

Our work with Australian retailers

We work with some of Australia's best-known retailers to help them maximise store sales performance by choosing the right locations, negotiating better terms with stakeholders and aligning operations and investment with forecast population growth.



Population insights

From leasing decisions to product strategy, see how demographic change will impact store performance



Site selection & network planning

Greenfield sites, shopping centres or a high street outlet? Find the highest value location for your next store.



Revenue forecasting

Combine our forecasts with household spend data for more precise sales projections.



Get the timing right

Avoid holding and operational costs by timing your market entry to coincide with population growth.

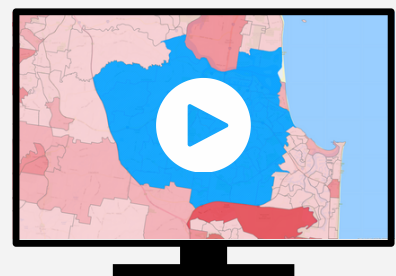


Evidence-backed negotiations

Achieve the best terms in negotiations with stakeholders with independent insights



Watch: How we help retailers calculate the future value of a retail catchment →



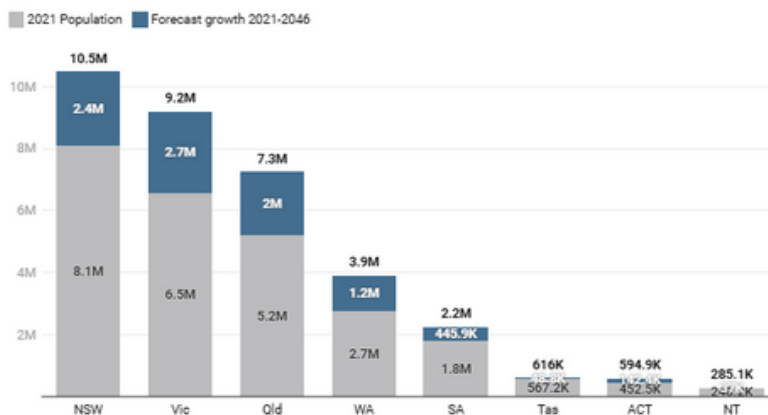
Australia is forecast to grow by nearly 2 million people over the next five years.

Source: [National Forecasting Program](#)
.id (informed decisions)

That equates to demand for over 10,000 new supermarkets and grocery stores in that period. So where are the opportunities for Australian retailers?

Australia's forecast population growth, by state and territory

Population at the 2021 Census, and forecast growth over the 25 years to 2046.



92%

of Australia's growth is forecast in our four largest states. Two-thirds will be in Sydney, Melbourne, Brisbane and Perth.

Australia has an ageing population

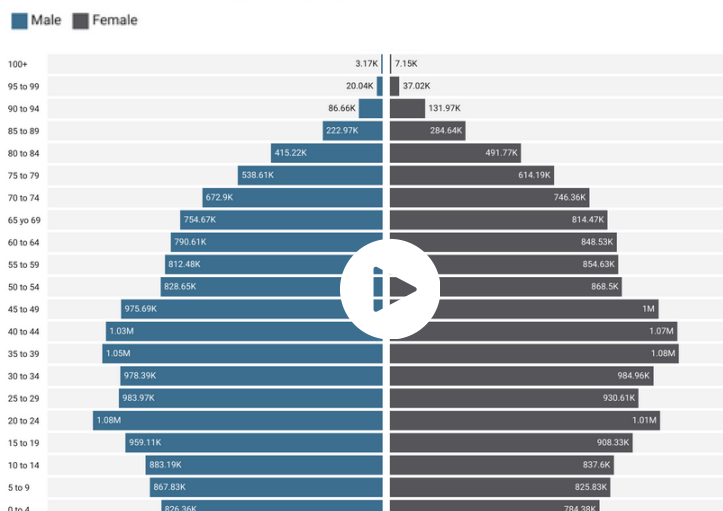
However, there is growth forecast in all age groups.



[Click here](#) or scan to see how each age group is forecast to change over the next 25 years.

Population of Australia, by Age and Sex (2031)

Forecast Estimated Resident Population (ERP)



Where are the growth hotspots?

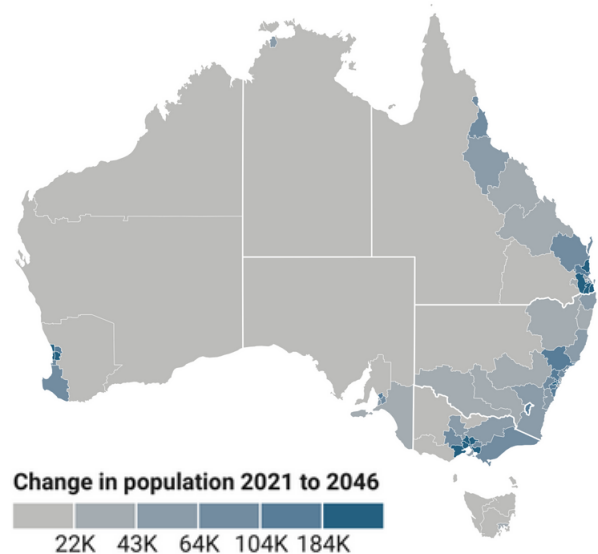


The forecast for your region

Scan the code or [click here](#) for our latest population and housing forecasts for each region.

Detailed forecasts for your trade area

Ask our team about our micro-geographic forecasts for local areas. These forecasts neatly fit your retail catchment and reveal the nuances of when and where population growth or decline is forecast in your retail trade area.



When is the growth forecast to occur?

Whether you're buying land, opening or renovating a store location, or considering a store closure, getting the timing right can help you avoid significant holding and operating costs. Ask our team for detailed, year-by-year forecasts that show the timing and sequence of population growth and housing development in an area of interest to you.

How shifting demographics are impacting Australia's retail landscape

- 1. Overall growth in retail demand**
Driven by historically high levels overseas migration, longer life expectancy and, despite a falling birth rate, strong forecast births, population-driven demand will continue to grow.
- 2. Changing demographics driving emerging consumer preferences**
Consumer preferences are evolving as Australia's ethnic makeup changes, with India, China, Phillipines and Vietnam ranking among the largest emerging country-of-birth categories in the last Census. Migration also means more young adults and children in our communities.
- 3. Fewer people per household**
Retailers in established areas need to assess the impact of decreased revenue per household due to a steady long-term decline in average household size, driven in recent years by the increase in older lone person households.
- 4. Strong fringe growth**
Greenfield retail locations continue to be attractive, as more than 30% of the population growth forecast in our four largest cities in the next five years will be more than 30kms from the CBD.

About .id (informed decisions)

We're a team of demographers, economists, spatial analysts, urban planners, social researchers, forecasters, census data experts. We study how cities, towns and regions are growing and changing and help businesses understand how national trends impact local areas.

Book a demonstration

Contact our team to book an introductory call to hear how other retailers use our data and insights to make confident planning and investment decisions.

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