GroupNexus®

The Evolving Retail Park: 2026 Trends in Loyalty, Demographics, and EVs

Strategic Insights

Introduction

As the retail landscape shifts towards a blend of convenience and experience, understanding the granular movements of visitors is essential for effective asset management. This report provides a data-driven overview of current trends across UK retail parks, focusing on loyalty patterns, vehicle demographics, and the emerging influence of Electric Vehicles (EVs).

By analysing these metrics, landlords and managing agents can better align their tenant mix, infrastructure investments, and operational schedules with the actual behaviours of their customer base.

What you'll learn:

1. Frequency vs dwell time insights
2. Vehicle profile & asset implications
3. EV transition & infrastructure
4. Weekend visit analysis
5. Recommendations

1

The loyalty paradox: frequency vs. dwell

Our data highlights a distinct relationship between how often a customer visits and how long they stay.

Repeat visit volume

Repeat visitors currently represent **41%** of total site traffic.

Efficient regulars

Regular visitors are typically more efficient, with an average dwell time of **38 minutes** compared to **43 minutes** for non-repeat visitors.

The loyal core

While dwell time dips for moderate repeaters, a significant spike occurs at the **4+ visits per month** mark, where dwell time reaches 51 minutes.

Monthly engagement

On average, a repeat visitor will use the site **4 times per month.**

2

Vehicle profile & asset implications

The vehicle mix on-site serves as a reliable proxy for the economic profile and life stage of the catchment area.

SUV dominance

SUVs account for **32% of all visits,** with an average vehicle age of just 5.8 years.

The hatchback legacy

Hatchbacks remain the largest segment at 40%, but with an average age of 10.2 years.

Premium niche

"SUV Coupes" represent a high-value, modern segment with the lowest average vehicle age of just 3.9 years.

This indicates a high concentration of "Modern Families" with significant disposable income. Asset managers should ensure that parking bay widths and trolley bay locations are optimised for larger, premium vehicles to prevent accidental damage and maintain highcustomer satisfaction.

The older age profile of these vehicles often correlates with more value-conscious shoppers. A diverse tenant mix that includes both premium retail and "everyday value" brands is essential to serve both the SUV and Hatchback demographics effectively.

The presence of these vehicles suggests a catchment capable of supporting high-end food and beverage or "aspirational" lifestyle brands.

3

The EV transition & infrastructure

The report identifies a clear correlation between vehicle age and EV adoption.

↗ The adoption peak

20.1%

of vehicles aged 0–2 years are now Electric Vehicles.

↗ The adoption peak

35%

of EV visits are ultra-short “transactional” stays of under **14 minutes**.

↗ The modernity drop-off

EV presence falls to

15.5%

for vehicles aged 3–4 years

and drops sharply to

5.9%

for those aged 5–6 years.

4

Weekend analysis: Saturday vs. Sunday patterns

Weekend staffing must account for the shift from high-frequency "task" visits on Saturdays to the sustained "leisure" peaks on Sundays.

The Saturday rush

Saturday sees high volumes of "0 to 14 minute" stays (the "transactional flash"), peaking consistently across the **10 AM to 3 PM** window.

The Sunday surge

Sunday patterns show a heavy concentration of traffic later in the day, with a significant spike in the **11 AM to 1 PM** window.

5

Recommendations

Operational planning

Schedule essential maintenance and cleaning outside the **12 PM – 2 PM** peak to avoid disrupting the high-volume "transactional flash".

EV strategy

Prioritise rapid charging infrastructure to cater to the **35% of EV drivers** who currently stay for less than **15 minutes**.

Tenant support

Use SUV density and vehicle age data to assist tenants in understanding the high-disposable-income profile of the site's modern family demographic.

Loyalty conversion

Focus on dining and leisure incentives to transition "Repeat Visitors" into "Power Users" who stay **30% longer** than the average guest.

Weekend staffing

Manage staffing plans to accommodate the high-velocity Saturday turnover, shifting to leisure-focused customer service for longer Sunday stays.

Site accessibility

Ensure parking bay widths and trolley bay locations are optimised for SUVs, which account for **32% of all modern family visits**.

Frictionless access

Consider dedicated "Quick-Stay" zones to accommodate the **35% of transactional visitors** who currently depart within **14 minutes.**

To discuss these findings in more detail, please contact sales@groupnexus.co.uk

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