



East Gwillimbury

DEMOGRAPHIC + MARKET ANALYSIS AND
EMERGING RETAIL TRENDS

SEPTEMBER 23, 2024

Demographic + Market Analysis

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Introduction

East Gwillimbury has experienced **significant residential growth** over the last 10 years. Despite these growth trends and economic activity, including a growing workforce, its retail sector has **not evolved sufficiently** to keep pace with these developments and population growth.

Respecting the charm of East Gwillimbury, which is rooted in its **family-friendly community** and **prioritizing the needs of a growing population**, is integral for the **success** of the retail. Equally important is that residents not only enjoy the benefits of its recreational opportunities and access to its natural beauty, but also have access to **essential amenities** through **strategic urban development** as well. In order to properly meet the everyday needs of its residents, understanding the makeup of the Town of East Gwillimbury and the services that are required for the residents in the community is **crucial**. The goal is to **provide a retail offering that fills the void** that currently exists and to **build retail that is relevant**, not just for today, but one that is **sustainable into the future**.

Demographic + Market Analysis

2023 DEMOGRAPHICS



Total Living Population

	5KM	10KM	East Gwillimbury
0-19	24.0%	23.5%	24.0%
20-34	19.1%	19.7%	19.9%
35-54	28.7%	27.9%	27.7%
55-64	13.2%	13.6%	13.8%
65+	15.3%	14.9%	15.2%
Total	39,181	173,654	30,524

\$142,080

AVERAGE HOUSEHOLD INCOME WITHIN
5KM OF HWY 11 & CRIMSON KING WAY

AVERAGE HOUSEHOLD INCOME WITHIN 5KM OF HWY 11 & CRIMSON KING WAY

(Environics Analytics, 2023)

Beauleigh

Highlights within 5km

12.1% OF THE POPULATION ARE GEN ALPHA (AGES 0 TO 11)

17.4% OF THE POPULATION ARE GEN Z (AGES 12 TO 27)

21.3% OF THE POPULATION ARE MILLENNIALS (AGES 28 TO 42)

34.3% OF THE POPULATION ARE 20-44, **50.8%** ARE UNDER 39, AND
28.5% OF THE POPULATION ARE 55+

26.8% HAVE A BACHELOR'S DEGREE OR HIGHER

79.9% OF HOMES ARE OWNED AND **20.1%** ARE RENTED

88.2% OF THE TOTAL POPULATION ARE LIVING AS FAMILIES; WITH
68.3% OF FAMILIES HAVING CHILDREN LIVING AT HOME.

Occupations within 5km

21.2% OF THE LABOUR FORCE WORKS IN TRADES
(CONSTRUCTION, MANUFACTURING, UTILITIES)

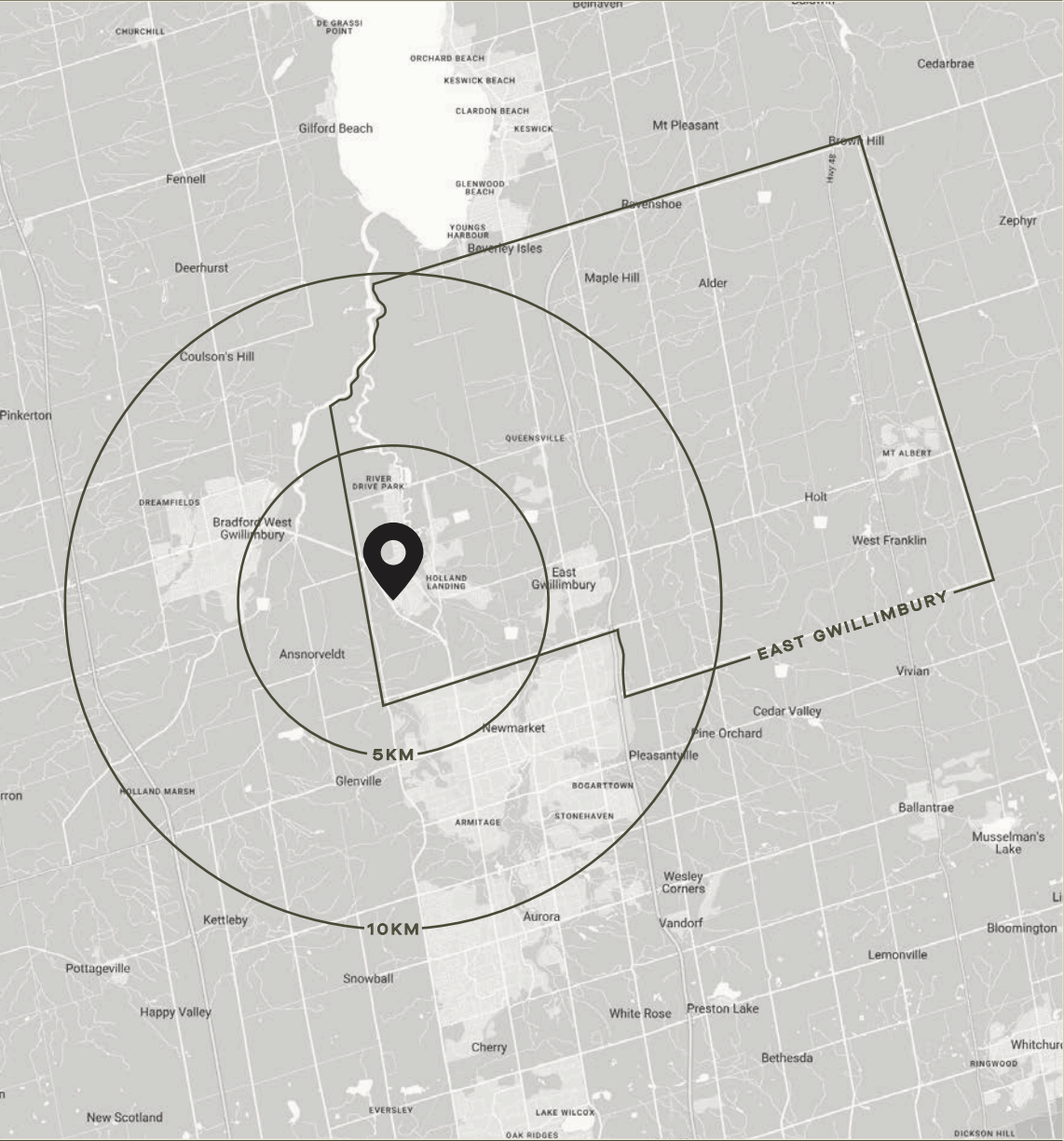
17.2% OF THE LABOUR FORCE WORKS IN RETAIL AND HOSPITALITY
(RETAIL TRADE, ACCOMMODATION AND FOOD SERVICES)

**9.1% OF THE LABOUR FORCE WORKS IN HEALTHCARE AND
SOCIAL ASSISTANCE**

8.2% OF THE LABOUR FORCE WORKS IN EDUCATION

**8.1% OF THE LABOUR FORCE WORKS IN PROFESSIONAL, SCIENTIFIC
AND TECHNICAL SERVICES**
(EG. LEGAL SERVICES; ACCOUNTING; BOOKKEEPING AND PAYROLL SERVICES; ARCHITECTURAL,
ENGINEERING AND RELATED SERVICES; SPECIALIZED DESIGN SERVICES; ETC.)

5.4% OF THE LABOUR FORCE WORKS IN FINANCE AND INSURANCE



HIGHWAY 11 & CRIMSON KING WAY

2028 DEMOGRAPHICS

Projected Living Population

	5KM	10KM	East Gwillimbury
0-19	23.8%	23.2%	24.3%
20-34	18.4%	19.1%	18.9%
35-54	28.9%	28.1%	27.6%
55-64	11.9%	12.4%	12.4%
65+	16.8%	17.2%	16.8%
Total	45,045	194,677	40,313

\$169,058

AVERAGE HOUSEHOLD INCOME WITHIN
5KM OF HWY 11 & CRIMSON KING WAY

Highlights within 5km

18.0% OF THE POPULATION WILL BE GEN ALPHA (AGES 0 TO 16)

16.7% OF THE POPULATION WILL BE GEN Z (AGES 17 TO 32)

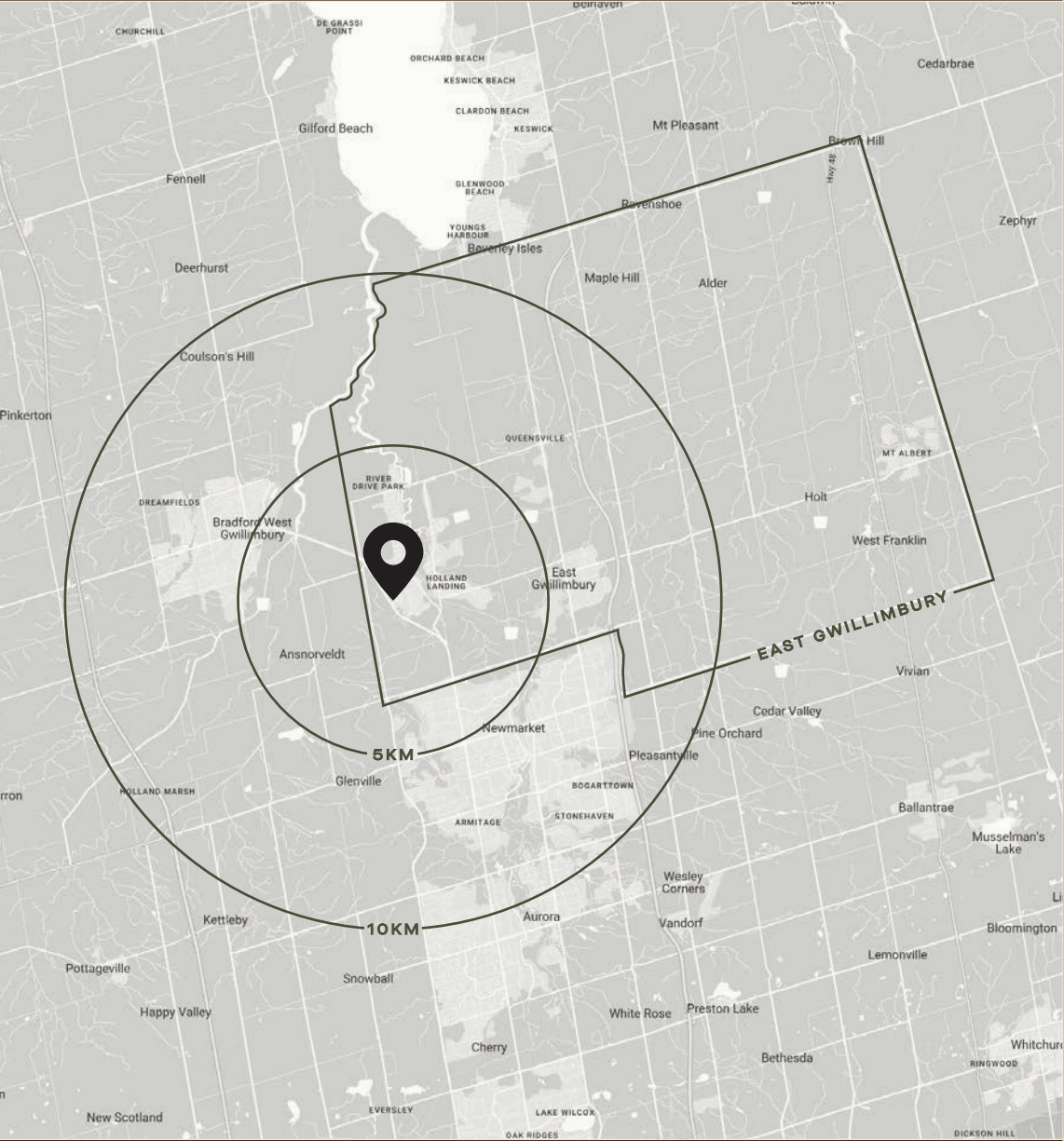
23.8% OF THE POPULATION WILL BE MILLENNIALS (AGES 33 TO 47)

34.7% OF THE POPULATION WILL BE 20-44, **50.6%** WILL BE UNDER 39,
AND **28.7%** WILL BE 55+

29.5% WILL HAVE A BACHELOR'S DEGREE OR HIGHER

79.2% OF HOMES WILL BE OWNED AND **20.8%** WILL BE RENTED

87.7% OF THE TOTAL POPULATION WILL BE LIVING AS FAMILIES; WITH
68.7% OF FAMILIES HAVING CHILDREN LIVING AT HOME.



HIGHWAY 11 & CRIMSON KING WAY

2033 DEMOGRAPHICS

Projected Living Population

	5KM	10KM	East Gwillimbury
0-19	24.2%	23.4%	24.9%
20-34	16.9%	17.6%	16.9%
35-54	30.2%	29.6%	28.8%
55-64	10.8%	11.2%	11%
65+	18.1%	18.4%	18.4%
Total	52,311	215,418	52,899

\$197,335

AVERAGE HOUSEHOLD INCOME WITHIN
5KM OF HWY 11 & CRIMSON KING WAY

(Environics Analytics, 2023)

Beauleigh

2033 DEMOGRAPHICS

Highlights within 5km

18.1% OF THE POPULATION WILL BE GEN ALPHA (AGES 5 TO 21)

16.9% OF THE POPULATION WILL BE GEN Z (AGES 22 TO 37)

24.2% OF THE POPULATION WILL BE MILLENNIALS (AGES 38 TO 52)

33.9% OF THE POPULATION WILL BE 20-44, **49.6%** WILL BE UNDER 39,
AND **28.9%** WILL BE 55+

31.9% WILL HAVE A BACHELOR'S DEGREE OR HIGHER

78.2% OF HOMES WILL BE OWNED AND **21.8%** WILL BE RENTED

87.2% OF THE TOTAL POPULATION WILL BE LIVING AS FAMILIES; WITH
68.7% OF FAMILIES HAVING CHILDREN LIVING AT HOME.

**28.4% OF THE POPULATION IS A VISIBLE
MINORITY, WITH CHINESE AS THE TOP VISIBLE
MINORITY GROUP AT 6.6%, FOLLOWED BY
SOUTH ASIAN AT 6.1%, WHICH WILL INCREASE
OVER THE NEXT 5-10 YEARS.**

DEMOGRAPHICS

Visible Minorities within 5km

	2023	2028	2033
Chinese	6.6%	7.4%	8.1%
South Asian	6.1%	6.5%	6.8%
West Asian	3.2%	3.6%	3.7%
Southeast Asian	2.9%	2.9%	2.7%
Black	2.6%	2.6%	2.6%
Filipino	1.6%	1.7%	1.7%
Latin American	1.5%	1.5%	1.5%
Korean	1.1%	1.1%	1.1%
Arab	0.7%	0.8%	0.9%
Japanese	0.2%	0.2%	0.2%
Other	2.0%	2.0%	2.0%
Total	28.4%	30.3%	31.3%

(Environics Analytics, 2023)

TOWN OVERVIEW

Real Estate

East Gwillimbury has both **rural and suburban** areas, and is mainly made up of **homes**, including single-family, semi-detached and townhouses. **33.7%** of households within East Gwillimbury have been built **since 2011**.

WITHIN EAST GWILLIMBURY

83.7% OF HOUSEHOLDS ARE OWNED & **16.3%** ARE RENTED

94.7% OF HOUSEHOLDS ARE HOUSES & **5.2%** ARE MULTI-UNITS

\$1,400,000 AVERAGE PRICE OF A DETACHED HOUSE

\$946,000 AVERAGE PRICE OF A TOWNHOUSE

\$2,927 MEDIAN RENT OVERALL

(Environics Analytics, 2023)

("East Gwillimbury Real Estate Trends" Zolo, July 2024)

("Average rent in East Gwillimbury, ON" Zumper, June 2024)



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Transportation

TRANSIT

East Gwillimbury GO

6.1km / 8 min drive

The East Gwillimbury Go Station is a stop along on the Barrie train line. Stops include; Union - Downsview Park - Rutherford - Maple - King City - Aurora - Newmarket - East Gwillimbury - Bradford - Barrie South - Allandale Waterfront.

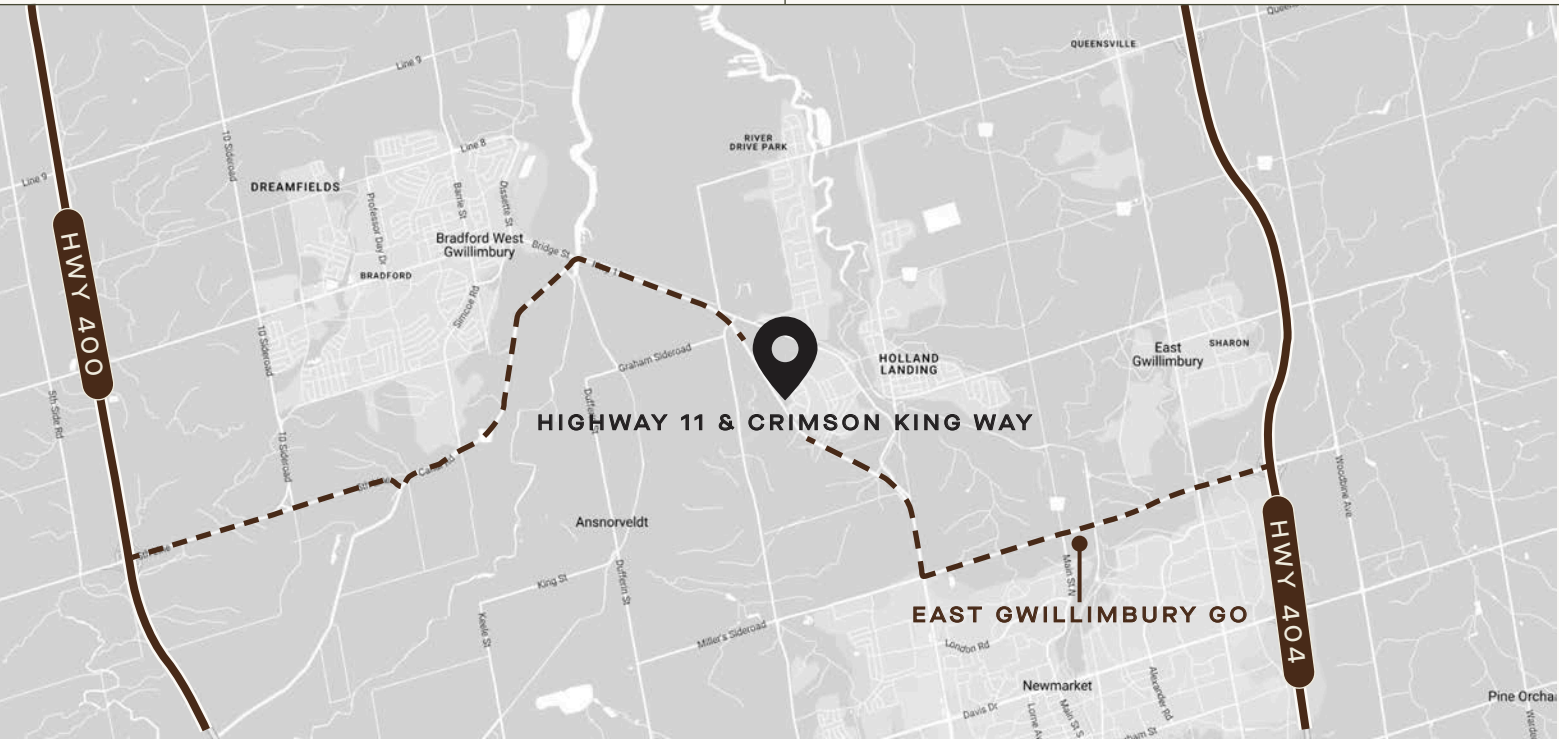
MAJOR HIGHWAYS

Highway 404

8.5km / 11 min drive

Highway 400

11.6km / 12 min drive



Events + Programming

EVENTS

East Gwillimbury is lively, family-friendly community with many events to enjoy throughout the year. In the summer through fall (May to October), there is a Farmers Market on Thursdays with food, craft and artisan vendors, live music and more.

Annual events include Easter, Family Day, Canada Day, Halloween, Remembrance Day, Christmas, and New Years Celebrations. The town organizes themed hikes, parades, and services. Events are held at various locations around town, including Mount Albert Lions Community Centre (17km / 20 min drive) and the Civic Centre (7km / 10 min drive).

PROGRAMMING

East Gwillimbury has many options of public programming for all ages, including both indoor and outdoor facilities;

ARTS & CULTURE

TOWN EVENTS

SENIORS PROGRAMS + ACTIVITIES

PUBLIC SKATING

DROP-IN SPORTS PROGRAMS

AQUATICS AND SWIMMING

SUMMER CAMPS

PUBLIC LIBRARY



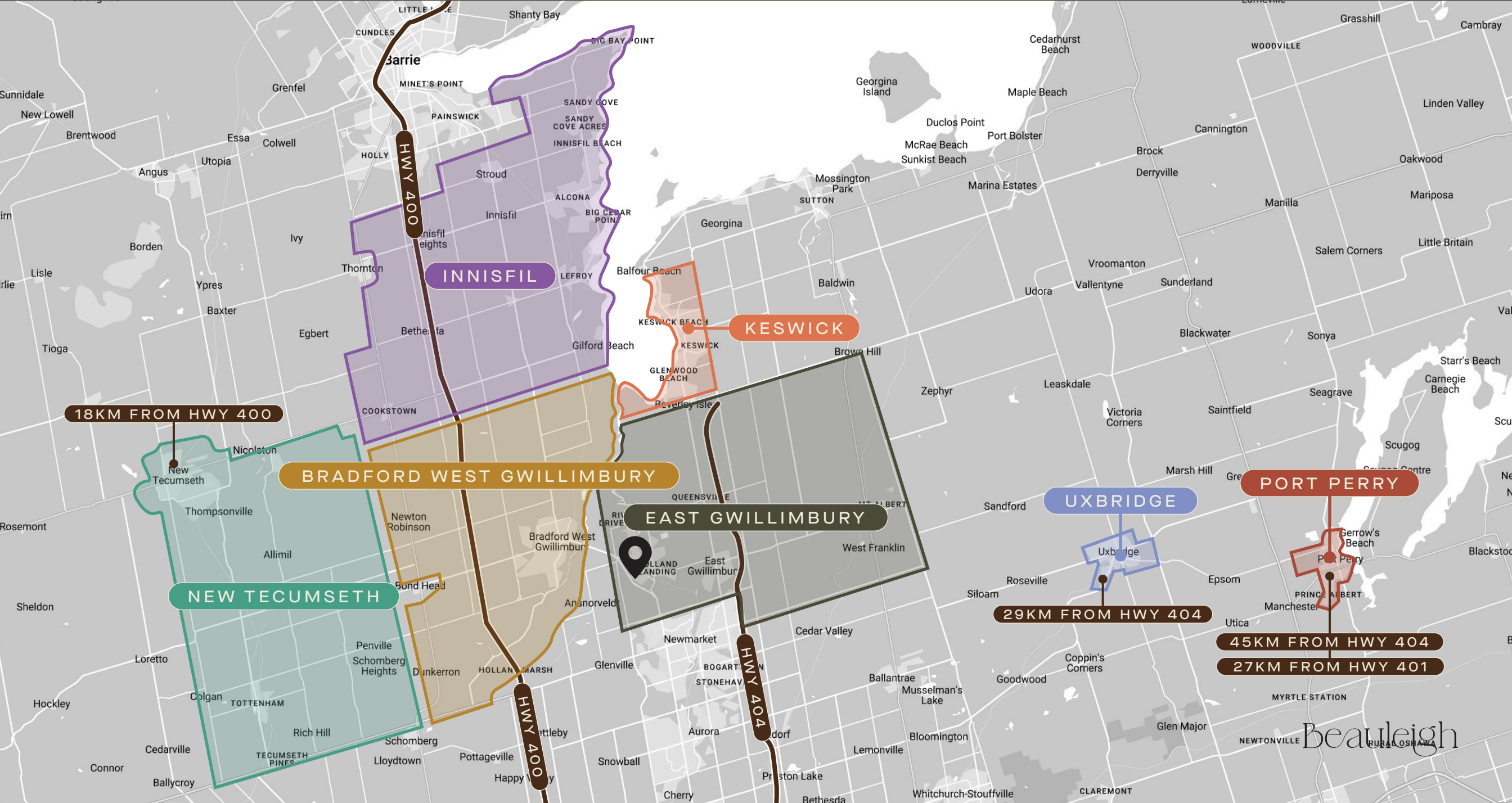
Competitive Market Overview

— 2023 DEMOGRAPHIC COMPARISONS

— RETAIL MARKET ANALYSIS

— DEVELOPMENTS

COMPETITIVE MARKET OVERVIEW



2023 Demographic Comparisons

	EAST GWILLIMBURY	UXBRIDGE	PORT PERRY	INNISFIL	BRADFORD WEST GWILLIMBURY	NEW TECUMSETH	KESWICK
0-19	24.0%	21.4%	19.4%	22.5%	26.4%	24.0%	22.3%
20-34	19.9%	16.9%	16.2%	18.7%	19.9%	19.6%	21.1%
35-54	27.7%	23.0%	22.3%	26.8%	29.1%	26.5%	26.4%
55-64	13.8%	15.7%	14.6%	14.9%	11.6%	12.3%	15.1%
65+	15.2%	23.1%	27.8%	17.1%	12.6%	17.4%	14.9%
TOTAL	30,524	12,012	9,924	46,600	45,830	43,373	30,061
AVERAGE INCOME	\$142,080	\$145,957	\$131,612	\$130,401	\$144,152	\$128,519	\$126,886

(Environics Analytics, 2023)

EAST GWILLIMBURY IS THE FOURTH-MOST POPULATED AND THE THIRD-MOST AFFLUENT TOWNSHIP



COMPETITIVE MARKET OVERVIEW

2023 Demographic Comparisons

	EAST GWILLIMBURY	UXBRIDGE	PORT PERRY	INNISFIL	BRADFORD WEST GWILLIMBURY	NEW TECUMSETH	KESWICK
GEN ALPHA	12.1%	9.8%	8.5%	11.1%	13.9%	12.9%	11.3%
GEN Z	17.4%	17.4%	16.2%	16.7%	18.2%	16.3%	16.4%
MILLENNIAL	21.3%	17.0%	16.4%	20.4%	22.7%	22.4%	23.2%
20-44	34.3%	27.7%	27.3%	32.5%	36.0%	34.2%	35.1%
UNDER 39	50.8%	44.2%	41.1%	48.2%	54.8%	51.6%	50.9%
55+	28.5%	38.6%	42.0%	31.9%	24.5%	30.0%	30.0%
OWNED RENTED	79.9% 20.1%	78.3% 21.7%	79.5% 20.5%	84.6% 15.4%	83.2% 16.8%	83.9% 16.1%	78.4% 21.6%

(Environics Analytics, 2023)

Beauleigh

COMPETITIVE MARKET OVERVIEW

East Gwillimbury

The Town of East Gwillimbury (*population: 30,524*) is in the northern part of York Region, covering an area of 238 square kilometres, approximately 70% made up from green space including farms, forests, and recreational amenities. The municipality is a balanced community made up of several growing urban areas and villages including Holland Landing, Queensville, Mount Albert, River Drive Park, and Sharon.

RETAIL MARKET ANALYSIS

① YONGE GREEN LANE COMMON | 387,600 SF GLA 3.5KM / 4 MIN DRIVE

- | | | |
|-------------------------|----------------------------------|----------------------------|
| • Longo's | • Mary Brown's | • What A Bagel |
| • RONA | • Sushi Shop | • Cocelli Pizza |
| • LCBO | • Five Guys | • CrepeStar Dessert |
| • The Beer Store | • Tim Horton's | • COBS Bread Bakery |
| • Shoppers Drug Mart | • Thai Express | • Herc's Nutrition |
| • Dollarama | • Osmow's | • LA Fitness |
| • Pet Valu | • Firehouse Subs | • Mastermind Toys |
| • M&M Food Market | • Mucho Burrito | • Sally Beauty |
| • Beertown Public House | • Freshii | • Mister Safety Shoes |
| • Lone Star Texas Grill | • Booster Juice | • Bell |
| • East Side Mario's | • Frankies Nashville Hot Chicken | • First Impressions Dental |
| • Sunset Grill | | • RBC Royal Bank |
| • McDonald's | • Bombay Frankies | • CIBC |

**Yonge Green Lane Common is the only large retail centre in the Town of East Gwillimbury*

("About East Gwillimbury" East Gwillimbury)



COMPETITIVE MARKET OVERVIEW

East Gwillimbury

RETAIL MARKET ANALYSIS CONT...

○ FULL SERVICE RESTAURANT

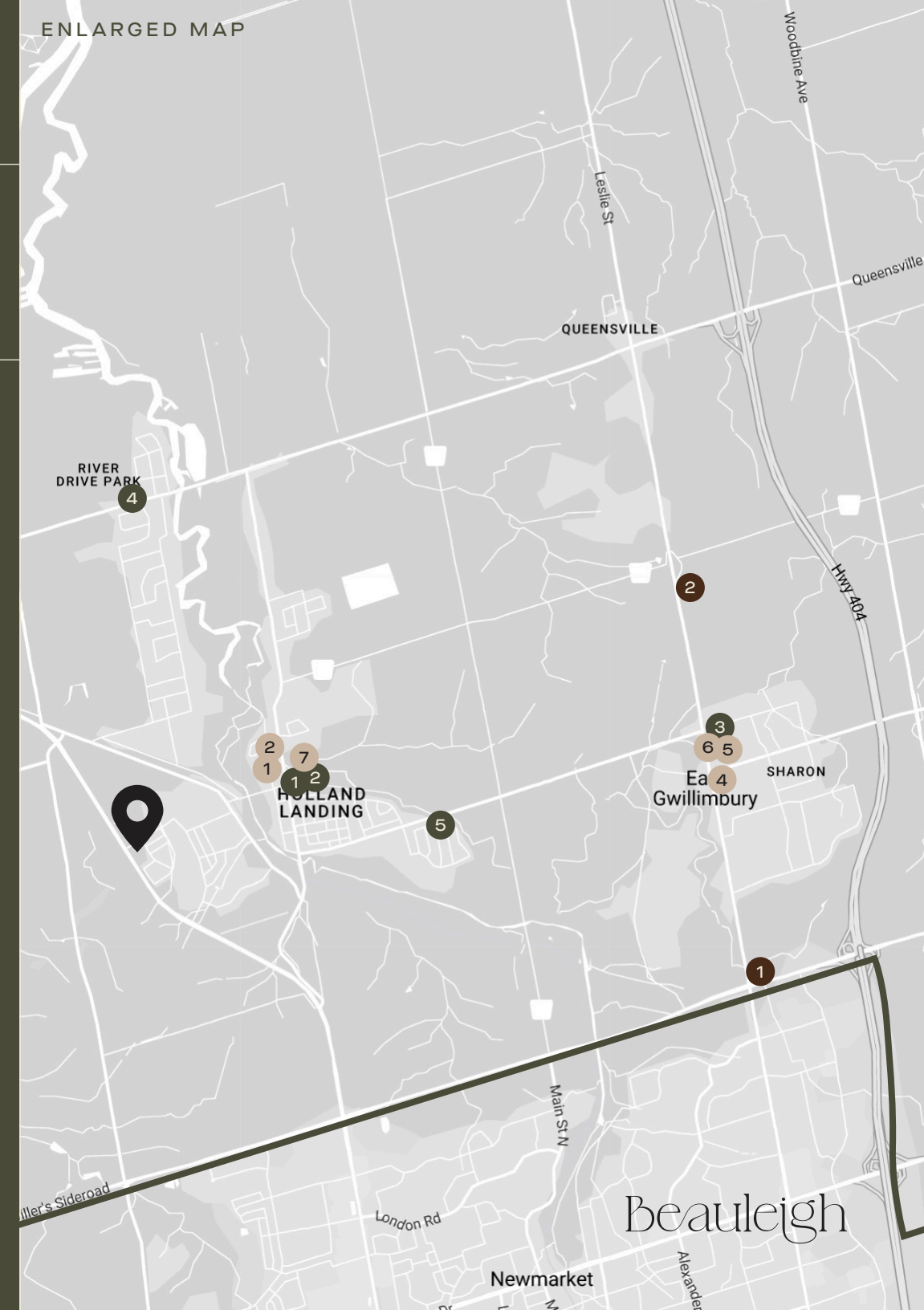
1. Coop's Holland Landing
2. Shiawase Sushi
3. Sharon House Tap & Kitchen
4. Tatlows Broiler Bar
5. Topsy Goose Holland Landing

● QUICK SERVICE RESTAURANT

1. Pizza Pizza
2. Subway
3. Santa Fe Pizza
4. Papa D's Pizza & Variety
5. Subway
6. Pizza Hut
7. Dragon King Chinese Food

● CAFE

1. Tim Hortons
2. Country Style



COMPETITIVE MARKET OVERVIEW

East Gwillimbury

RETAIL MARKET ANALYSIS CONT...

GROCERY

- 1. Vince's Market Sharon

PERSONAL SERVICE

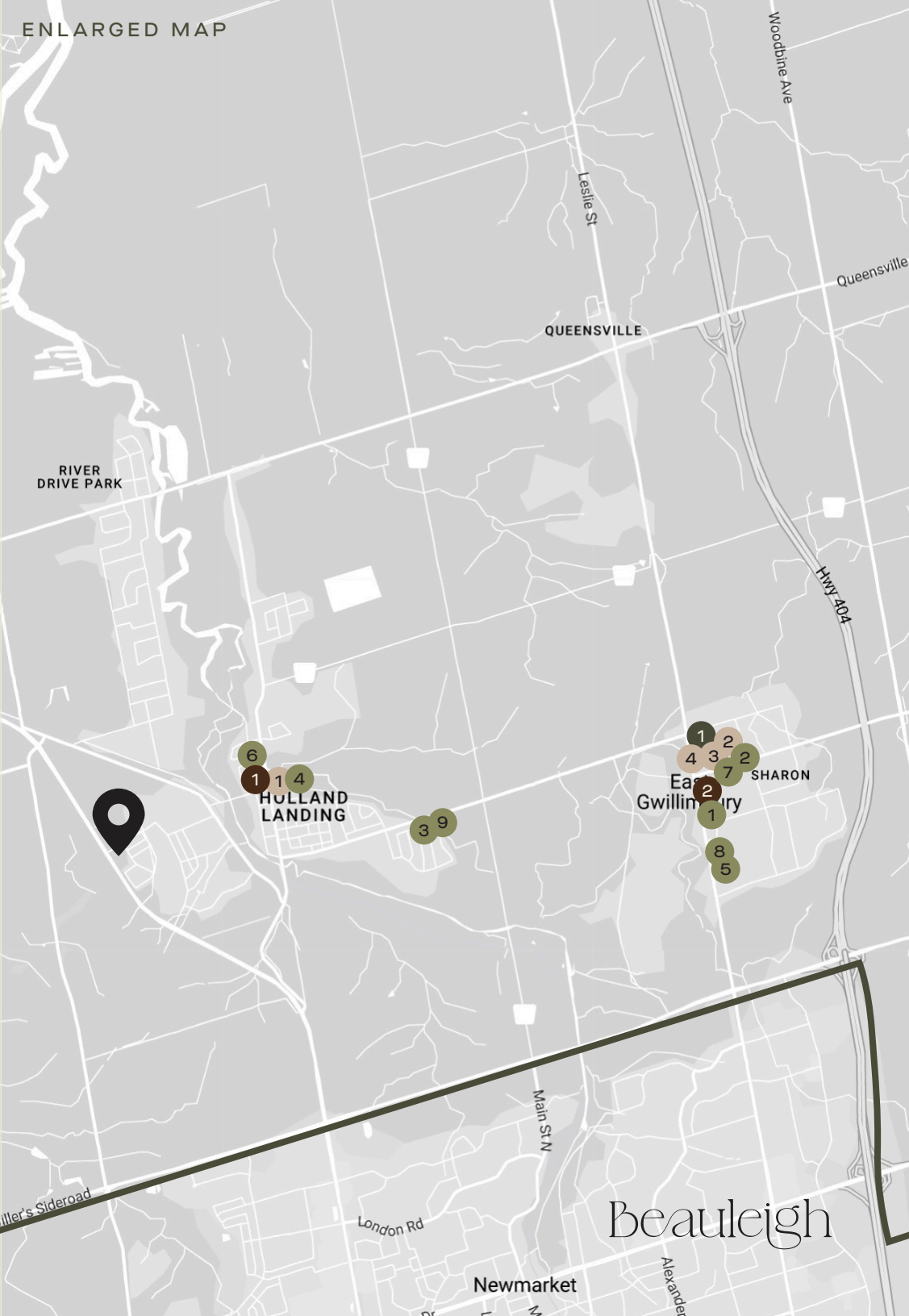
- 1. Hair Dynamics
- 2. Marine Beauty Bar
- 3. Taboo Hair Studio (Sharon location)
- 4. Queen's Nail Spa

WELLNESS

- 1. Essential Healing Touch
- 2. Align Health Centre-Sharon

MEDICAL / DENTAL

- 1. Hearing Healthcare of East Gwillimbury
- 2. Sharon Medical Clinic
- 3. Ultimate Health Clinic
- 4. Holland Landing Health Centre
- 5. Optimal Health
- 6. Holland Landing Dental
- 7. Sharon Dental
- 8. EG Dental
- 9. DentalWorks



COMPETITIVE MARKET OVERVIEW

East Gwillimbury

RETAIL MARKET ANALYSIS CONT...

○ DAY CARE

- 1. Gwillimbury Hills Daycare
- 2. East Gwillimbury Children's Centre
- 3. Eh to Zed Preschool Canada Sharon
- 4. Our Lady of Good Counsel Child Care Centre

● PET / VET

- 1. Sharon Veterinary Clinic
- 2. Holland Landing Animal Hospital
- 3. Queensville Veterinary Clinic
- 4. CRZY4K9S & Cats 2



COMPETITIVE MARKET OVERVIEW

East Gwillimbury

DEVELOPMENTS

① YONGE & GREEN LANE 2.7KM / 3 MIN DRIVE

ADDRESS: Yonge St & Green Lane
DEVELOPER: Redwood Properties
BUILDINGS: 17
UNITS: 2,918
USE: Residential (Detached House,

Townhouse, Market-Rate Rental, Condo, Subdivision), Commercial (Office, Retail), Institutional (Education, Community Centre), Public Space / Park
STATUS: Pre-Construction

(Urban Toronto, 2024)



COMPETITIVE MARKET OVERVIEW

Uxbridge

The Township of Uxbridge (*population: 12,012*) is a 27 minute drive (30km) from the closest major highway, the 404. It has much to offer by way of recreation, entertainment, heritage and culture, a thriving arts community and beautiful surrounding landscapes.

RETAIL MARKET ANALYSIS

1 UXBRIDGE SHOPPING CENTRE

- Staples
- Dollarama
- Pet Valu
- Wimpy's Diner
- Halibut House
- Benjamin Moore

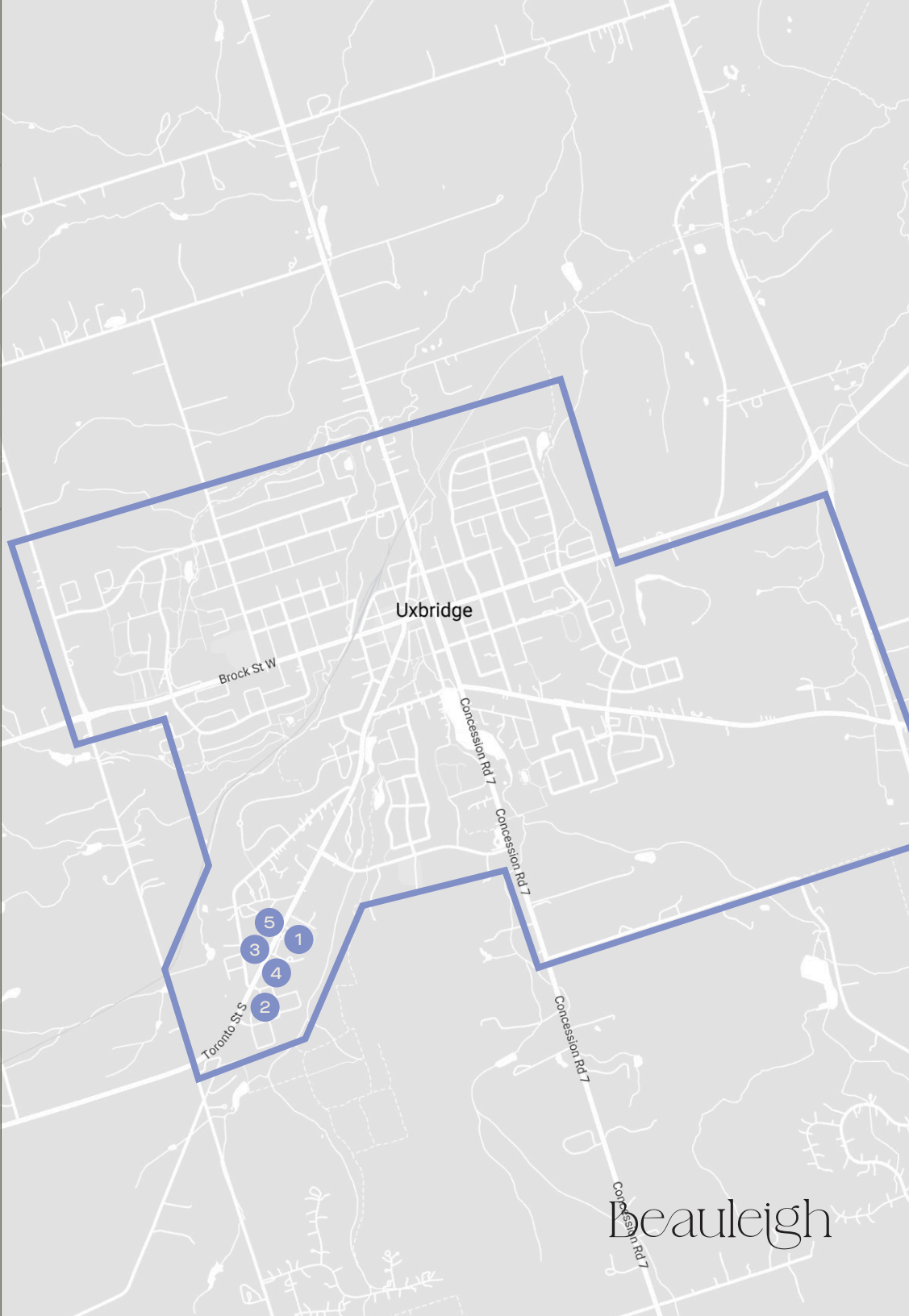
2 TORONTO ST. S & CEMETERY RD

- Walmart
- Rona
- Canadian Tire
- Zehrs
- Mark's
- LCBO
- Wine Rack (*inside Zehrs*)
- Starbucks (*inside Zehrs*)
- Tim Hortons
- Swiss Chalet
- Wing Riders & Burgers
- Thai Village
- RBC Bank
- Twins Nails & Spa
- Today' Natural Solutions Health Store
- Lenz and Trenz Optician
- Cozy Mattress and Bed

3 ELGIN CENTRE | 19,725 SF GLA

- Bulk Barn
- Anytime Fitness
- McDonald's
- KFC
- Kawartha Dairy
- Pizzaville
- Quesada Burritos & Tacos
- M&M Food Market
- Alterna Hair
- Crystal White Cleaners
- Axis Chiropractor

("About Uxbridge" Discover Uxbridge)



Uxbridge

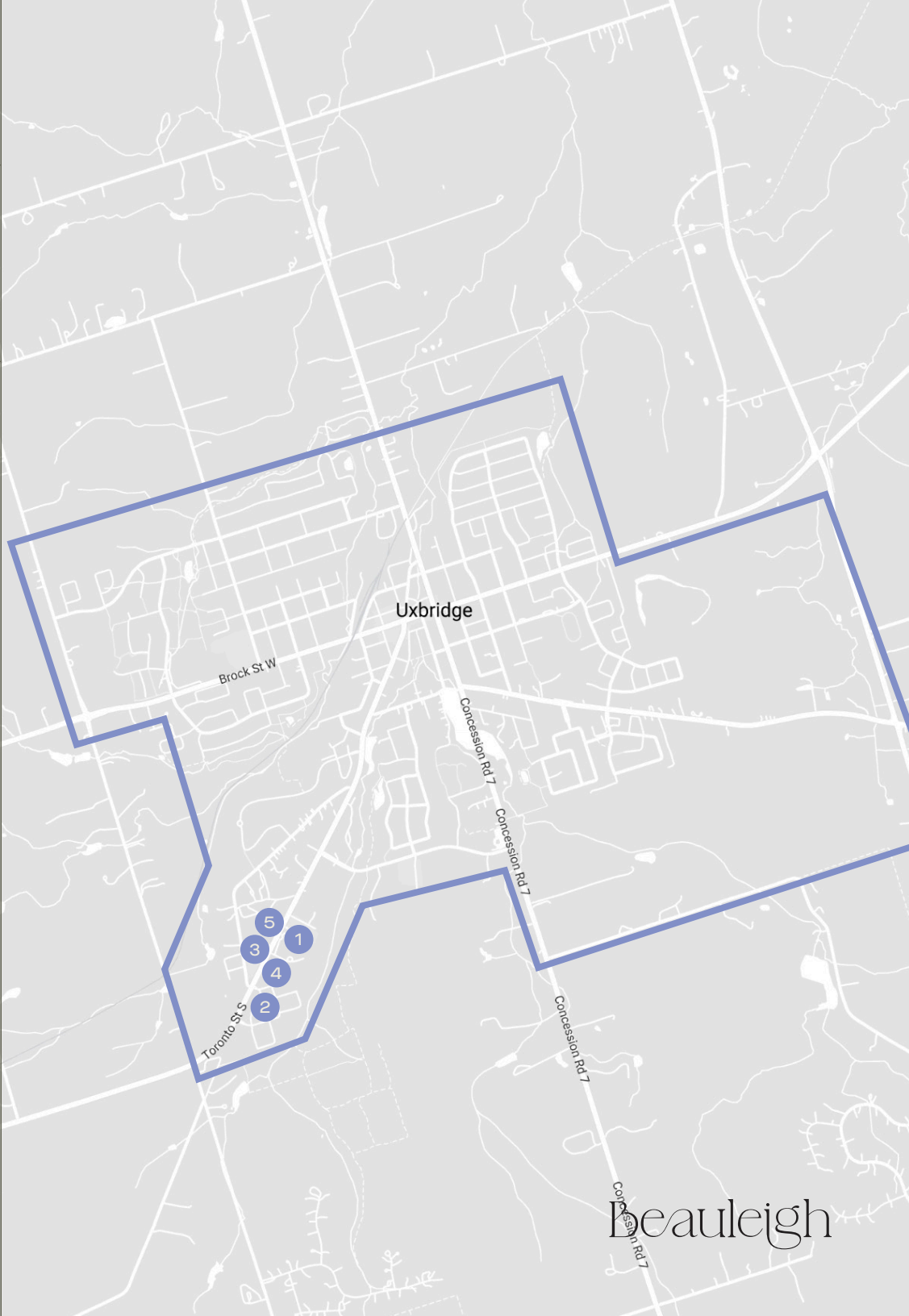
RETAIL MARKET ANALYSIS CONT...

4 TORONTO ST. S & DOUGLAS RD

- | | | |
|--------------------|-------------------|--------------------------|
| • Starbucks | • Mary Brown's | • Hello Beauty Nails Inc |
| • Wendy's | • Subway | • Trail Capital Pharmacy |
| • Popeyes | • Pizza Hut | • One Eyed Jack |
| • Osmow's Shawarma | • Guac Mexi Grill | • Scotiabank |

5 TORONTO ST. S & BANFF RD

- | | |
|-----------------------|----------------------------|
| • Peavy Mart | • First Choice Haircutters |
| • Boston Pizza | • AY Nail Spa |
| • A&W | • Vapes R Us |
| • Aster Family Dental | • Koodo / Telus |
| • Booster Juice | |



COMPETITIVE MARKET OVERVIEW

Port Perry

Located on the shore of Lake Scugog, the town of Port Perry (*population: 9,924*) offers a historic downtown, scenic countryside, easy access to swimming, boating and other water activities. The closest major highway is the 401, which is a 35 minute drive (27km) south. The Great Blue Heron Casino & Hotel is located just northeast of the town.

RETAIL MARKET ANALYSIS

1 SMART CENTRES | 186,210 SF GLA

- | | | |
|-------------|------------------|--------------|
| • Walmart | • Mark's | • Scotiabank |
| • LCBO | • Pet Valu | • Pizza Hut |
| • Dollarama | • Wave Dental | • Subway |
| • Bulk Barn | • Nice One Nails | |
| • Staples | • Great Clips | |

2 PORT PERRY PLAZA

- | | | |
|------------------------|---------------------|-------------------------------|
| • Food Basics | • Camille's Closet | • Castle John's |
| • BMO Bank of Montreal | • Select Laundromat | • Dollar Tree |
| • Rona | • Paulmac's Pets | • Port Perry's Vintage Market |

3 OLD SIMCOE CENTRE

- | | | |
|--------------------------|----------------------------|--------------------------|
| • Tim Horton's | • North Port Dental Centre | • Old Simcoe Convenience |
| • Papa John's | • Scugog Animal Hospital | • Helping Hands Daycare |
| • HealthSpace Collective | • North End Fitness | |

4 SIMCOE ST & GREENWAY BLVD

- | | |
|-----------------|---------------------|
| • Canadian Tire | • Chuck's Roadhouse |
|-----------------|---------------------|

("Port Perry" Destination Ontario)



Port Perry

DEVELOPMENTS

① KING'S LANDING

ADDRESS: Simcoe St & Oyler Dr	BUILDINGS: 4
DEVELOPER: Valour Capital Inc	STOREYS: 4, 4, 4, 4
USE: Residential (Condo), Commercial (Office, Retail)	UNITS: 248
	STATUS: Pre-Construction
King's Landing is a mixed-use property development that consists of 4 condominium buildings totalling 248 residential condo units, with street level retail and commercial space with street retail and office units. There will be 654 underground parking stalls plus 311 surface parking stalls. Construction is set to begin in 2026.	

("King's Landing" Valour Group)
(Urban Toronto, 2024)



COMPETITIVE MARKET OVERVIEW

Innisfil

Innisfil (population: 46,600) came together after an amalgamation of multiple smaller towns, each with unique features. The town has pedestrian and bike friendly streets, multi-use paths and trails, and the Innisfil Beach Park, which offers swimming, boating and fishing. Friday Harbour is a popular destination, located on the shore of Lake Simcoe, offering golf, water access, retail, trails and a nature preserve, and more.

RETAIL MARKET ANALYSIS

1 CROSSROADS PLAZA

- M&M Food Market
- Popeyes
- Mr. Sub
- In Sushi
- Wing'n It
- What's the Scoop
- Suzette's Beauty Lounge
- The Tooth Corner
- TD Canada Trust
- Guardian Pharmacy
- Alcona Beach Health Shoppe
- Esso
- Cherry Tree Kids Centre

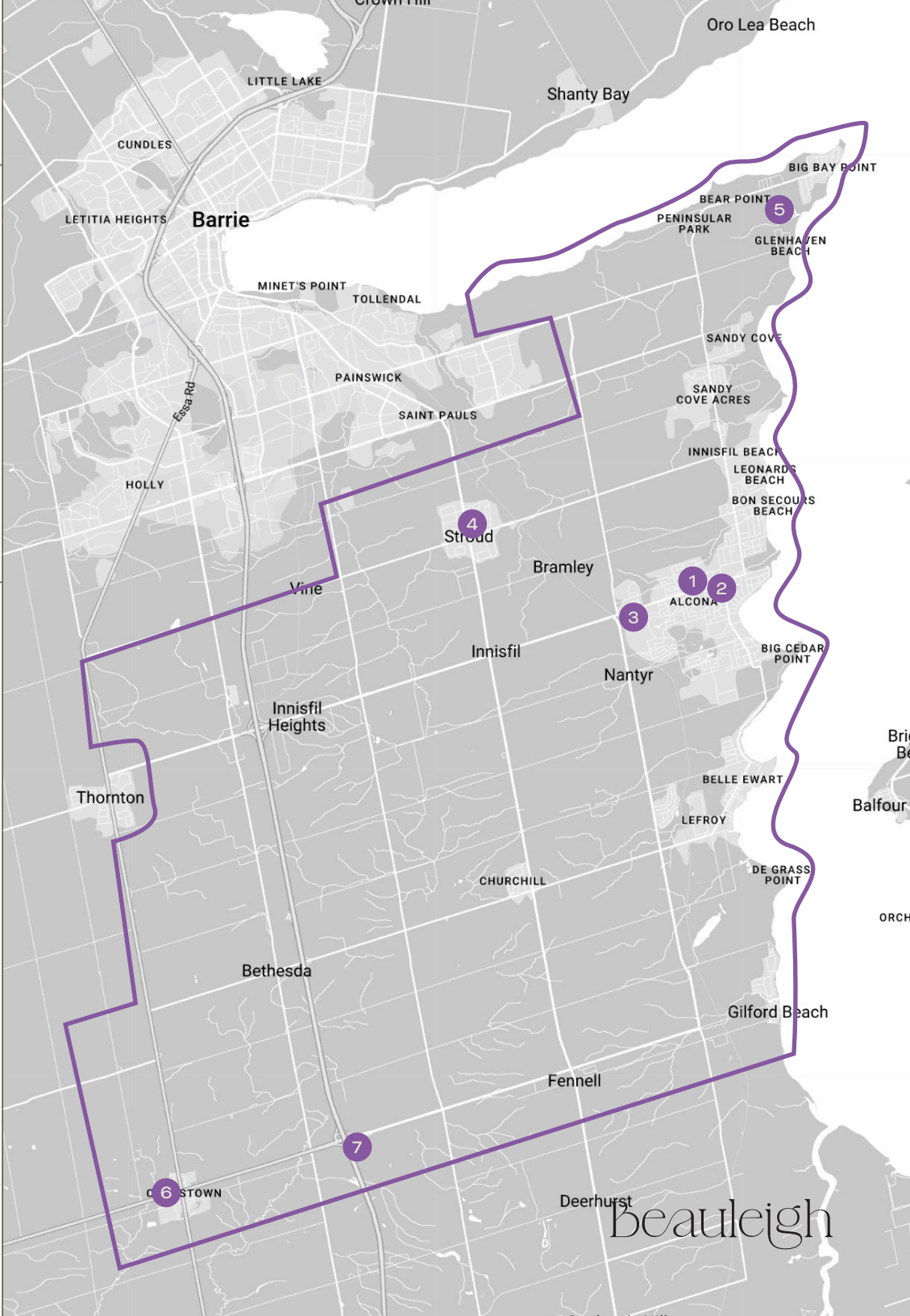
2 ALCONA TOWN CENTRE

- Beer Store
- Pizza Pizza
- Delicatessen
- Town Centre Variety
- Tenoch Grill and Bar
- Liberty Tax Service

3 INNISFIL BEACH RD & 20TH SIDEROAD

- No Frills
- Canadian Tire
- LCBO
- Dollarama
- Global Pet Foods
- Pet Valu
- Applewood Dental
- First Choice Haircutters
- RBC Royal Bank
- Canna Cabana
- Subway
- Gino's Pizza
- Guac Mexi Grill
- Osmow's Shawarma
- Pedi N Nail
- Convenience

("Lifestyle and Tourism" Innisfil Economic Development)



COMPETITIVE MARKET OVERVIEW

Innisfil

RETAIL MARKET ANALYSIS CONT...

4 YONGE ST & GLENN AVE

- Rexall
 - Dollar Bits & Discounts
 - Innisfil Wellness Centre
- Champion Chiropractic & Wellness Centre
 - Rainbow Convinience
- The Stone Grille
 - Stroud Haircutters
 - Suzette's Hair Salon

5 FRIDAY HARBOUR | +46,000 SF GLA

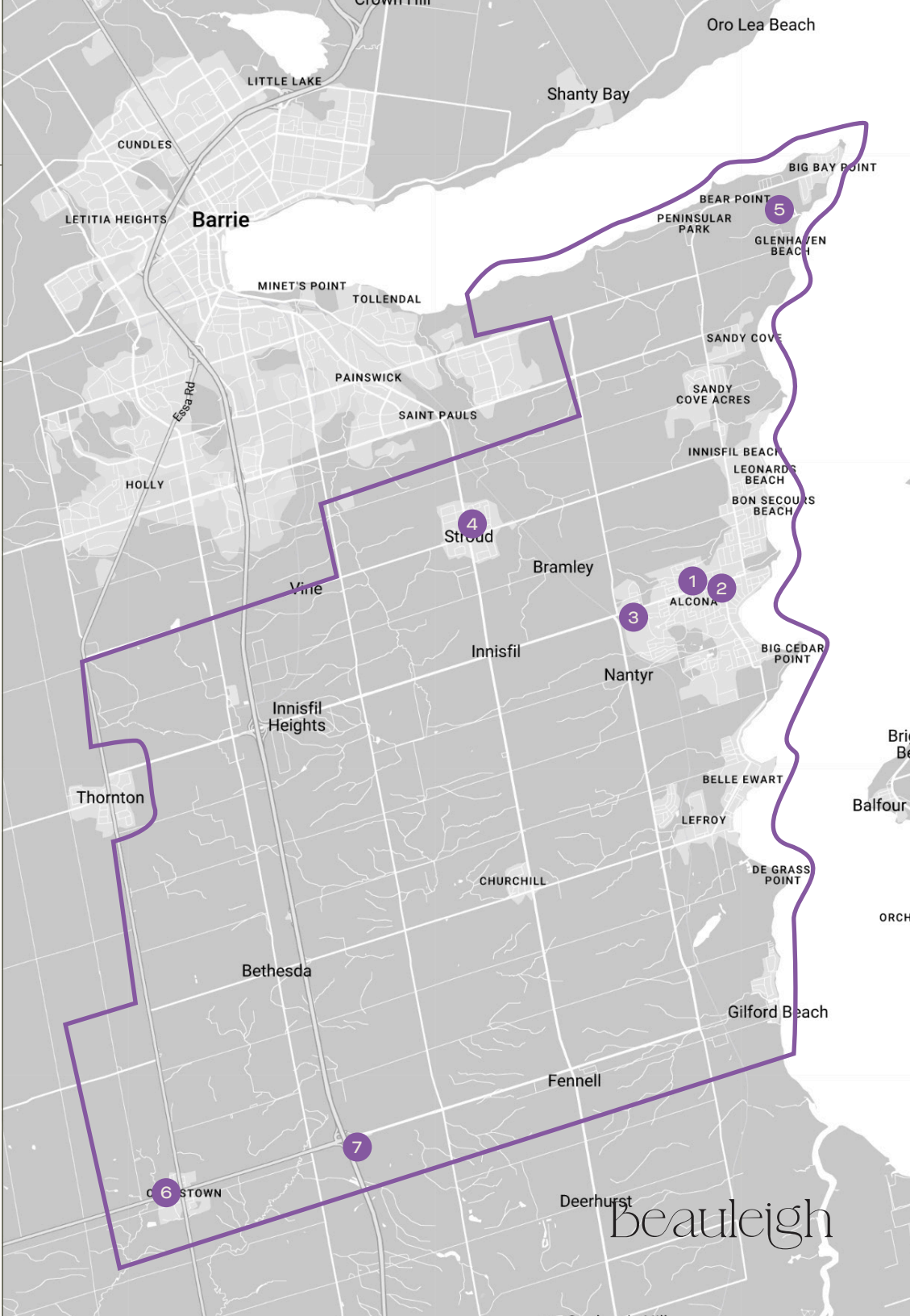
- ADM Design
 - Crock a Doodle
 - Feather + Stone Boutique
 - FH Fine Food
 - Harbour Master
 - K9 Pawvengers
- LCBO
 - Nest Pro Shop
 - One11 Beauty Bar
 - Sweet Harbour
 - Avenue Cibi E Vin
- Fishbone
 - Parisienne
 - Starbucks
 - Zaza

6 QUEEN ST & FISHER LN

- Foodland
 - LCBO
 - Tim Horton's
- Subway
 - Pizza Hut
 - RBC Royal Bank
- Pharmasave
 - The Cookstown Pub Co

7 TANGER OUTLETS | 310,594 SF GLA

- Adidas
 - Coach
 - Crocs
 - H&M
 - Lids
 - Old Navy Outlet
- Polo Ralph Lauren
 - Skechers
 - Under Armour
 - Adore Cosmetics
 - Aerie
 - Aldo
- All Star Sports
 - American Eagle
 - Anna Bella
 - Banana Republic Factory
 - BarBurrito



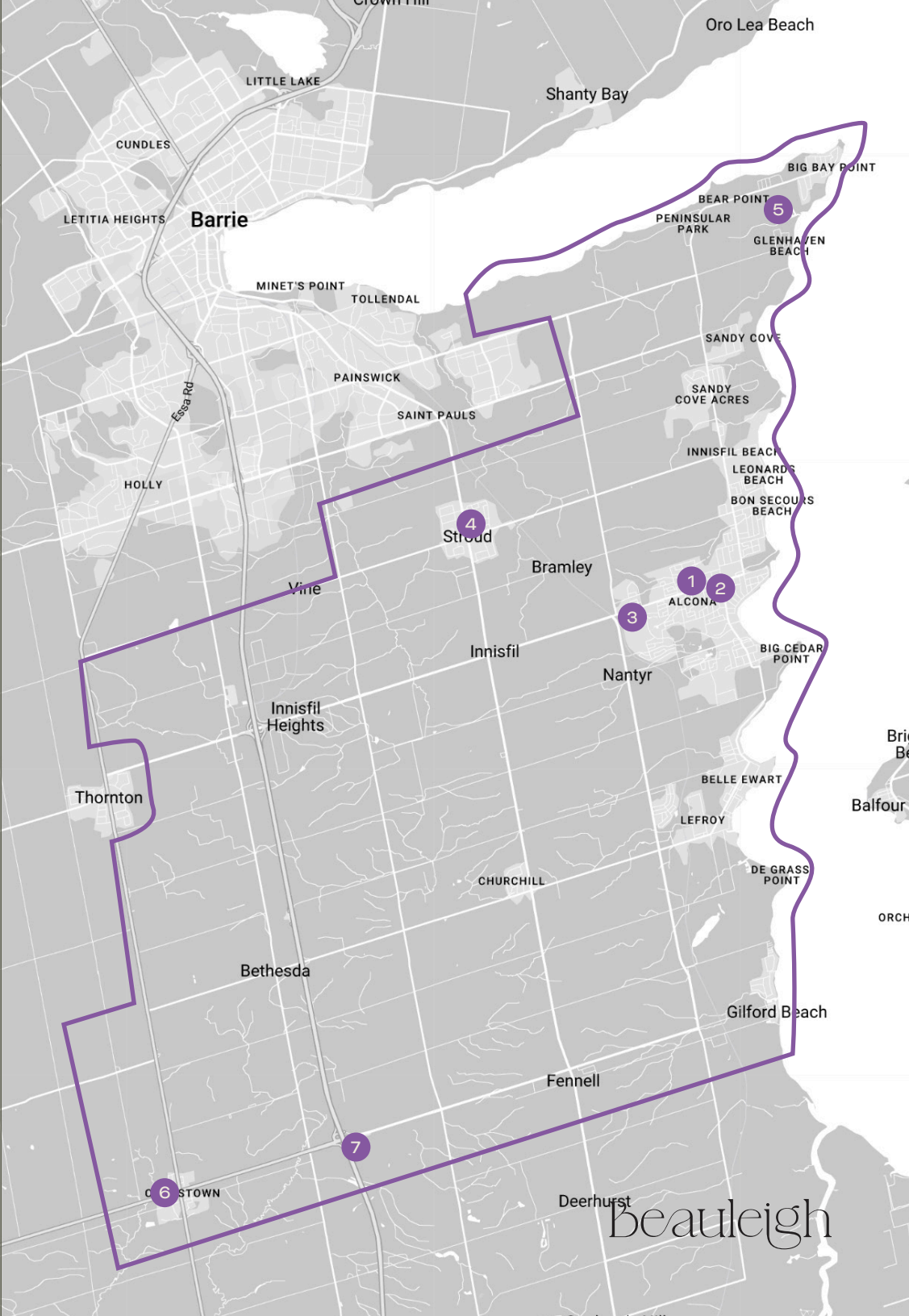
COMPETITIVE MARKET OVERVIEW

Innisfil

RETAIL MARKET ANALYSIS CONT...

7 TANGER OUTLETS CONT...

- | | | |
|--------------------------|-------------------------------|--------------------------------|
| • Bath & Body Works | • Kitchen Stuff Plus | • Stokes |
| • Bentley | • La Vie en Rose | • Subway |
| • Bikini Village | • Labels | • Sunglass Hut |
| • Bluenotes | • Laura Secord | • Suzy Shier |
| • Calvin Klein | • Levi's Outlet | • Swarovski |
| • Carter's Osh Kosh | • Lotto Centre & Variety | • The Body Shop |
| • Claire's | • Mind Games | • The Cosmetics Company |
| • Columbia Factory Store | • Mountain Warehouse | • The Shoe Company |
| • Dyson Home Essentials | • Oxford Mills Factory Outlet | • Tim Horton's |
| • Eddie Bauer Outlet | • Pandora | • Tommy Hilfiger |
| • Famous Footwear | • Peoples Jewellers | • Tootsies Factory Shoe Market |
| • Gap Factory | • Perfumes 4 U | • Trespass |
| • Globo Shoes | • Pita Land | • Urban Planet |
| • Griffin Jewellery | • Puma Outlet | • West 49 |
| • Guess Factory | • Quality Homes | • Wireless + |
| • Harvey's | • Rug House | • Work Authority |
| • Imperial Meats | • Samsonite Factory Outlet | |
| • Just Cozy | • Soft Moc | |



COMPETITIVE MARKET OVERVIEW

Innisfil

DEVELOPMENTS

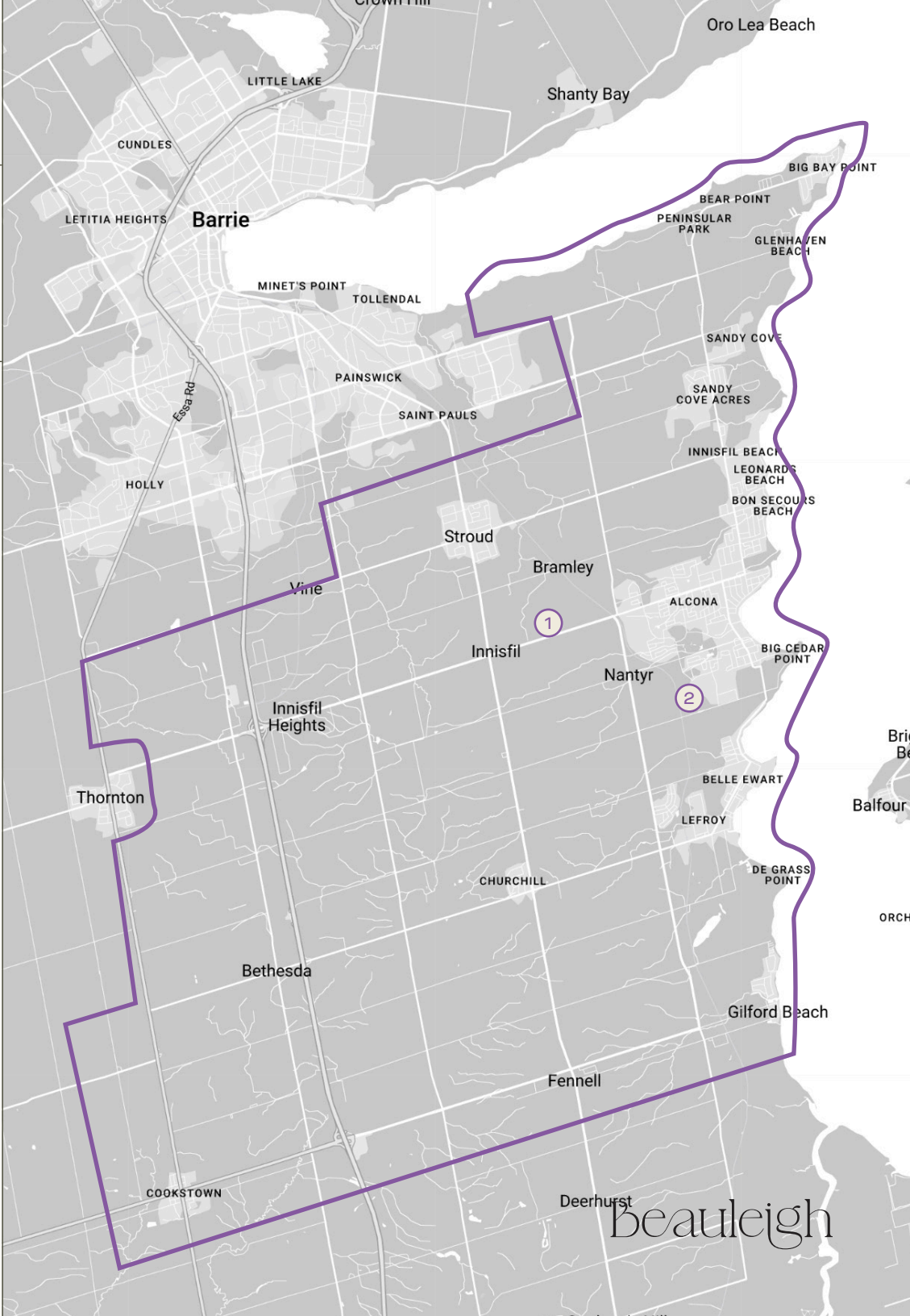
1 1878 INNISFIL BEACH RD

ADDRESS: 1878 Innisfil Beach Rd	BUILDINGS: 50
DEVELOPER: Kingsdale Development	COMMERCIAL SF: 200,002 SF
USE: Residential, Commercial (Retail), Public Space / Park	STATUS: Pre-Construction

2 ORBIT

ADDRESS: 6th Line & 20th Side Road	USE: Residential (Detached House, Townhouse, Condo, Subdivision), Commercial (Office, Retail), Institutional (Education, Community Centre), Transit, Public Space / Park
DEVELOPER: Cortel Group, Town of Innisfil	
UNITS: 7,000	
STATUS: Pre-Construction	
Anchored around a new GO Station at the core of the development, The Orbit will establish a new urban design framework for Innisfil, introducing brand new retail and office space, residential housing. The Orbit will be a cutting-edge smart city with a blend of Innisfil’s existing small-town charm and rural appeal, along with modern, contemporary innovation.	

(Urban Toronto, 2024)
("The Orbit" Cortel Group)



Bradford West Gwillimbury

Bradford West Gwillimbury (*population: 45,830*) has a downtown that offers a number of culinary experiences and many small, inviting shops as well as a number of professional services. BWG is the home of Carrot Fest, an annual 2-day festival in celebration of the town’s agricultural heritage. The Holland Marsh—2,900 hectares of organic soil—is one of two “Specialty Crop Areas” in the province, and is a producer of a significant percentage of vegetables grown in Ontario.

RETAIL MARKET ANALYSIS

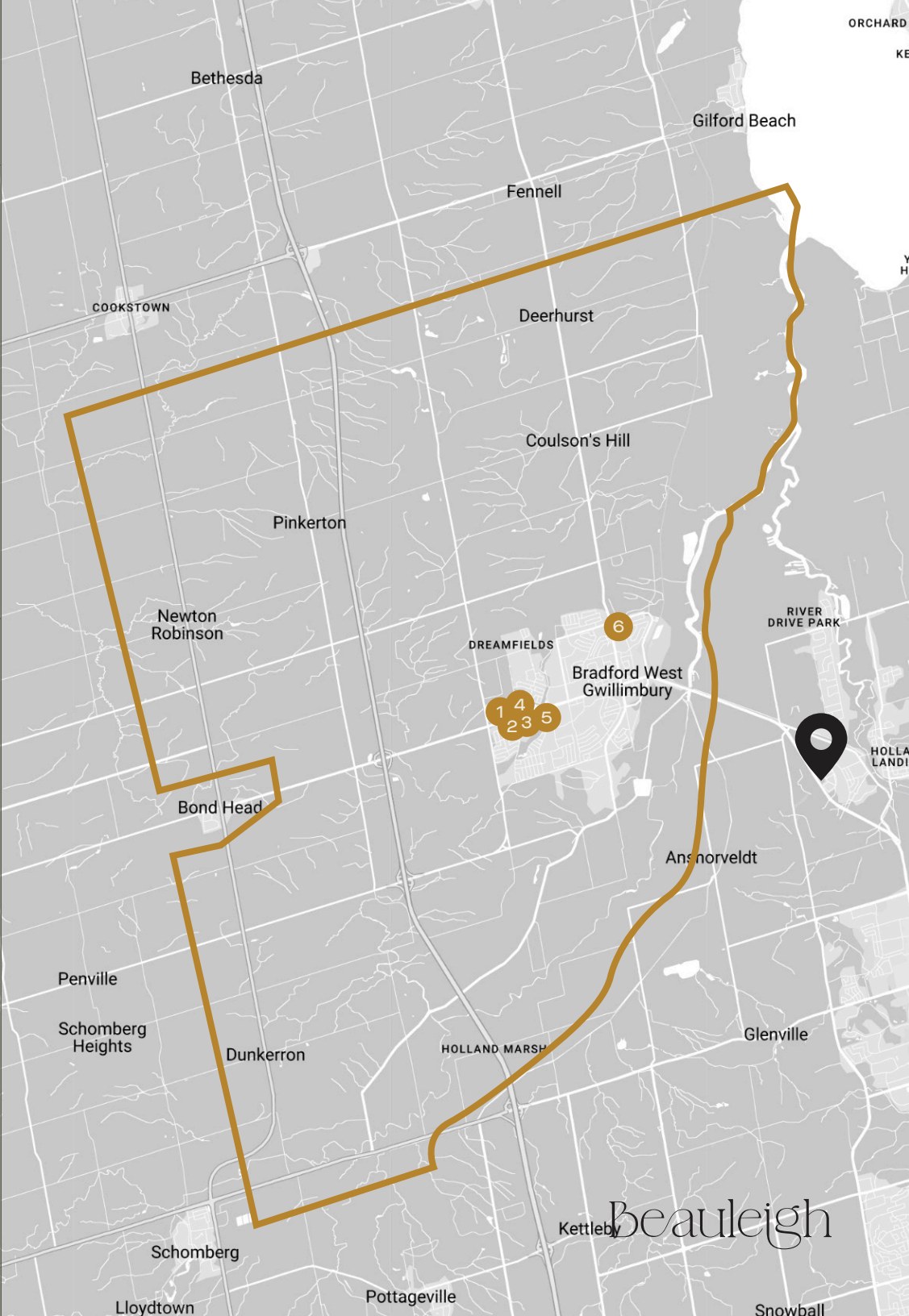
1 SMARTCENTRES | 580,664 SF GLA 7.9KM / 13 MIN DRIVE

- | | | |
|-------------------------|--|----------------------------|
| • Walmart | • Tim Horton's | • DKM Nails |
| • Marshalls | • McDonald's (<i>inside Walmart</i>) | • Great Clips |
| • Dollarama | • Subway | • Game Stop |
| • Bulk Barn | • A&W | • RBC Royal Bank |
| • Sleep Country Canada | • Burger King | • CIBC |
| • St. Louis Bar & Grill | • Guac Mexi Grill | • South Simcoe Dental Care |
| • Daybreak | • Tahini's | |

2 500 HOLLAND ST W 7.9KM / 13 MIN DRIVE

- | | | |
|----------------------|-----------------------------|------------------------|
| • Zehrs | • KFC | • Pedi N Nails |
| • Shoppers Drug Mart | • Halibut House | • Sport Clips |
| • Sherwin-Williams | • Churrasqueira Costa Verde | • Dentistry on 88 |
| • Starbucks | • One Plant | • Lullaboo Nursery and |
| • Firehouse Subs | • Tokyo Smoke | Childcare Centre |
| • BarBurrito | • Holland Nails Salon & Spa | |

("Bradford West Gwillimbury" Experience Simcoe County)
("Holland Marsh Agricultural Impact Study" Green Belt, 2021)



Bradford West Gwillimbury

RETAIL MARKET ANALYSIS CONT...

3 HOLLAND STREET SQUARE | 185,000 SF GLA 7.4KM / 12 MIN DRIVE

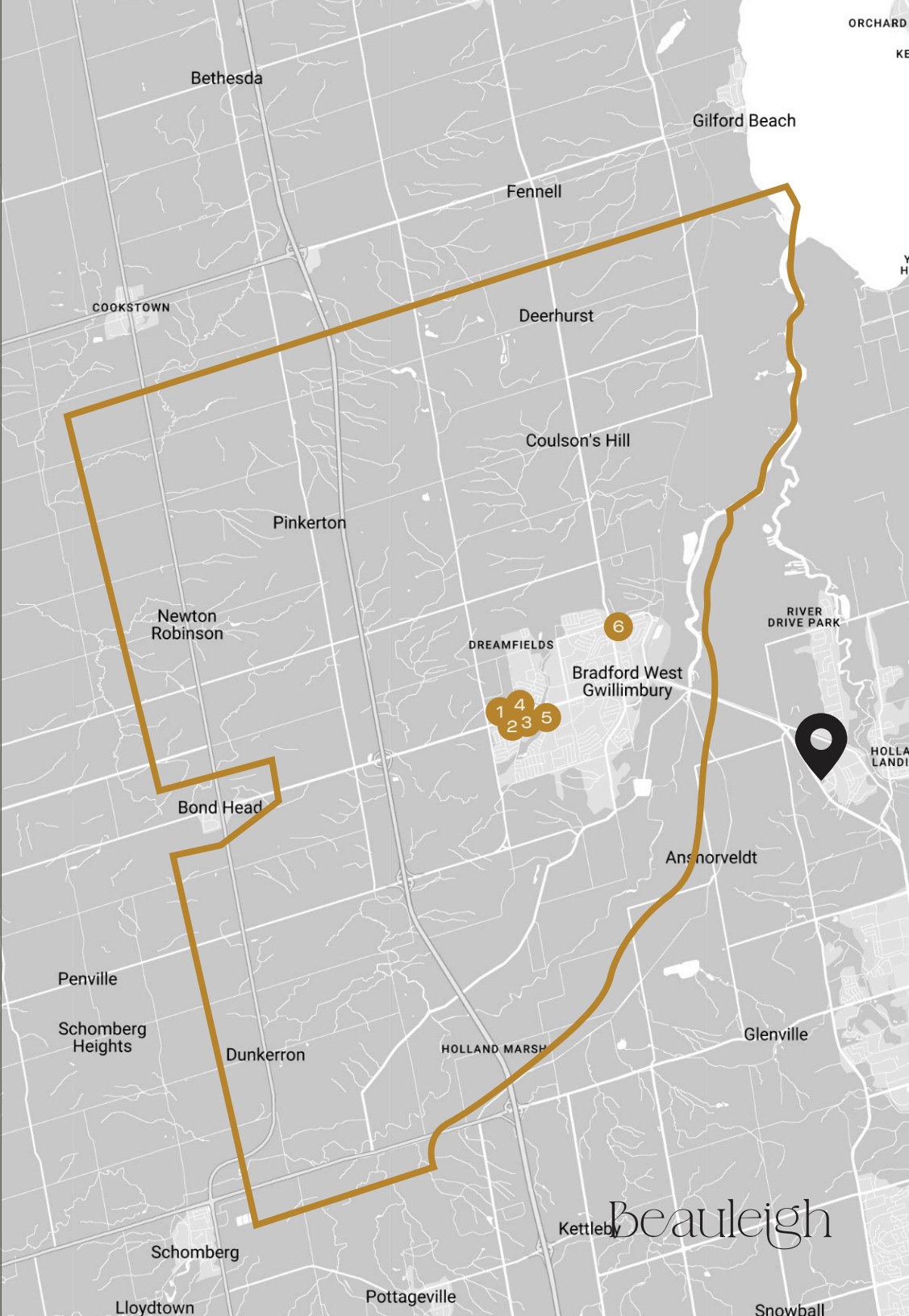
- The Home Depot
- LCBO
- M&M Food Market
- McDonald's
- Pizza Nova
- Popeyes
- One Plant
- Holland Nails Salon & Spa
- First Choice Hair Cutters
- Scotiabank
- BMO Bank of Montreal
- Pharmasave
- Bradford Smiles Dentistry

4 SHOPPES AT SUMMERLYN | 112,000 SF GLA 7.4KM / 12 MIN DRIVE

- Food Basics
- Rexall
- Sunset Grill
- Gong Cha
- Pizza Hut
- Harvey's
- Osmow's Shawarma
- TD Canada Trust
- F45
- Peony Nails
- MVP Barber Shop
- 1BodyPerfection
- Floral Expressions
- Optica Moda
- Summerlyn Dental
- Sabari Orthodontics
- Bradford Body In Tune
- BioPed Footcare & Orthotics
- Central X-Ray & Ultrasound
- Summerlyn Pet Hospital
- Shining Faces Preschool
- BMS KarateOdford Learning
- H& R Block

5 WEST PARK PLAZA 7KM / 11 MIN DRIVE

- Canadian Tire
- Sobey's
- Mark's
- Pet Valu
- Beer Store
- Boston Pizza
- Chuck's Roadhouse
- Il Gatto e la Volpe
- Doybox
- Akita Sushi
- Tim Horton's
- Pizzaville
- Hero Certified Burgers
- Mary Brown's Chicken
- Kabab and Karahi
- Caldense Bakery
- Halal Meat and Grocers
- Diamond Dreams Jewellers
- Rebelfit 247
- Be Well Chiropractic
- Bradford Skin Clinic & Med Spa
- Bronzeado Tanning
- Simcoe Dance Academy
- Holland Street Veterinary

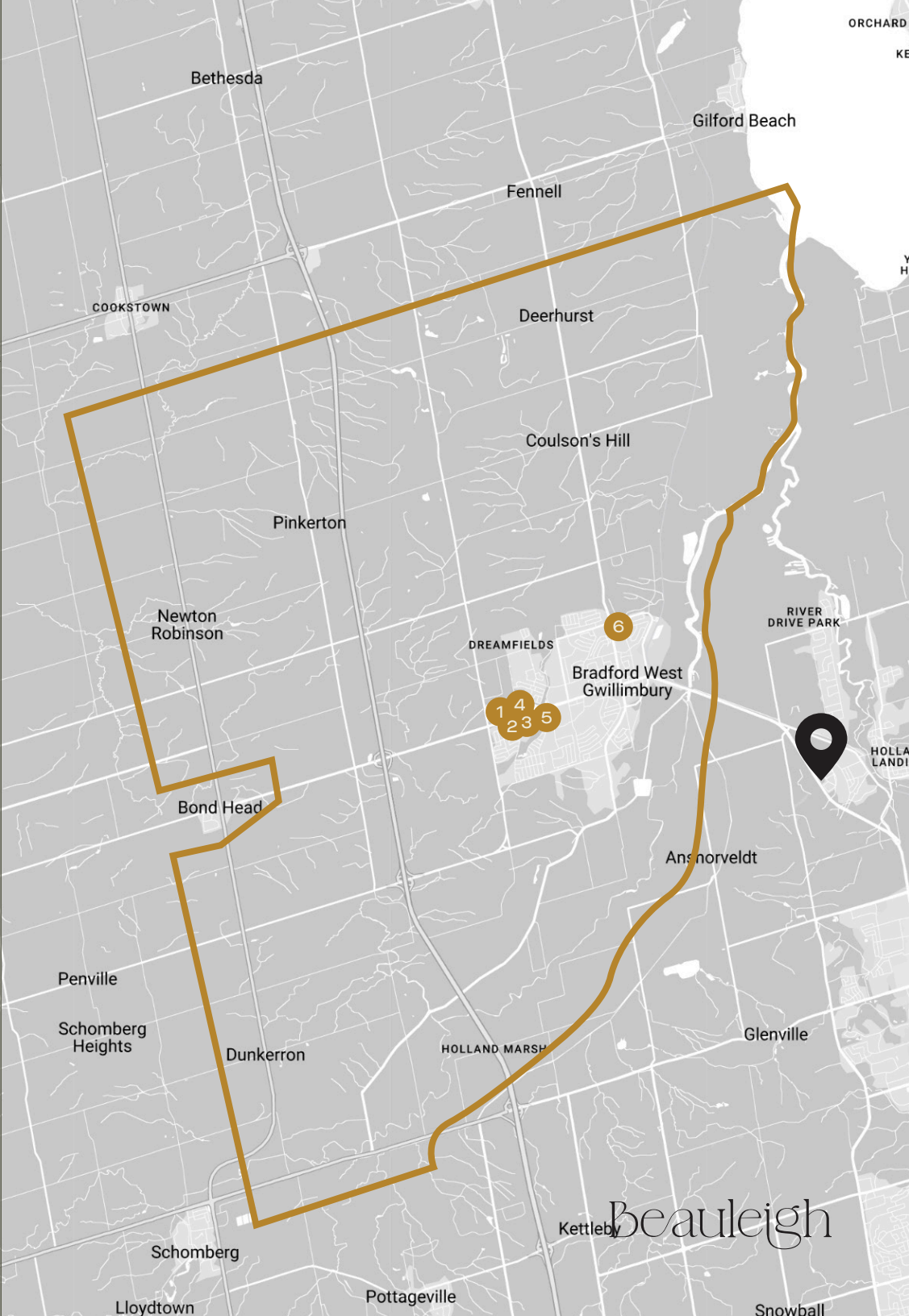


Bradford West Gwillimbury

RETAIL MARKET ANALYSIS CONT...

6 NORTH BRADFORD SQUARE 6.8KM / 8 MIN DRIVE

- NoFrills
- Wimpy's Diner
- Regino's Pizza
- D Hair Salon
- Pharmasave
- Bradford North Dental Centre
- Scanlon Mart
- Lucky 7 Cleaners
- Paws in the Bath Grooming



New Tecumseth

New Tecumseth (population: 43,373) is made up of many smaller municipalities including Alliston, Beeton and Tottenham. The town offers various golf courses, multi-use trails— including the Trans-Canada Trail— and other parks and recreational programming.

RETAIL MARKET ANALYSIS

1 ALLISTON MILLS SHOPPING CENTRE | 947,255 SF GLA

- | | | |
|-------------------|-------------------------------------|------------------------------------|
| • Zehrs | • Montana's | • Guac Mexi Grill |
| • Canadian Tire | • Swiss Chalet | • Halibut House Fish & Chips |
| • LCBO | • St. Louis | • China Wok |
| • Dollarama | • Stacked Pancake & Breakfast House | • Shiny Bud |
| • Bulk Barn | • Starbucks | • Alliston Smiles Family Dentistry |
| • Staples | • Coffee Culture | • Nails for You |
| • Sportchek | • Booster Juice | • First Choice Haircutters |
| • Mark's | • Subway | • Bell |
| • Ardene | • BarBurrito | • Game Stop |
| • Giant Tiger | • Osmow's Shawarma | • Alliston Mills Laundromat |
| • Pet Valu | • Domino's | • Lukie's Convenience |
| • Anytime Fitness | • Pizzaville | |
| • Imagine Cinemas | | |

2 DOYLE PLAZA

- | | | |
|-------------------|-----------------|--------------------|
| • Boston Pizza | • Sally's Nails | • Roger's |
| • M&M Food Market | • CIBC | • Benjamin Moore |
| • China Garden | • Circle K | • The British Shop |

("Living in Our Community" New Tecumseth)



New Tecumseth

RETAIL MARKET ANALYSIS CONT...

3 ALLISTON MARKET VILLAGE

- | | | |
|--------------------|-------------------------------|------------------------------------|
| • GoodLife Fitness | • Pita Pit | • Telus / Koodo |
| • Sunset Grill | • Quesada | • All in 1 Supplements & Nutrition |
| • Symposium Cafe | • Oasis Nails & Spa | • UPS |
| • McDonald's | • Delzotto & Son Butcher Shop | • Alliston Diagnostic Centre |
| • Little Caesars | • IN2VAPES | • Canadian Tire Gas+ |
| • Harvey's | | |

4 ALLISTON WEST PLAZA

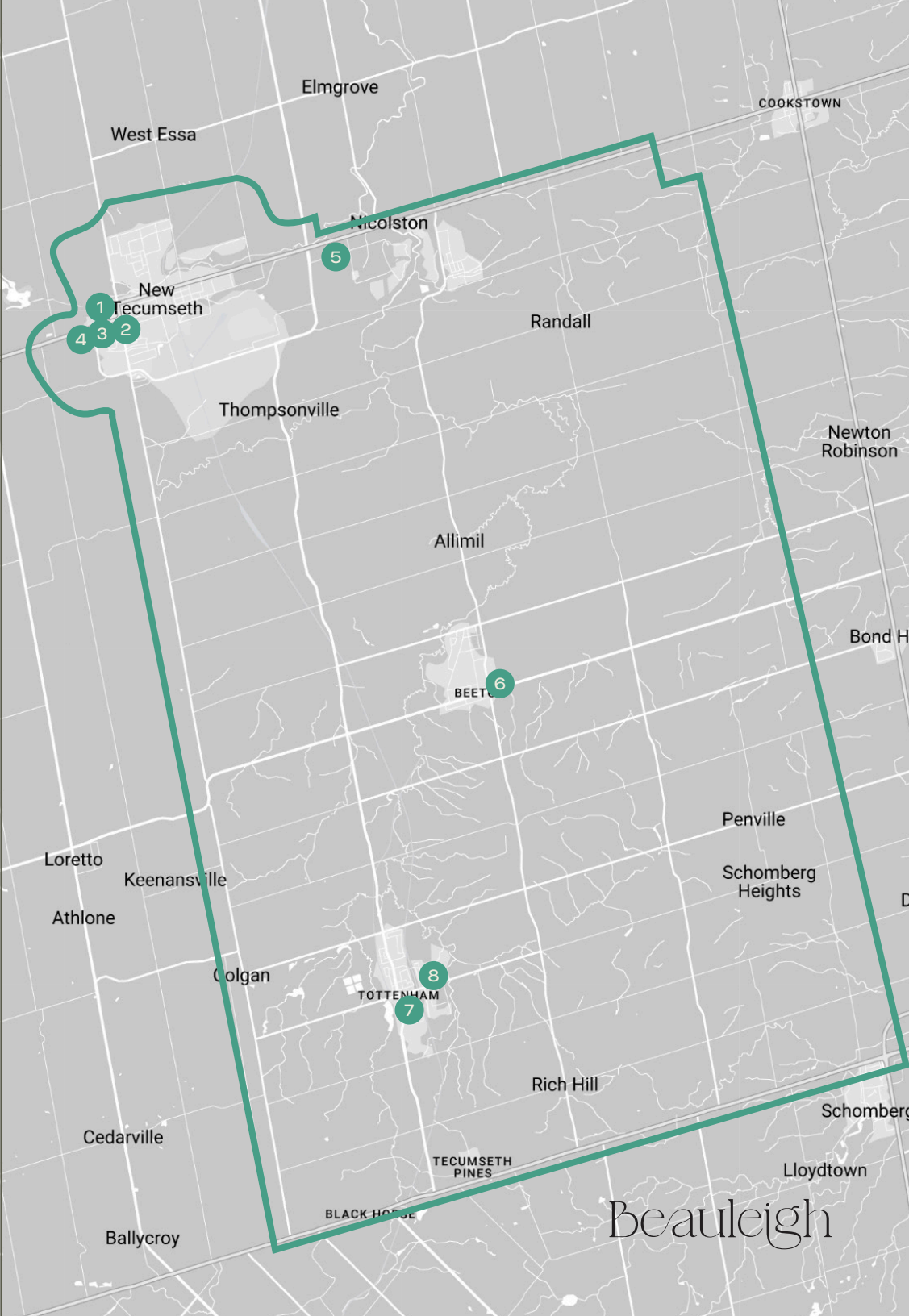
- | | |
|--------------|----------------|
| • Fresh Co | • Wendy's |
| • Beer Store | • Tim Horton's |
| • Rexall | |

5 SMARTCENTRES | 243,620 SF GLA

- | | | |
|-------------|-------------------------------|---------------------|
| • Walmart | • McDonald's (inside Walmart) | • The Tooth Doctors |
| • LCBO | • Subway | • Great Clips |
| • Dollarama | • Pita Land | • Iris |

6 JACKSON PLACE PLAZA

- | | | |
|----------------------|------------------------------|---------------------------------|
| • Foodland | • Bibby's Corner | • New Tecumseth Family Footcare |
| • Shoppers Drug Mart | • New Orleans Pizza | • Hockley Hair Gallery |
| • LCBO | • Dollar Bits & Discounts | • Beeton Convenience |
| • Beer Store | • Paw-fect Pets 'N' Supplies | • Bee Sew Busy Gift Shop |
| • Tim Horton's | • Dr. Ian Lo Dentistry | |



New Tecumseth

RETAIL MARKET ANALYSIS CONT...

7 TOTTENHAM MALL

- | | | |
|---|---|---|
| <ul style="list-style-type: none">• Vince's Market• LCBO• Beer Store• Anytime Fitness• Pet Valu | <ul style="list-style-type: none">• Pizza Pizza• Booster Juice• Pharmasave• CIBC Bank• Circle K | <ul style="list-style-type: none">• Dollar Bits & Discounts• Tottenham Health Foods• Tottenham Flowers & Gifts• Clover's Pub Bar & Grill |
|---|---|---|

8 MILL STREET VILLAGE

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• NoFrills• Global Pet Foods• Subway• Pizza Hut• BarBurrito• Shawarma Cookhouse• Tandoori Master | <ul style="list-style-type: none">• Haruya Japanese• Fresh Boba• Pedi N Nails• Fade Central Barbershop• Pharmasave• Sessions Cannabis• Family Dental Care | <ul style="list-style-type: none">• New Tecumseth Medical Care Centre• Binocular Vision Eyecare• AbCore Physiotherapy and Sports Rehab |
|--|---|--|



New Tecumseth

DEVELOPMENTS

1 SMARTCENTRES ALLISTON

ADDRESS: 30 Dunham Drive	STOREYS: 3
DEVELOPER: Valour Capital Inc	UNITS: 42
USE: Residential (Hotel, Market-Rate Rental)	STATUS: Pre-Construction
SmartCentres Alliston is a 36-acre property located along Highway 89 and County Road 10 in Alliston. There is currently a proposal for additional land uses, including hotel and self-storage, to facilitate a long-term masterplan. This plan includes commercial uses along Highway 89 and approximately 350 residential units, to enhance the current shopping centre on the property.	

(Urban Toronto, 2024)



COMPETITIVE MARKET OVERVIEW

Keswick

Keswick (population: 30,061) is a charming community nestled in Cook's Bay on Lake Simcoe, located at the end of the highway 404 extension. It is a popular destination for swimming, boating, ice fishing, and snowmobiling with many public parks, beaches, and conservation areas.

RETAIL MARKET ANALYSIS

1 GEORGINA MALL

- | | | |
|---|---|---|
| <ul style="list-style-type: none">Imagine CinemasService OntarioCrossfit N6Lake Simcoe Soccer Club | <ul style="list-style-type: none">Big Bone BBQAlfredo's RestoranteRalph's Classic Barber Shop | <ul style="list-style-type: none">Ess & Cay SalonBumper to Bumper Auto Parts |
|---|---|---|

2 WOODBINE AVE & POLLOCK RD

- | | | |
|---|---|--|
| <ul style="list-style-type: none">Canadian TireLCBOBulk BarnM&M Food MarketTim Horton'sOsmow's | <ul style="list-style-type: none">Domino'sRexallOne PlantYes! ConvenienceCedarwood DentalKeswick Physiotherapy & | <ul style="list-style-type: none">Sports Injuries ClinicKeswick Family EyecareFirst Choice HaircuttersRogers / Fido |
|---|---|--|

("Discover Keswick, Ontario: A Blend of History, Culture, and Natural Beauty" Come Explore Canada)



COMPETITIVE MARKET OVERVIEW

Keswick

RETAIL MARKET ANALYSIS CONT...

3 YORKWOOD VILLAGE CENTER | 116,617 SF GLA

- | | | |
|-------------------------------|---------------------------|------------------------------|
| • Zehrs | • McDonald's | • HearingLife |
| • Staples | • Little Caesars | • Dynamic Health Therapy |
| • Pet Valu | • Mr. Sub | • Pure NV Tan |
| • Your Dollar Store With More | • The Naked Wing | • Yorkwood Veterinary Clinic |
| | • Yorkwood Village Dental | |

4 KESWICK MARKETPLACE | 250,000 SF GLA

- | | | |
|-------------------------|-------------------------------|----------------------|
| • Walmart | • McDonald's (inside Walmart) | • Hair Fitness |
| • Mark's | • Mucho Burrito | • Dawson Dental |
| • Dollarama | • Mr. Puff's | • iFashion Optical |
| • St. Louis Bar & Grill | • TD Canada Trust | • Prestige Jewellery |
| • Sunset Grill | • Scotiabank | • Halo Car Wash |
| • Wendy's | • RBC Royal Bank | • Master Mechanic |
| • A&W | • Dynacare | |
| • Subway | • Da Vie Nails Spa | |

4 GLENWOODS CENTRE

- | | | |
|-----------------------------|---------------------------|------------------------------|
| • FreshCo | • SN Nails & Spa | • Subway |
| • Dollarama | • The Well Room Hot Yoga | • BarBurrito |
| • Global Pet Foods | • Anchor Health & Fitness | • Sushi Han |
| • Beer Store | • Enhanced Care Clinic | • Tahini's |
| • What's Your Damage? | • Wimpy's Diner | • Bombay Boys |
| • Skate Shop | • Wild Bill's Bistro | • Jade Garden |
| • Whipple Tree Country Shop | • Tim Horton's | • Flip 'n' Wicked Gymnastics |



Renderings + Floor Plans

RENDERINGS



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RENDERINGS

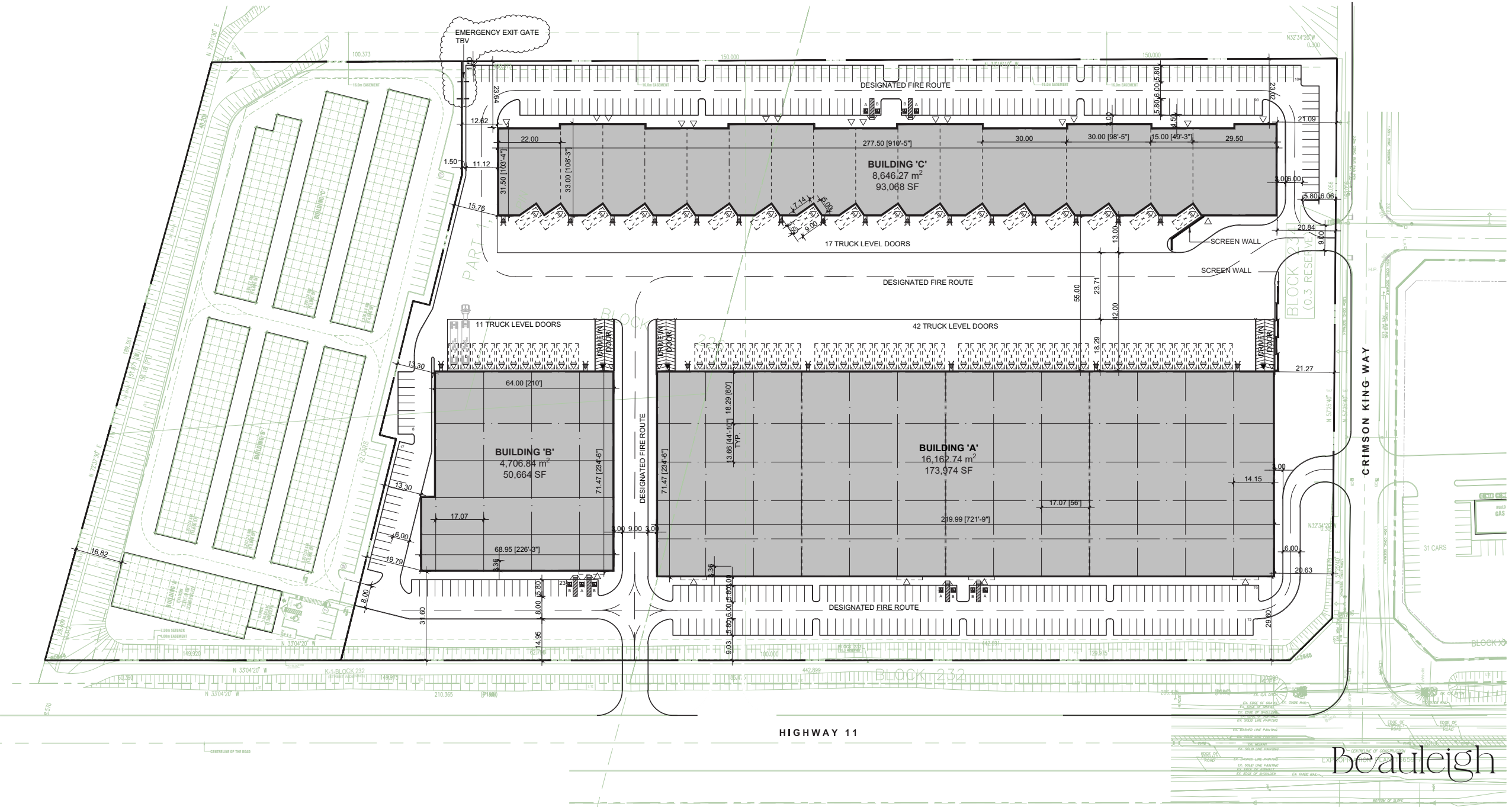


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MASTER PLAN

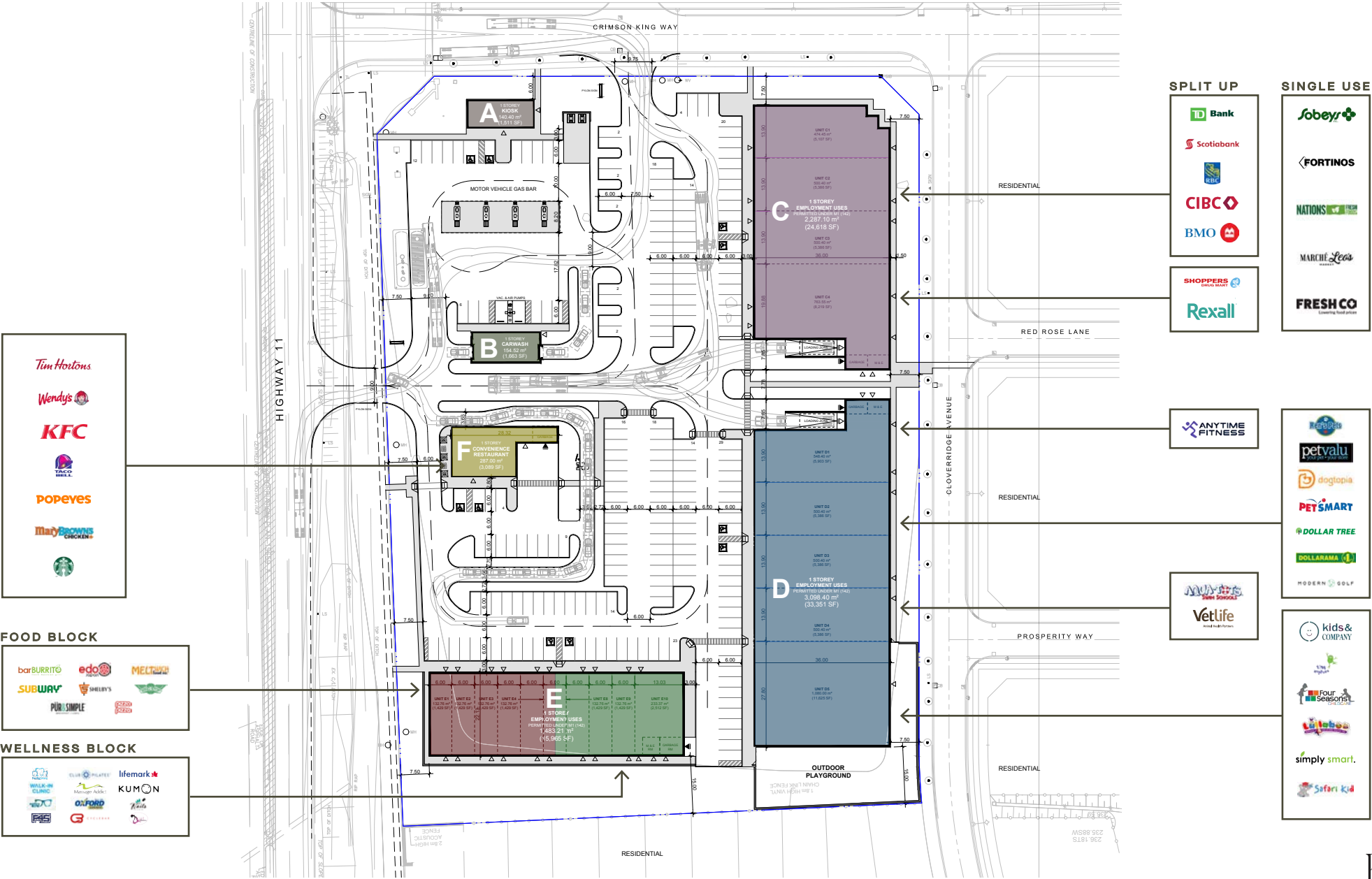


SITE PLAN



LEASE PLAN

*LOGOS ARE FOR EXEMPLARY USE



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Emerging Retail Trends



MARKET TRENDS

Food & Beverage

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Food & Beverage in Canada

Consumers have returned to their **pre-pandemic habits**— according to Statistics Canada, the percentage of food service in relation to total food sales have **returned to its pre-pandemic level** as of **Q1 2023**. Despite the impacts of **inflation** and **rising food costs**, the sector generated the **same revenue** in **Q1 2023** as **Q1 2019**.

The **food and beverage experience has evolved** as people returned to in-person dining. Consumers search for an **out-of-the-box, non-traditional** dining experience— seeking a **fully immersive, multi-sensory** outing. Restaurants have had to **adapt** to **changing expectations**, and many have **begun to offer a wider range of services**. The **hybrid restaurant model** is becoming **increasingly popular**— it allows restaurateurs to be **more versatile** to **better accommodate** consumer needs.

“Restaurants are as much theatres for social competition and cultural modelling as places to eat.”

STEPHEN BAYLEY DESIGN CRITIC

(“Industry Challenges Shaping Canada’s Restaurant and Foodservice Industry in 2023” Restaurants Canada, 2023)
 (“Food Industry Trends 2023: How Restaurants’ Business Models Need To Change To Succeed” Deliverect, 2022)
 (“The food trends changing the way we eat in 2023” CN Traveller, 2023)

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FOOD & BEVERAGE MARKET TRENDS

FOOD & BEVERAGE IN CANADA CONT...

SUSTAINABILITY

Sustainability plays an **important role** in today's food & beverage industry. **80%** of Canadians have made it a **personal goal to be more sustainable** when buying food, as well as the **packaging** their food comes in. **43%** are willing to **pay more** for takeaways from restaurants with **visible sustainability practices**. Additionally, **38%** are more likely to pick a restaurant offering **locally-sourced foods** over one that doesn't. Inflation has made people **more aware** of how much **food costs, food waste,** and **where their food is coming from.**

FUNCTIONAL FOODS

There has been a continued focus on **stress relief and mood-boosting ingredients,** often called **functional foods,** including the **plant-based meat** category and new ways to eat **fruits and vegetables,** for example, incorporating fruits, vegetables and legumes into pantry staples like pasta.

("Industry Challenges Shaping Canada's Restaurant and Foodservice Industry in 2023" Restaurants Canada, 2023)
("Food Industry Trends 2023: How Restaurants' Business Models Need To Change To Succeed" Deliverect, 2022)
("2023 Trends in the Restaurant Industry: Food, Beverage and Menus" MENU Canada's Foodservice Magazine, 2023)



Quick Service Restaurants

Quick service restaurants hold a **67% share of all food service visits in Canada** (Q1 2023), with a **9%** increase during the quarter. **Full service restaurants** accounted for **22%** of total visits. The remaining share represents “**retail dining**,” including **prepared foods** from markets, convenience or grocery stores.

Over the past five years, Canada's Fast Food Restaurants industry has grown due to **increased consumer spending** and **product innovation**. Despite rising internal competition and changing consumer tastes, higher-profit items like **coffee** and **smoothies** have gained popularity. **Customizable meals** and **high-quality ingredients** are also trending, leading major players to rethink their strategies and menus.

Industry revenue is projected to grow at an annual rate of **1.5%**, reaching **\$36.4 billion by 2024**, with a **7.0%** increase expected in 2024 alone.

(“Reports Reveal Canadian Restaurant Industry’s Remarkable Revival as Consumers Defy Inflation [Op-Ed]” Retail Insider, 2023)
 (“Fast Food Restaurants in Canada - Market Size, Industry Analysis, Trends and Forecasts” IBISWorld, 2024)

Delivery + Take Out

Takeout is the **most popular way people engage with a restaurant**. According to the 2023 Restaurant Online Ordering Trends report, **51%** of Canadians order food (for pick up or delivery) on a **third-party platform 2-4 times a month**. In Canada, **grabbing pickup orders on foot is the most common method** of getting takeout.

Millennials and **Gen Z** are more likely than older generations to have **increased** how much they **ordered food online** in the past year— **over 30% of Gen Zers** said they've **ordered more takeout in the past year** than the last.

WHEN ASKED WHICH WAYS RESPONDENTS HAD DINED IN THE PAST MONTH

- 78% of consumers said they had picked up take-out
- 62% of consumers said they had dined in a full-service restaurant
- 58% of consumers said they had ordered delivery

Creating a **seamless takeout experience** can result in **higher revenue**. **Businesses** can **capitalize** on the **demand for takeout and delivery** by catering to both the **surrounding residential** and the **visiting crowd**.



Diversity in Taste

There is **innovation** and **excitement** in **global cuisine**, resonating with today's diners known as **"Food Tourism"**. Restaurants are offering **adventure tethered to the familiar**, merging cuisines to create unique fusions of flavour. This trend is fuelled by many factors, including the **increasing diversity, adventurous spirit** and **sophistication** of Canadian palates in general. **Three-quarters** of Canadian consumers are open to **trying new flavours when dining out** and creating innovative new menu items with **unique tastes should be a consistent focus for restaurants**.

"Chefs and food lovers from around the world come to Canada and bring their cuisine with them. They're often taking their traditional dishes and adding flavours they've discovered from their own travels or experiences to elevate the flavours even more."

JO-ANN MCARTHUR

Founding partner and president of Nourish Food Marketing

("Reports Reveal Canadian Restaurant Industry's Remarkable Revival as Consumers Defy Inflation [Op-Ed]" Retail Insider, 2023)

("Fast Food Restaurants in Canada - Market Size, Industry Analysis, Trends and Forecasts" IBISWorld, 2024)



FOOD & BEVERAGE MARKET TRENDS

DIVERSITY IN TASTE CONT...

Cultural diversity has had a **major impact on food culture in Canada**. In addition, the continuing **globalization of the food supply chain** is providing **greater availability** and access to new foods, flavours, tastes, and seasonings. Across Canada, **global cuisine** has grown **5%** in the past year. The **greatest annual growth** is seen in **Indian cuisine**, followed by **Southeast Asian**. Most of the growth is seen in the number of **QSR's**, which grew **8%** last year.

WITHIN 5KM OF HIGHWAY 11 & CRIMSON KING WAY, 28.4% OF THE POPULATION IS A VISIBLE MINORITY, WITH CHINESE AS THE TOP VISIBLE MINORITY GROUP AT 6.6%, FOLLOWED BY SOUTH ASIAN AT 6.1%.



Large Format Grocery

Consumers are exploring new ways to shop for groceries as they watch their spending— as of February 2023, **grocery prices rose 10.6% year-over-year**, more than double the then overall inflation rate of **5.2%**.

Many seek the convenience of digital ordering and home delivery. ***But make no mistake: Shoppers are still in stores***— despite the rise of eCommerce, **94%** of Canada's 2023 retail sales occurred **in-store**. When it comes to store visits, **41.2%** of Canadians are shopping **less frequently but more strategically**, and **26.5%** shop **more often** to capitalize on deals. Consumers are embracing a new array of **smart retail experiences**, such as automatically scanning shopping carts, apps that help shoppers navigate the store and find deals, and electronic shelf labels with information on product sustainability

STATISTICS FROM APRIL 2023-MAY 2024 SHOWED THAT **80%** OF THOSE SURVEYED DID THEIR GROCERY SHOPPING AT A SUPERMARKET VS. MEAL SERVICES, DRUG STORES, DISCOUNT STORES ETC. (AGES 18-64)

("Food Inflation In Canada: What You Need To Know" Forbes Advisor, 2023)

("9 Grocery Retail Trends in 2024" Oracle, 2024)

("3 grocery trends in 2024 shaping the future of retail media" Canadian Grocer, 2023)

("Grocery Shopping by Store Type in Canada as of March 2024" Statista, 2024)



FOOD & BEVERAGE MARKET TRENDS

LARGE FORMAT GROCERY CONT...

NEW WAVE GROCERY SHOPPING

Consumers are embracing a new array of **smart retail experiences**, such as shopping carts that automatically scan items for payment, apps that help shoppers navigate the store and find deals, and electronic shelf labels with information on product sustainability.

Along with this, **66%** of shoppers are purchasing **prepared food** in grocery stores, such as pizza, sushi, chicken, prepared entrees and more.

CLEAN SHELF REVOLUTION

The retail landscape is shifting towards a **less cluttered in-store experience**. "Clean shelf" marketing not only **reduces the environmental footprint** associated with printing, but also offers significant cost savings for the business, by eliminating the need for traditional printed materials.

("3 grocery trends in 2024 shaping the future of retail media" Canadian Grocer, 2023)

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Cafes + Coffee Shops

Coffee has transformed into a culture, where **variety** and **specialty coffees** thrive. Consumers are seeking out **cold brew** and other specially prepared beverages, as well as **ethically sourced**, **sustainable**, and **gourmet** products. They look for **customizable options**, whether for milk alternatives, added caffeine or new flavours.

The Canadian branded coffee shop market is valued at \$9.5 Billion.

Cafés & Coffee Shops have become **social destinations**. On average, customers are **spending more time in cafés**, using them as **community destinations** to work, study, or meet with friends.

Like Generation X and the Baby Boomers before them, **Millennials drink a lot of coffee**. They also started drinking coffee much younger — on average, around **15 years old**. After several years of declining sales among most age groups, **Millennial consumers are the vanguard of a resurgence in the coffee industry**. Today they account for approximately **44%** of the demand for coffee.

ACCORDING TO A 2020 SURVEY FROM THE COFFEE ASSOCIATION OF CANADA, 71% OF CANADIAN ADULTS DRINK COFFEE DAILY, AND THE AVERAGE CANADIAN COFFEE DRINKER CONSUMES AN AVERAGE OF 2.7 CUPS OF COFFEE EACH DAY.

("Allegra Project Cafe Canada 2021" Allegra World Coffee Portal, 2021)
("Coffee & Snack Shops in Canada - Market Research Report" IBIS World, 2022)
("12 Industries That Will Thrive Thanks To Millennials" CB Insights, 2019)

MARKET TRENDS

Retail + Services

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Service Retail

Canada's beauty and personal care market's **largest sector** is **personal care services**, which includes hair, nails, waxing and skin services. This sector is expected to grow annually at a rate of **18.17%**, resulting in a **projected market volume** of approximately **\$8.57 billion by 2025**. Additionally, the **number of consumers** in this industry is expected to reach **8.6 million by 2025**.

Incorporating new tenant types, such as health & wellness concepts, alongside traditional retailers draws **additional foot traffic**. The demand for **personal service cannot be virtually replicated**, and will therefore **always have value** in the traditional brick-and-mortar format.

The Canadian beauty and personal care market amounted to \$10.54B in 2022, driven in particular by the personal and skin care service segments.

("Reports Reveal Canadian Restaurant Industry's Remarkable Revival as Consumers Defy Inflation [Op-Ed]" Retail Insider, 2023)

("Fast Food Restaurants in Canada - Market Size, Industry Analysis, Trends and Forecasts" IBISWorld, 2024)

("Cosmetics, Spa and Beauty Products" TFO Canada, 2023)



Medical Clinics + Spas

MEDTAIL

Medtail refers to healthcare services **located in a retail setting**. With a strong **consumer demand for convenience**, health care services are a great addition to a retail tenant mix. These clinics can range from **primary care, dental, physical therapy, medical labs and more**. By incorporating these kinds of services into commercial locations, it creates **repeat customers** and **daily traffic**.

MEDISPAS

The global medical spa market size was valued at **USD 16.4 billion** in 2022 and is expected to expand at a compound **annual growth rate (CAGR)** of **14.97%** from 2023 to 2030. The market growth can be attributed to factors such as **increasing consumer awareness about self-care** and **anti-aging** services and a rapid expansion of the **wellness tourism sector**. There is a high demand for **minimally invasive treatments**, such as **chemical peels and non-surgical skin tightening**, along with **body sculpting and tattoo removal**.

("Medtail: When Health Care Meets Retail" Cushman and Wakefield, 2021)

("The Rise of Medtail: Medical and Healthcare Tenants Occupying Ground-Floor Leases" Real Estate Weekly, 2022)

("Medical Spa Market Size, Share & Trends Report" Grand View Research, 2023)



Health, Fitness + Wellness

Boutique gyms & fitness classes are becoming **increasingly popular**, as consumers seek **choice** and **community**. **37%** of Canadians, aged 25-64 say they exercise for **30-59** minutes every day.

The health and fitness industry has **evolved** into a **social experience**. **64%** of Canadians say that exercising with other people is a great motivator. Wellness trends, which include **group bonding** and **multi-sensory experiences**, are projected to continue having a **greater presence** within the industry. Gyms that **offer** these kinds of wellness services are **more attractive** to consumers.

THE GYM, HEALTH & FITNESS INDUSTRY IN CANADA IS WORTH **\$4.7B**,
WHICH INCREASED **15.5%** IN 2023.

THE ESTIMATED COST PER CANADIAN FOR GYM MEMBERSHIPS AND
WELLNESS SERVICES IS **\$1,200 ANNUALLY**.

("Gym, Health & Fitness Clubs in Canada - Market Size (2005-2029)" IBIS World, 2023)

("Wellness practices fuel fitness sector growth: Experts" BNN Bloomberg, 2023)

("Fitness Industry Statistics In Canada" Made in Canada, 2024)

("Canada's Investment in Fitness - Is It Worth It?" Live Well, 2021)



RETAIL + SERVICE MARKET TRENDS

HEALTH, FITNESS + WELLNESS CONT...

The **wellness** market has continued to grow since the boom in 2020, currently valued at **\$1.5 trillion globally**, with an expected annual growth of 5-10%.

The global wellness industry was valued at \$5.6 trillion in 2022. By 2027, it is expected to grow an additional 57%, to \$8.5 trillion.

The wellness market can be thought of in six dimensions; **better health, better fitness, better nutrition, better appearance, better sleep and better mindfulness**. More recently, better mindfulness has gained mainstream consumer acceptance, in the form of **relaxation and meditation-oriented offerings**.

In a survey of roughly 7,500 consumers in six countries, more than **half of consumers said they want to prioritize mindfulness more**, and half of the consumers said they wished that more mindfulness products and services were available. Overall spending in the **wellness market is expected to increase**, with a greater shift toward services, especially those that **emphasize physical and mental health**.

("The Wellness Market: The Healthier The Better" Crobox, 2022)

("Feeling good: The future of the \$1.5 trillion wellness market" McKinsey & Company, 2021)

("27 Meditation Statistics: Data and Trends Revealed for 2022" The Good Body, 2022)

("The Global Wellness Industry Is Now Worth \$5.6 Trillion" Bloomberg, 2023)

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JUNO VET

Pet Supplies + Vet Clinics

THE PANDEMIC PUPPIES

The pandemic led to a **major increase in pet adoption** and the **pet supply businesses surged** as a result as well. At least **18%** of consumers plan to **buy more pet supplies** post-pandemic, according to a survey done by Shopify.

The report also found that **on average pet parents are spending around \$1,000 per year on their pets**, yet nearly **half** of dog owners **actually spend far more** than that average, with **47%** saying they spend about **\$3,400 on their pets each year**.

SPECIALTY VETERINARY CLINICS

Specialty veterinary clinics are **on the rise**, as many consumers look for a more **personalized experience** for themselves and their pets. Clinics such as **Juno Vet** (5 locations across Toronto), **Bond Vet** and **Modern Vet** in the US, are driving this trend by offering an **elevated customer experience**, featuring **beautifully designed clinics** that are **relaxing for pets and owners**, and that also allow for efficient work flows.

("From Shoes to Milk Bottles, Here's What People Plan to Buy Post-Pandemic" Shopify, June 2021)

("Urgent Care For Pets: Bond Vet Launching Northeast Expansion" Forbes, 2020)

("New Report on Pet Care Costs Reveals Millennials Spend More..." People, Aug 2020)

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RETAIL + SERVICE MARKET TRENDS

PET SUPPLIES + VET CLINICS CONT...

"We exist to make veterinary care something everyone can look forward to. Our renewed vet clinic model empowers our care team vets to provide compassionate care in an environment that feels more like a living room than a lab."

CASSANDRA VLAHAKI
CO-FOUNDER AND CHIEF VETERINARIAN, JUNO VET

THE CANADA VETERINARY HEALTHCARE MARKET SIZE IS EXPECTED TO GROW FROM \$3.52 BILLION IN 2023 TO \$5.11 BILLION BY 2028, WITH AN ANNUAL GROWTH RATE OF 7.26% OVER THE NEXT 5 YEARS.

("Canada Animal Health Care Market Size & Share Analysis - Growth Trends & Forecasts (2023 - 2028)" Modor Intelligence, 2023)
("Innovative veterinary concept debuts in Toronto with vet practice to reimagine, redesign and reinspire the future of pet care" Cision, 2022)



Convenience + Drug Stores

Revenue for Canadian Pharmacies and Drug Stores is expected to grow annually at **0.9%** to reach **\$55.7 billion** through the end of 2024, including forecast growth of **1.6%** in 2024 alone. In recent years, pharmacies and drug stores have benefitted from growing health-related expenditures. Prescription medications have persisted in their popularity, **keeping the demand high**. Ontario and Quebec contain the majority of establishments and account for more than **60%** of the Canadian population.

NEW-AGED CONVENIENCE

Convenience stores continue to be a popular option for consumers to grab their necessities **quickly**. The **traditional convenience stores have adapted** to changing expectations— **fully self-serve convenience stores** have continued to open across Canada, allowing customers to access goods **24/7**. Convenience stores have increasingly **shifted product mixes** as well, focusing more on satisfying demand for **quick and easy meal options**. Industry revenue is expected to grow annually at **1.2%** over the next five years to reach, and is expected to reach **\$12.2 billion** in 2024.

("Pharmacies and Drug Stores in Canada - Market Size, Industry Analysis, Trends and Forecasts" IBIS, 2024)

("Convenience Stores in Canada - Market Size, Industry Analysis, Trends and Forecasts (2024-2029)" IBIS World, 2023)



MARKET TRENDS

Entertainment + Education

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RETAIL + SERVICE MARKET TRENDS

Retailtainment

As a driver of **experiential retail**, 'retailtainment' will dominate the retail industry by fusing **retail, entertainment and leisure**. Creating a more **immersive retail experience** by **enhancing the environment and elevating the overall experience**, leaving customers with **memories**, not just products, which will keep them coming back time and time again.



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12.1% OF THE POPULATION WITHIN 5KM OF HIGHWAY
11 & CRIMSON KING WAY ARE GEN ALPHA (0-11
YEARS), WHICH WILL INCREASE TO 18.0% BY 2028.

RETAIL + SERVICE MARKET TRENDS

Day Care + Child Education

The pandemic has a **lasting impact** on day-care centres— many establishments **closed** due to restrictions, creating **long wait lists** and dampened revenue growth. However, this time brought **substantial policy changes** and **government investments** that were made toward providing **high-quality, affordable child care**.

In April 2022, **87.8%** of centres offered **full-time** care, **66.2%** offered **part-time**, and **36.8%** offered **before- or after-school** care. In 2022, **78%** of centres had **active waitlists**, and **34%** of them were looking to fill a vacant employment position. Industry-wide revenue is expected to be at **\$9.7 billion** through 2024.

Over one million children aged 0 to 5 years are enrolled in child care.

IN EARLY 2022, THERE WERE NEARLY 1.2M CHILDREN IN CANADA UNDER 6 YEARS OLD IN CHILD CARE, ACCOUNTING FOR JUST OVER HALF (52%) OF THAT AGE GROUP'S POPULATION.

Two in five children are enrolled in before- and after-school care.

IN SPRING 2022, 40% OF CANADIAN CHILDREN AGED 4 TO 12 YEARS WHO WERE ATTENDING SCHOOL PARTICIPATED IN SOME FORM OF BEFORE- OR AFTER-SCHOOL CARE.

("Day Care in Canada - Market Size, Industry Analysis, Trends and Forecasts (2024-2029)" IBIS World, 2024)
("Child care in Canada: A snapshot" Statistics Canada, 2023)

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Conclusion

In summary, our analysis has highlighted a **significant need** for expanded retail development in East Gwillimbury. The size and scope of the retail at East Gwillimbury development, (approximately 80,000 SF), offers an opportunity to **provide the community with much needed retail services and amenities**. Demographic insights and data, a competitive market analysis, combined with a study of relevant market trends in retail today, all demonstrate that there is a need to **enhance** the retail landscape.

The demographic data reveals a growing population with **increasing purchasing power**, competitive with other neighbouring prosperous communities of similar size. The market analysis reveals **gaps in the retail offering** within East Gwillimbury, indicating that there is currently a **retail shortfall** when compared to neighbouring townships.

The latest retail trends for Canada in 2024 showcases a **wide assortment of uses**, ranging from health, wellness and fitness, to service, food and beverage, entertainment and destination retail. A well-planned retail development can **drive economic growth** and **satisfy the needs of the community**, both present and future, with a balanced approach to integrating these uses within the retail development. Concepts in some of these sectors have evolved into **social experiences**, which create and reinforce community. It encourages loyalty and consistent traffic, **ensuring success** in the project.

The addition of approximately 80,000 SF of retail is not only justified, but is **essential** to meet the needs of the residents in East Gwillimbury. The data supports the retail development and aligns with both **current market conditions** and **future growth** of the town.



THANK YOU

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