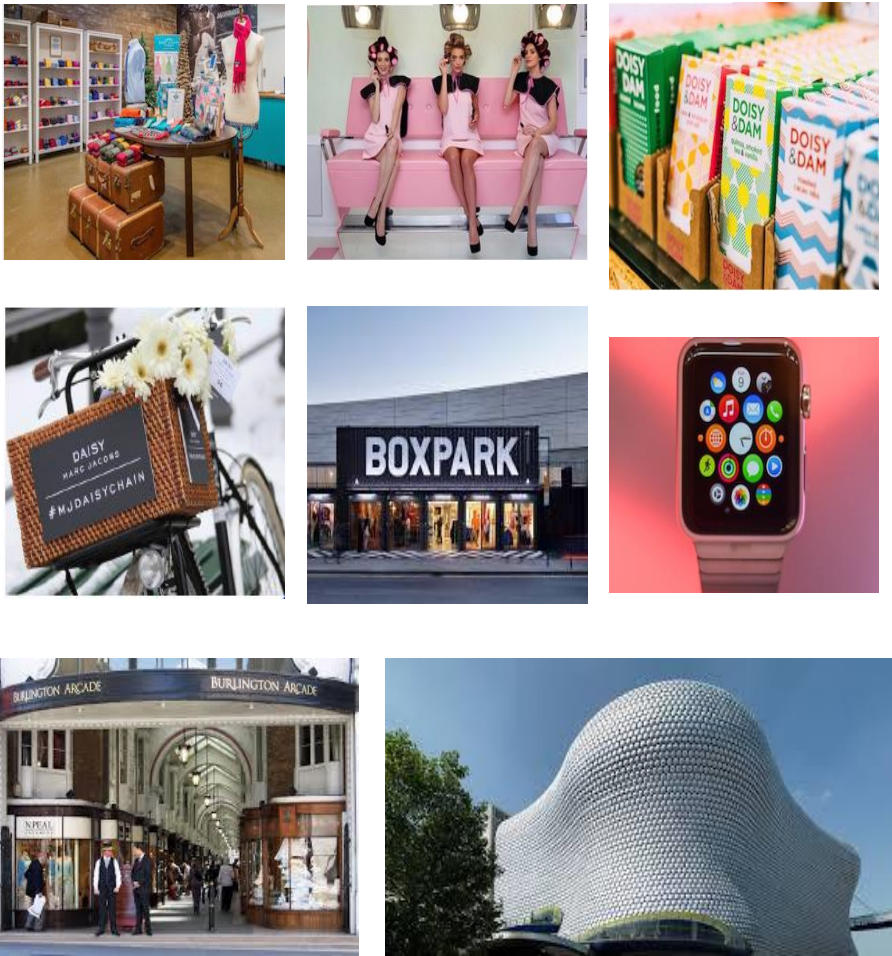
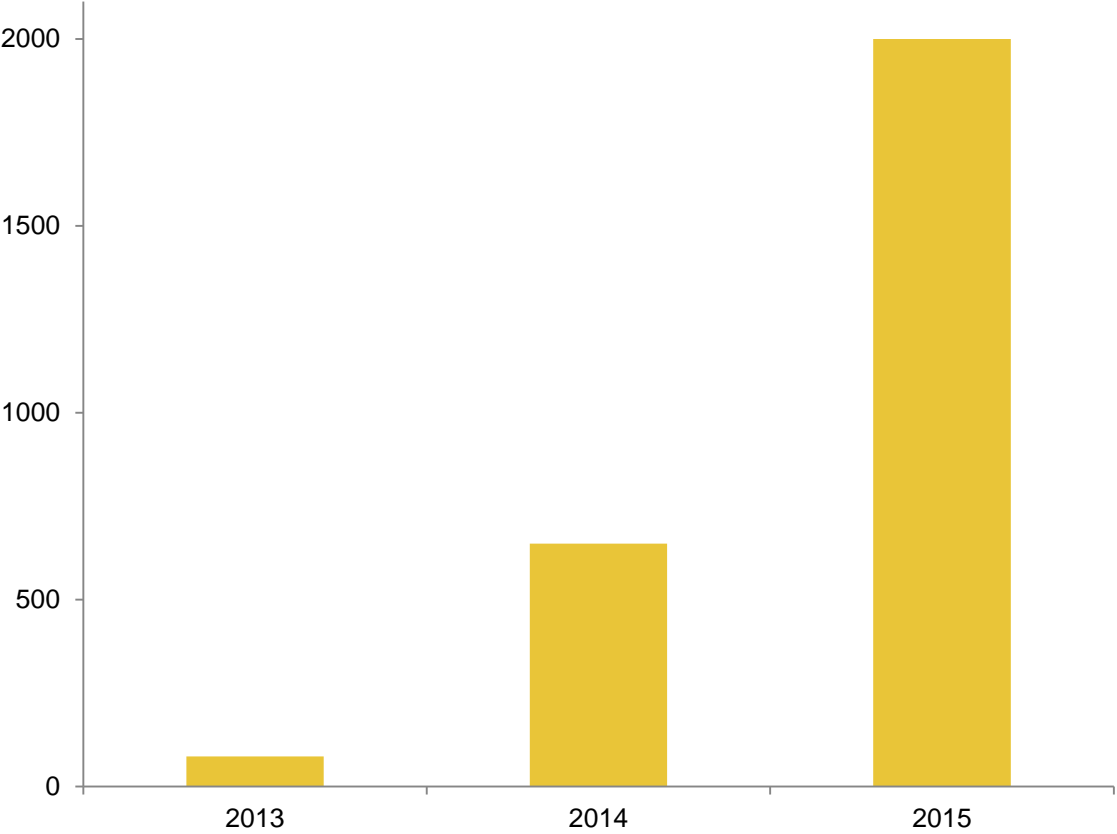


Source: Trend Watching, SocialityBarbie

# Flexible/serviced retail on the rise



Appear Here Bookings

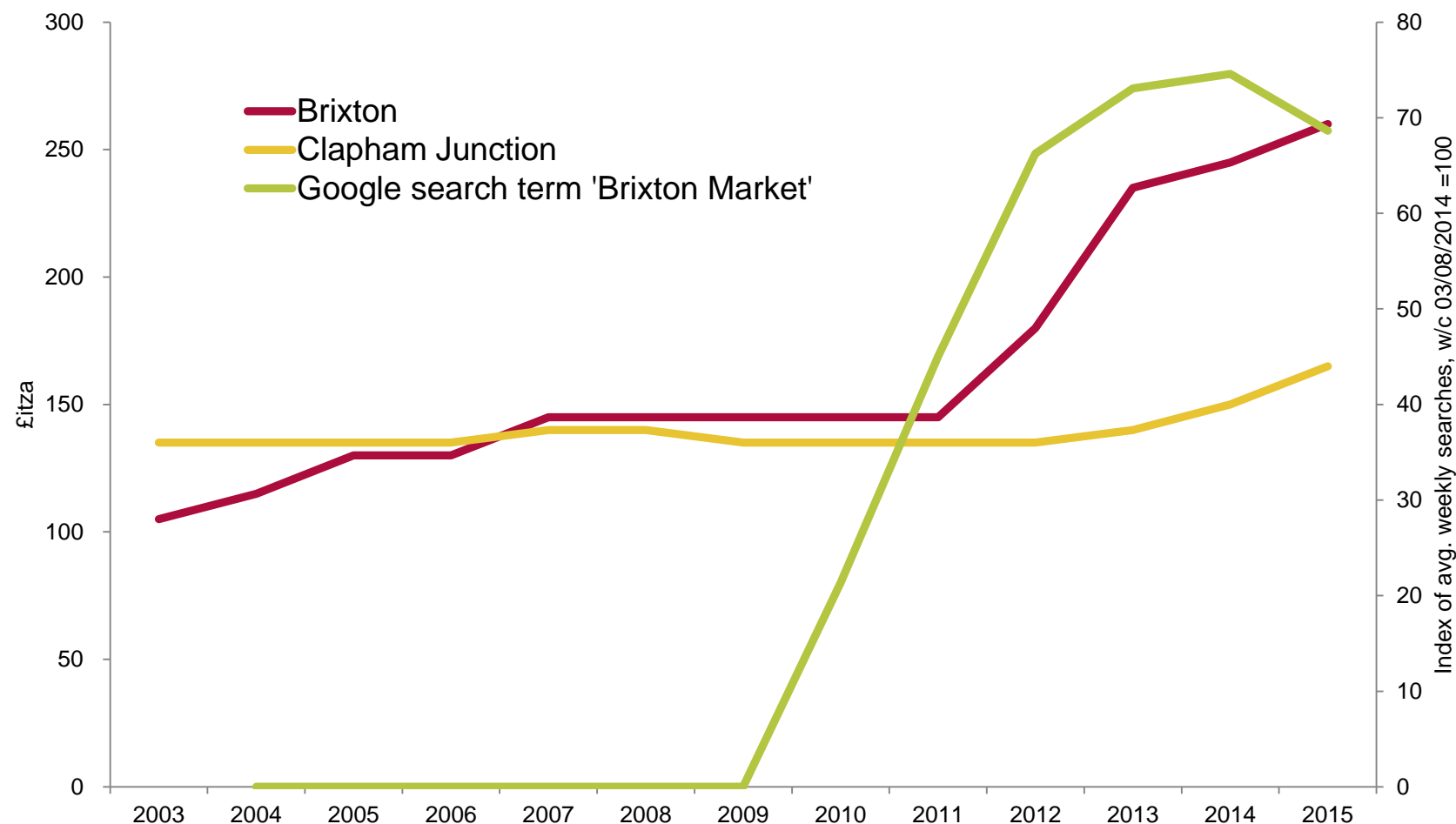


Source: Appear Here, We Are PopUp



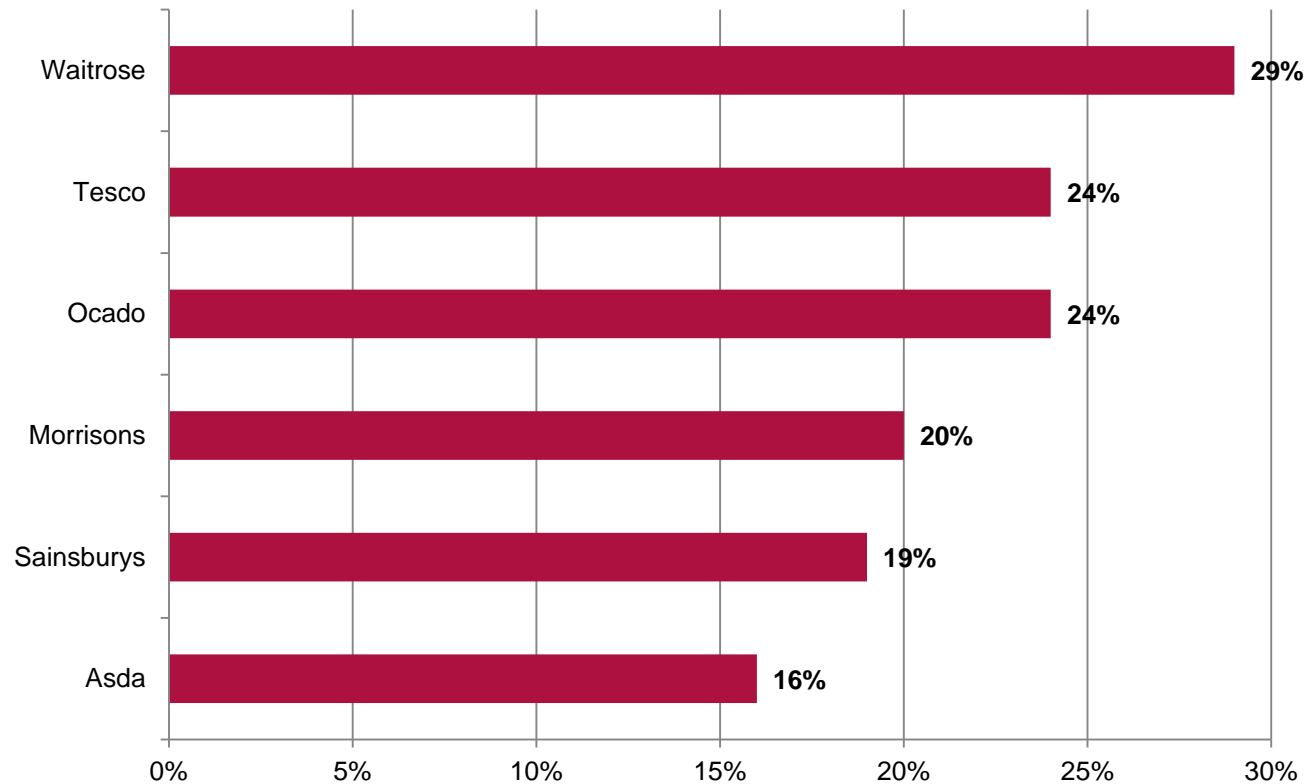
# Market-esque retail can deliver results

## Zone A rents and Google searches



# Amazon taking over the world...

Amazon Pantry pricing vs. UK supermarkets with online presence



Source: Profitero, 2,780 available Amazon Pantry UK products; Average price from 22 Nov – 7 Dec 2015



STRUTT  
& PARKER

PrimePantry



amazon FLEX

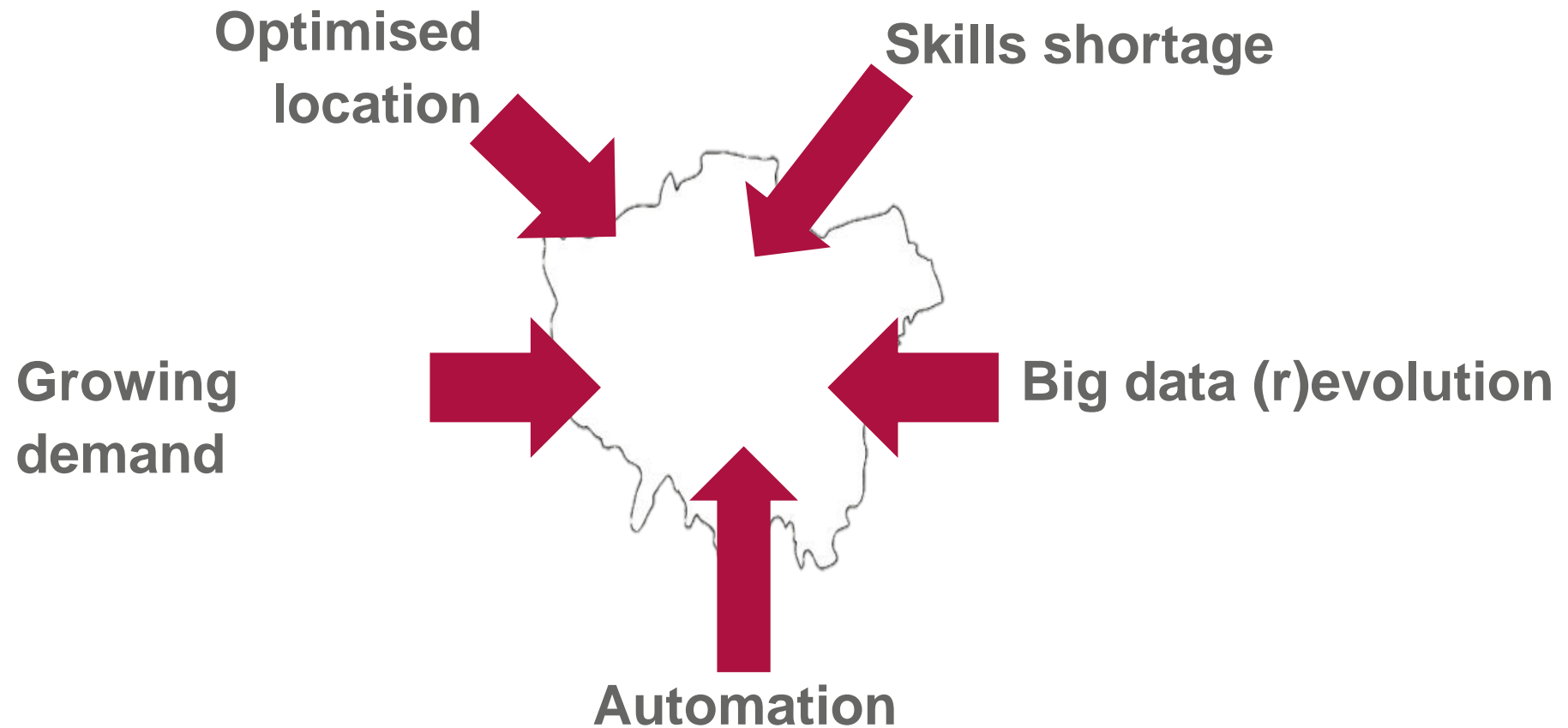
amazon mechanical turk  
Artificial Intelligence



Primenow

amazon.com  
Prime

## A structural shift



## Skills for modern logistics

Cloud Services  
Team Leader

Senior Front  
End Developer

Network Systems  
Developer

Security Analyst

Organisational  
Catalyst / Agile Coach

Senior  
Android  
Developer

Business Intelligence &  
Visualisation Team  
Leader

Infrastructure  
Developer

Automation  
Product  
Manager

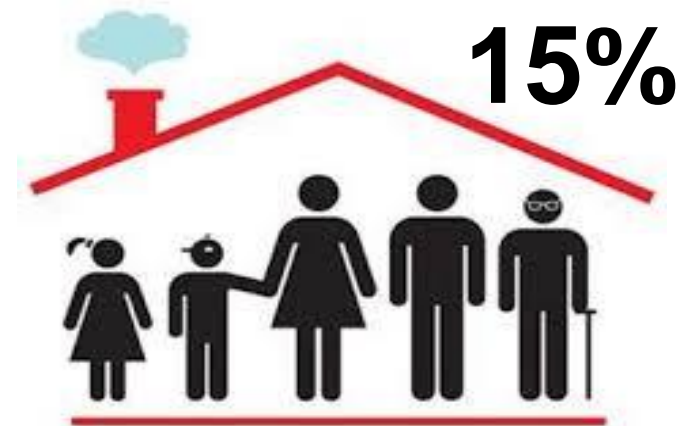
Digital  
Marketing  
Manager

Principal  
Data  
Scientist

## Residential trends...



39%





# Future Housing Tribes & Housing Solutions

STRUTT  
& PARKER

GloMads

MEcos

PRS

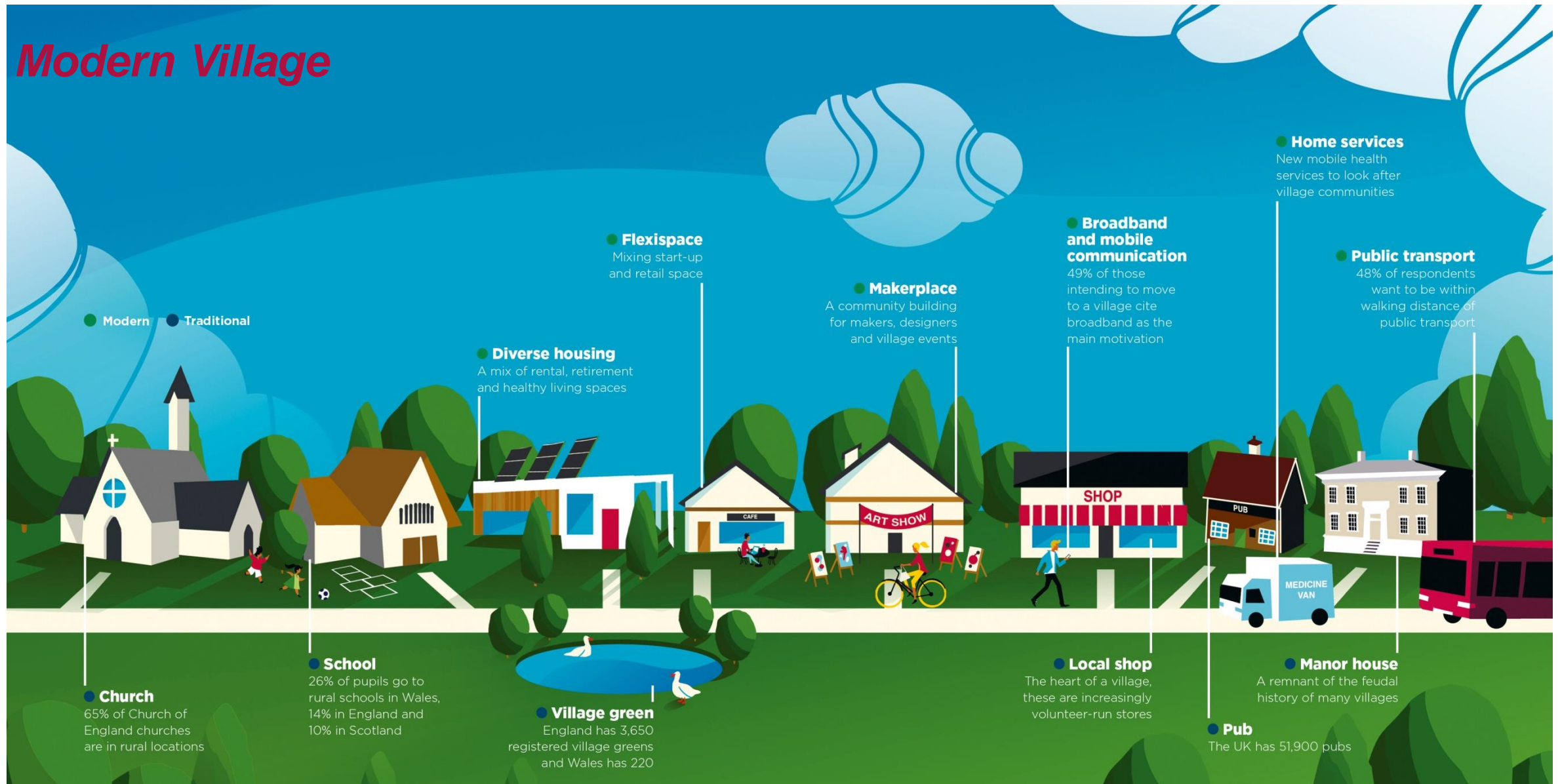
HEAL  
House

Micro  
Mansions

Platinum  
Places

Tumble-  
weeders

# Modern Village





# Conclusion

- Increased long term pressure on land
- Work styles will demand a new approach to the office
- The way we live is fundamentally shifting

