

Mid-Year Retail Sentiment Survey

Boots on the Ground: Real-Time Insights from **Levin Management's 125-Property Retail Portfolio**

Our exclusive survey taps into the direct feedback of property managers across Levin Management's expansive retail portfolio—delivering an authentic view of tenant performance, technology integration, and evolving consumer behaviors in 2025.



Impressive Performance YTD & Outlook

Retailers are performing strongly through mid-2025 with encouraging expectations for the remainder of the year:

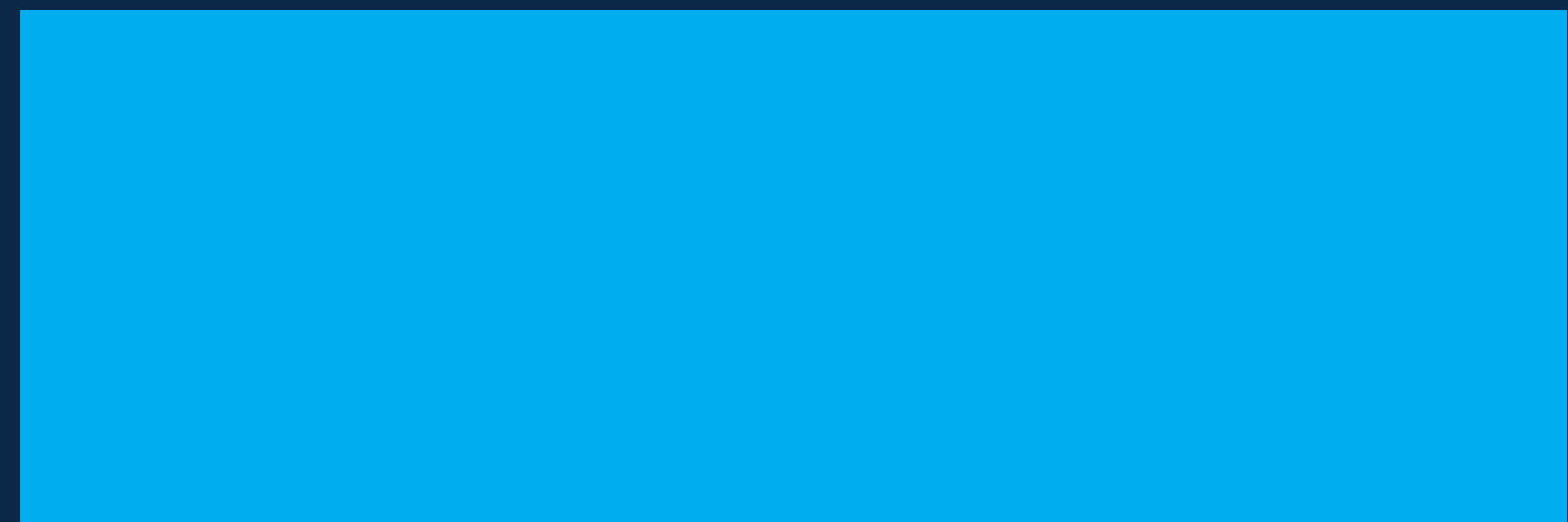
- **75.2%** report **sales as the same or higher** year-over-year.
- **74.8%** report **customer traffic as the same or higher**, marking a new **LMC Mid-Year Survey** record.
- **82.4%** expect **sustained or increased sales in Q3 and Q4**.

Retailers are successfully navigating a market shaped by tech innovation and a heightened demand for convenience.

Technology (R)evolution: Adoption & AI Integration

Tech Investments on the Rise

- **44%** of retailers are making **new technology investments in 2025.**
- **20.2%** are **actively engaging with AI**, up from **11.8% in 2024.**
- **35.4%** are **exploring AI tools**, up from **20.6% in 2024.**



Technology (R)evolution: Adoption & AI Integration

Seamless Shopping Experience

Retailers are leveraging technology to merge **in-store and online services**:

- **38.1%** aim to **better integrate in-location and online experiences.**
- **Fulfillment preferences:**
 - **Buy Online, Pick Up In-Store (BOPIS): 54.0%** — the most popular fulfillment option.
 - **Local delivery: 32.5%**
 - **Ship-from-store: 32.5%**

Technology (R)evolution: Adoption & AI Integration

Convenience-Driven In-Store Enhancements

Retailers are prioritizing technologies that enhance the in-store experience:

- **Digital coupons/loyalty:** 76.4%
- **Electronic receipts:** 58.2%
- **Free Wi-Fi:** 58.2%
- **Online ordering in-store:** 47.3%

Digital Marketing & Social Media

Marketing Channel Utilization

Retailers employ diverse digital tools to strengthen brand presence and sales:

Top Tools:

- Social Media: **65.3%**
- Email Marketing: **62.7%**
- Loyalty Programs: **47.5%**

Digital Marketing & Social Media

Social Media Commerce & Influence

Among retailers active on social platforms:

- **Most-used Platforms: Facebook** (70.9%), **Instagram** (68.2%), **TikTok** (33.6%).
- **50%** use **paid social ads**, up from 36.4% last year.
- **14.4%** engage in **direct sales via platforms** like Facebook, Instagram, TikTok.
- **Influencer marketing:** 25.9% adoption.

Key Takeaways

- **AI and technology are reshaping retail:** The sharp increase in AI adoption reflects an industry evolving to meet the digital age.
- **Brick-and-mortar is thriving:** Tech is enabling physical stores to offer hybrid experiences that satisfy modern consumer needs.
- **Omnichannel marketing remains crucial:** A strategic mix of social, email, loyalty platforms, and paid ads is essential to stay competitive.
- **Convenience remains paramount,** both in fulfillment options and in-store digital features.