

Milwaukee Retail Market Predictions

2019 Retail Market Predictions by Brian Vanevenhoven – Newmark Knight Frank

- Vacancy rates will rise, but only slightly - **UNSURE**
- Brick and mortar retail will continue to merge with online retail - **TRUE**
- Amazon is far from done and could make another big purchase of another brick and mortar store in 2019 – **HALF-TRUE**
- The traditional mall is changing, but is far from dead - **TRUE**
- Online grocery sales will continue to increase, but total sales will be far outpaced in brick and mortar stores - **TRUE**

2020 Retail Market Predictions by Max Jacobson– Mid-America Real Estate – Wisconsin LLC

- Several of the boutique fitness concepts will close their doors
- Marijuana will NOT be legalized in WI
- Leasing velocity at the Deer District (Bucks Arena) will skyrocket after the Bucks win the NBA 2020 Championship