



THE MALL ADVERTISING REPORT

THE MARKETER'S TOOL FOR MALL ADVERTISING

1,077 shoppers. Six Cypriot malls. One question — does mall advertising actually move people through the funnel?

1,077

RESPONSES

6

MALLS

78%

NOTICING

METHODOLOGY

1,077

TOTAL RESPONSES

6

CYPRIOT MALLS

Apr 2026

FIELDWORK

Face-to-face

METHOD

Approach. On-site intercept survey at the six largest malls in Cyprus, quota-balanced by age, gender and daypart.

Instrument. 14-question questionnaire covering visit habits, ad noticing, attention, quality, action, trust and recall.

Footfall. Survey results triangulated with full-year monthly visitor counts (2022-2026 YTD) for each mall.

Confidence. Margin of error $\pm 3\%$ at the 95% confidence level on the full sample.

FOOTFALL · KINGS AVENUE MALL

4.87M

2025 VISITS

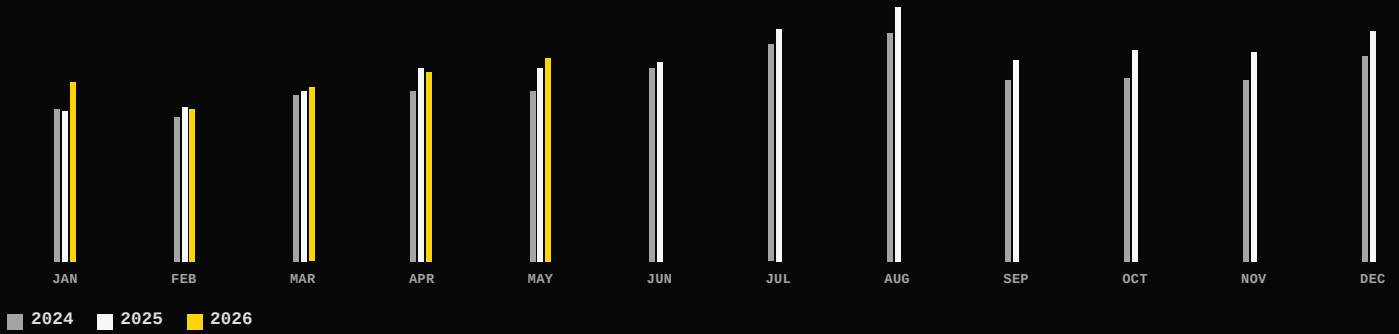
4.46M

2024 VISITS

+9.3%

YOY

MONTHLY VISITORS · 2024 / 2025 / 2026



FOOTFALL · METROPOLIS MALL

5.48M

2025 VISITS

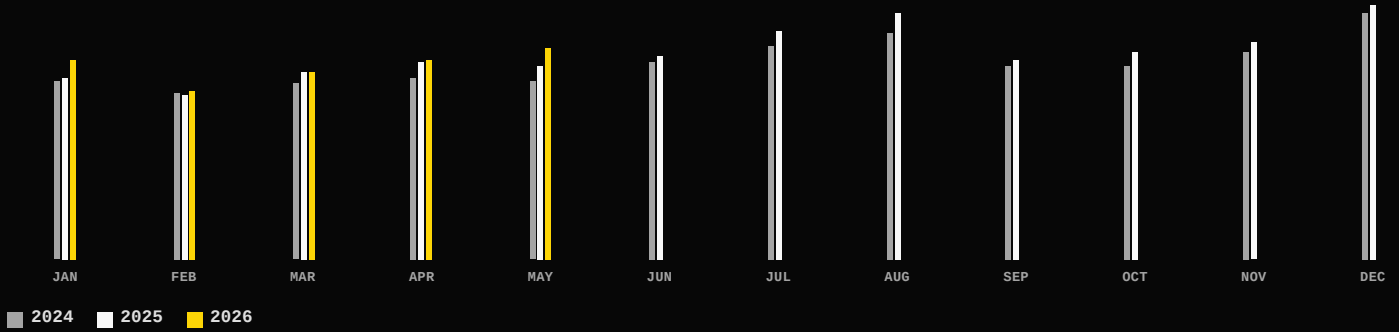
5.21M

2024 VISITS

+5.2%

YOY

MONTHLY VISITORS · 2024 / 2025 / 2026



FOOTFALL · MALL OF CYPRUS

5.76M

2025 VISITS

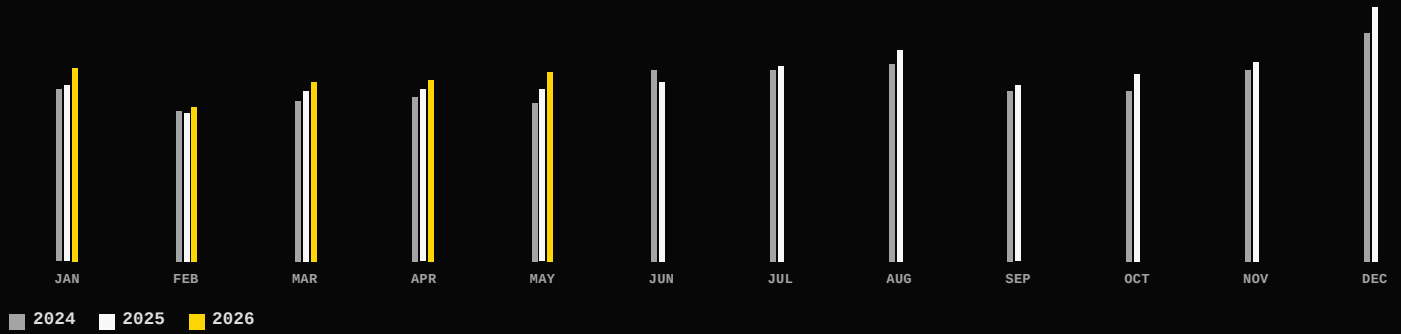
5.52M

2024 VISITS

+4.3%

YOY

MONTHLY VISITORS · 2024 / 2025 / 2026



FOOTFALL · MALL OF ENGOMI

3.03M

2025 VISITS

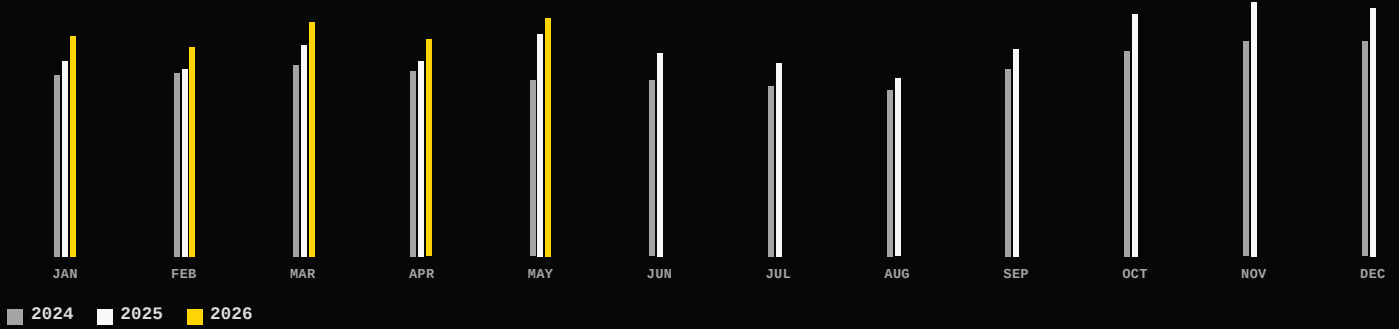
2.69M

2024 VISITS

+12.6%

YOY

MONTHLY VISITORS · 2024 / 2025 / 2026



FOOTFALL · MY MALL

4.43M

2025 VISITS

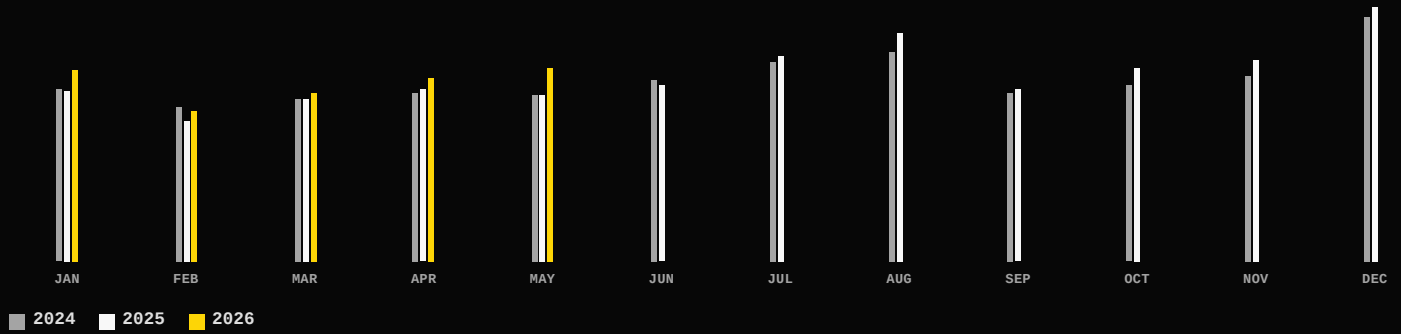
4.33M

2024 VISITS

+2.4%

YOY

MONTHLY VISITORS · 2024 / 2025 / 2026



FOOTFALL · NICOSIA MALL

5.83M

2025 VISITS

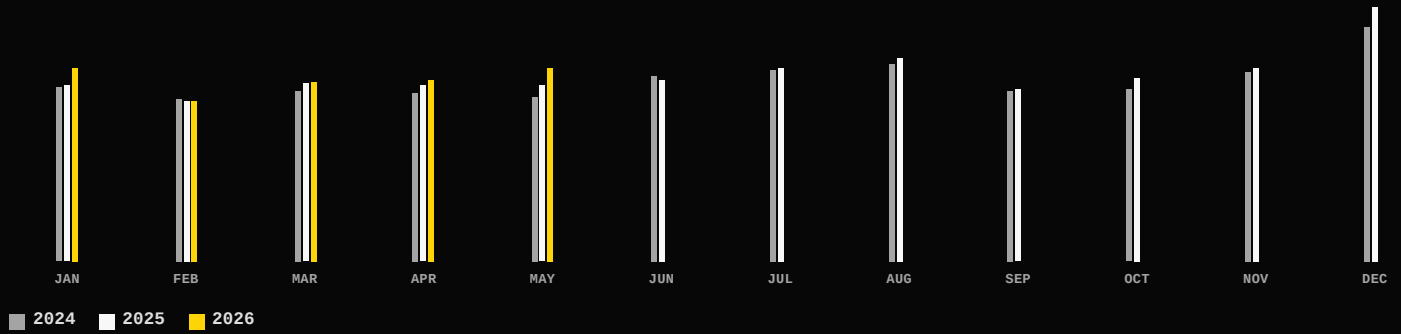
5.65M

2024 VISITS

+3.2%

YOY

MONTHLY VISITORS · 2024 / 2025 / 2026



SHARE OF TOTAL 2025 FOOTFALL

29.4M

2025 TOTAL

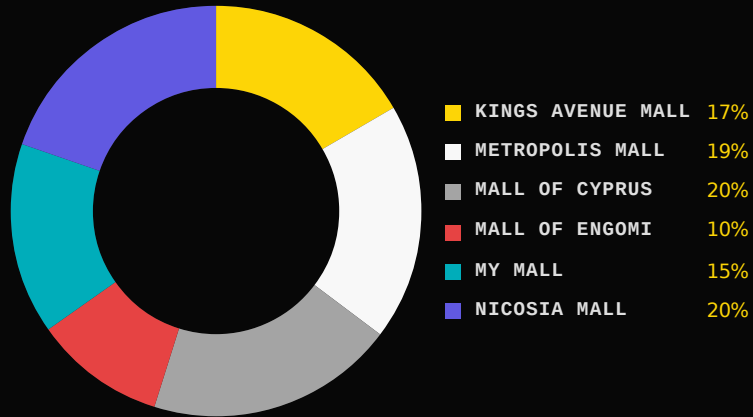
27.9M

2024 TOTAL

+5.6%

YOY

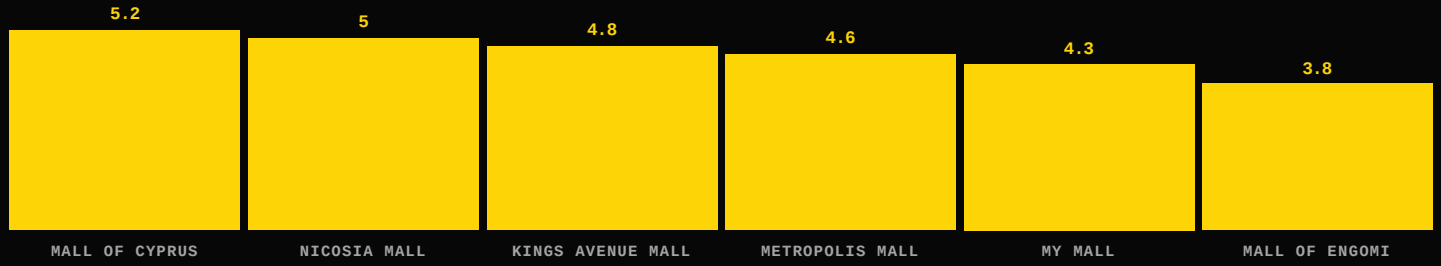
SIX MALLS · SHARE OF 2025 VISITS



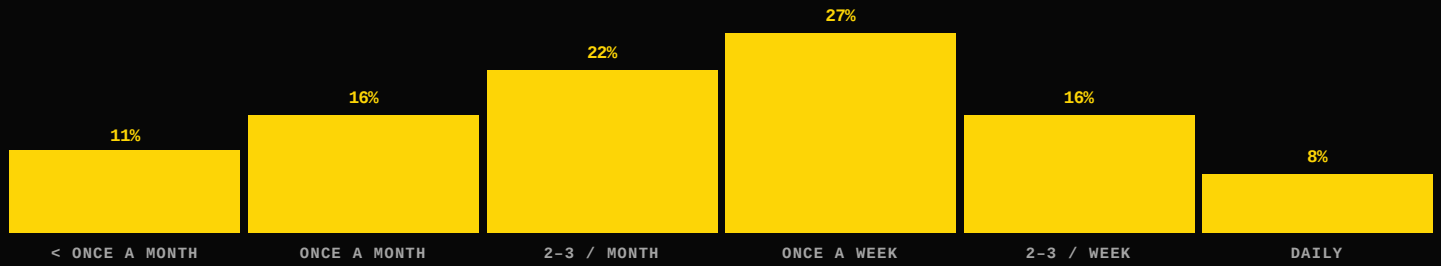
Combined 2025 reach across six malls — the audience available to every in-mall campaign.

VISIT FREQUENCY

VISITS PER MONTH — BY MALL



SHOPPER VISIT FREQUENCY (OVERALL)



BY THE NUMBERS

1077

TOTAL RESPONSES

995

ANSWERED Q8

775

CONFIRMED NOTICERS

78%

NOTICING RATE

78% of mall shoppers in Cyprus noticed at least one ad during their most recent mall visit — a baseline most media channels would envy.

AD NOTICING · BY MALL



Noticing rates range from 71% to 85% across the six malls — every venue delivers reach comparable to the best digital channels.

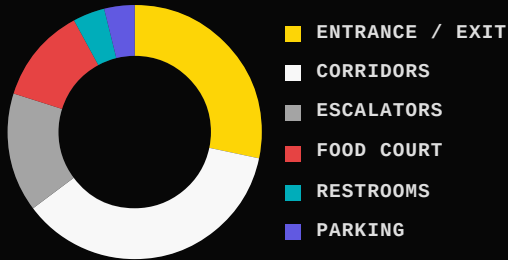
WHERE ADS ARE NOTICED

36%
CORRIDORS

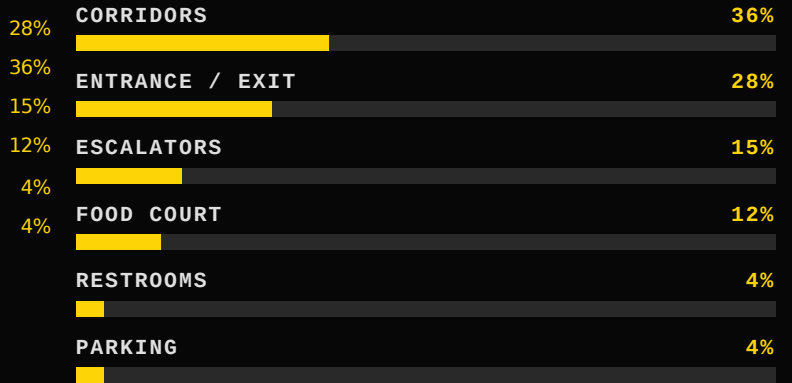
28%
ENTRANCE

64%
COMBINED SHARE

SHARE OF NOTICINGS



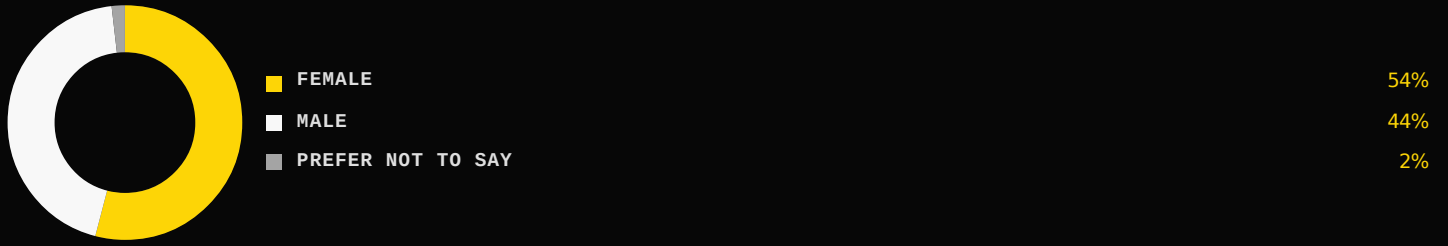
RANKED BY RECALL



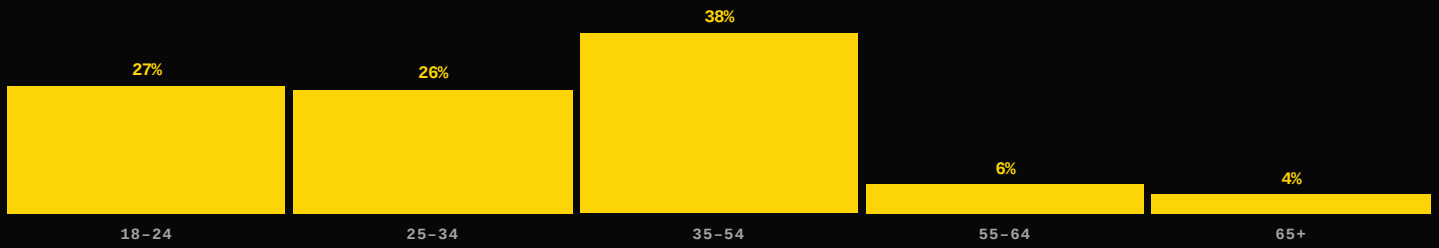
Two-thirds of every noticed ad is captured in corridors or at the entrance. Restrooms and parking together account for under 8% — placement choice does most of the lifting.

WHO NOTICES

GENDER

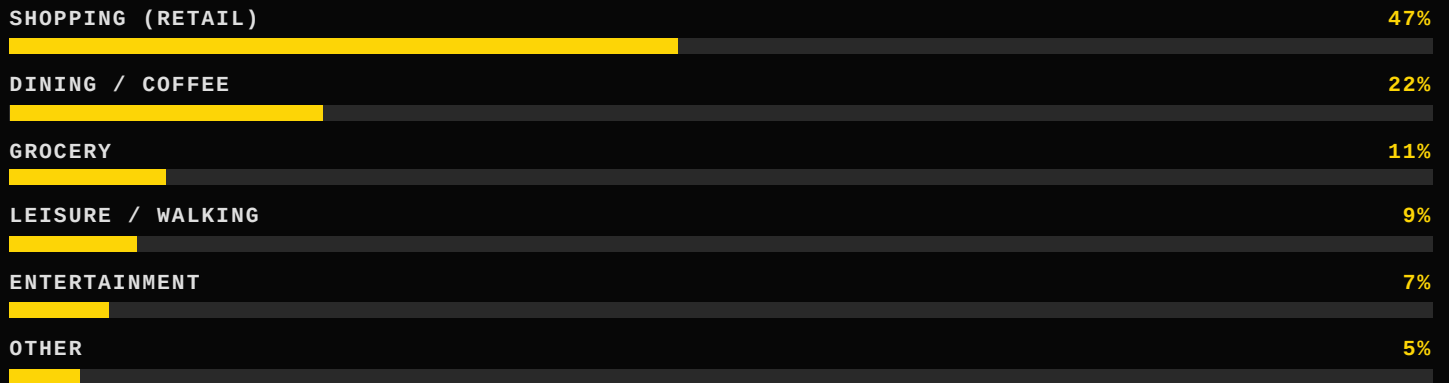


AGE

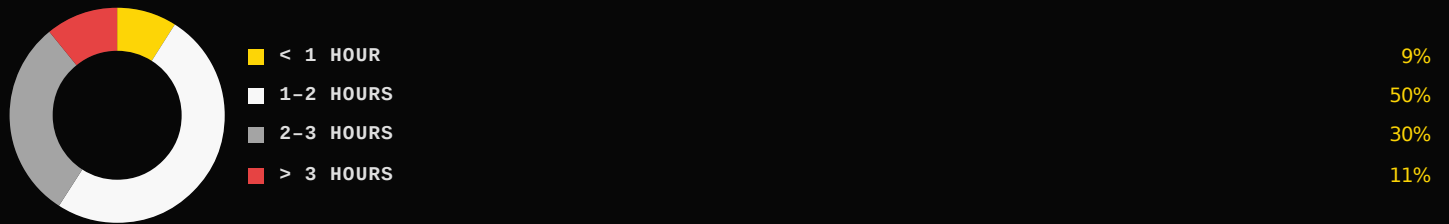


WHY THEY VISIT · HOW LONG

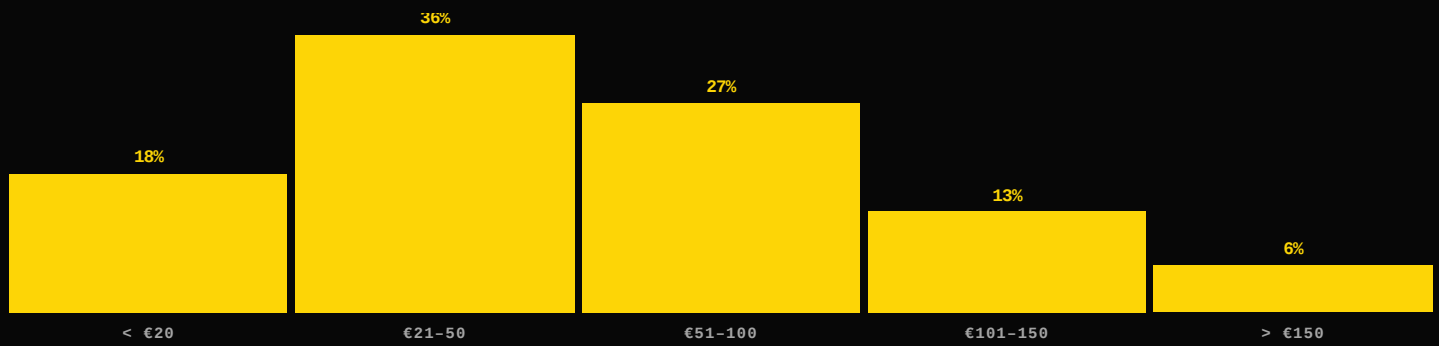
REASON FOR VISIT



TIME SPENT IN MALL



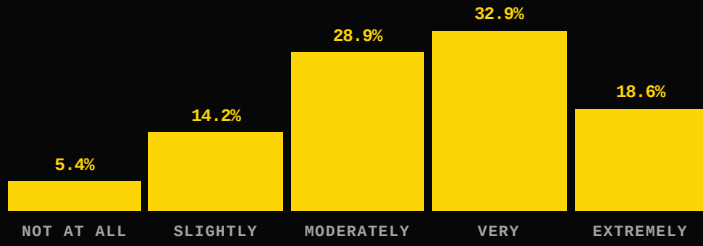
SPEND PER VISIT



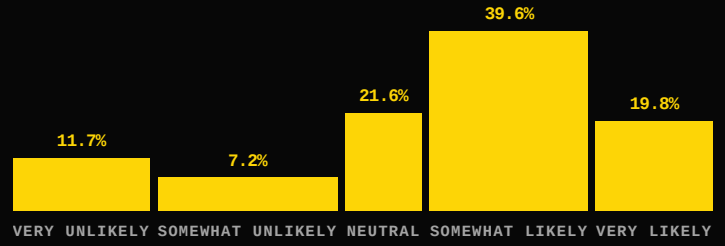
Median spend sits in the €21-50 bracket. 19% spend over €100 per visit — a premium tier worth targeting with sharper creative.

EFFECTIVENESS · ATTENTION, ACTION & TRUST

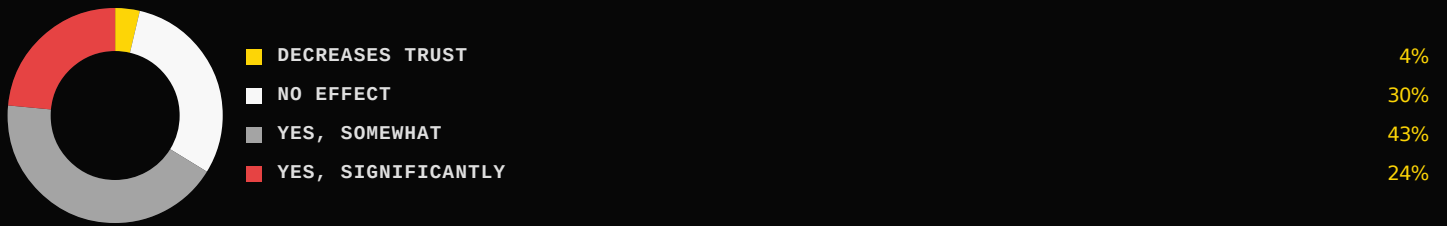
ATTENTION (Q9)



LIKELIHOOD TO ACT (Q12)



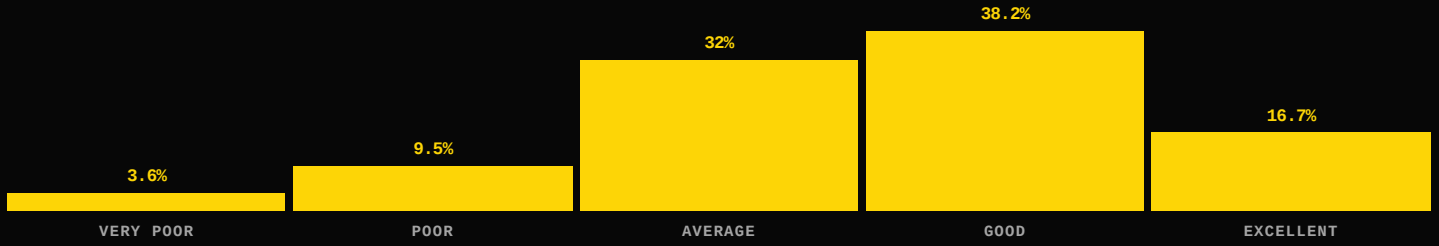
BRAND TRUST IMPACT (Q13)



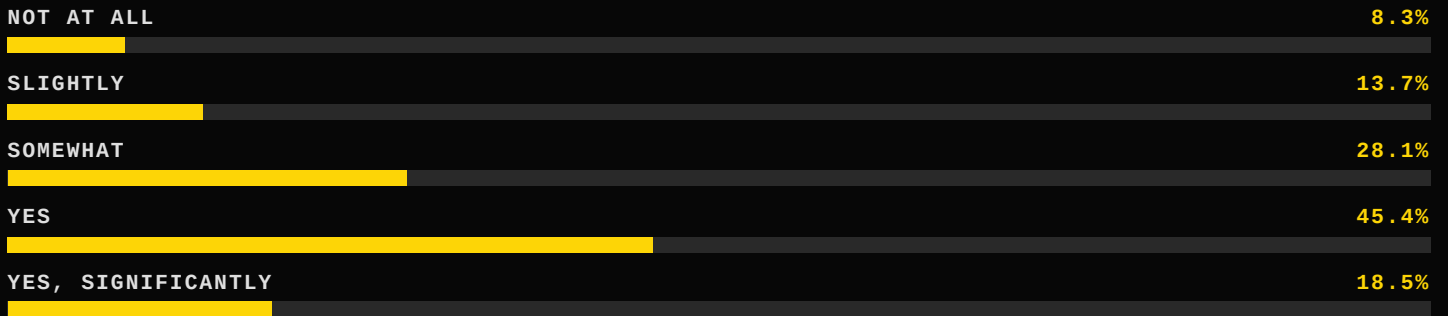
51.5% find mall ads very or extremely attention-grabbing, 68% are likely to act, and trust skews positive.

QUALITY & RECALL

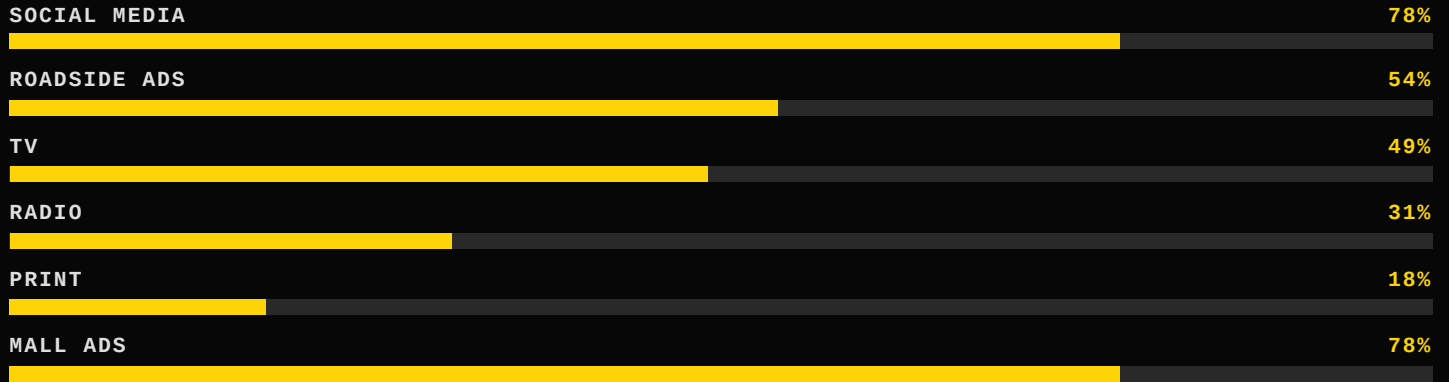
PERCEIVED QUALITY (Q10)



BRAND RECALL (Q14)

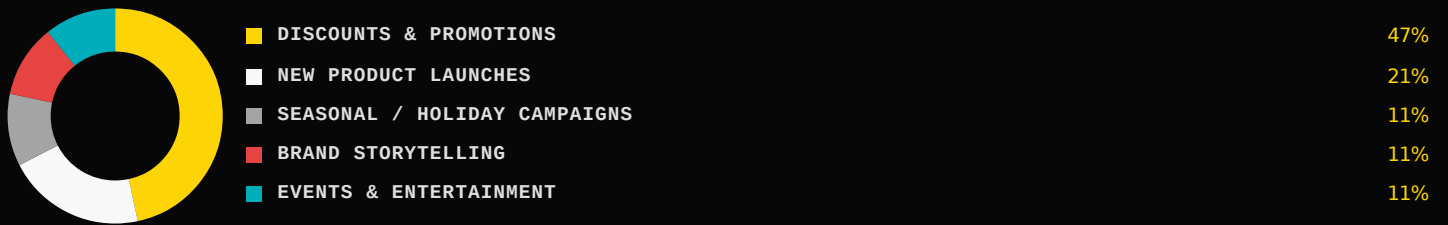
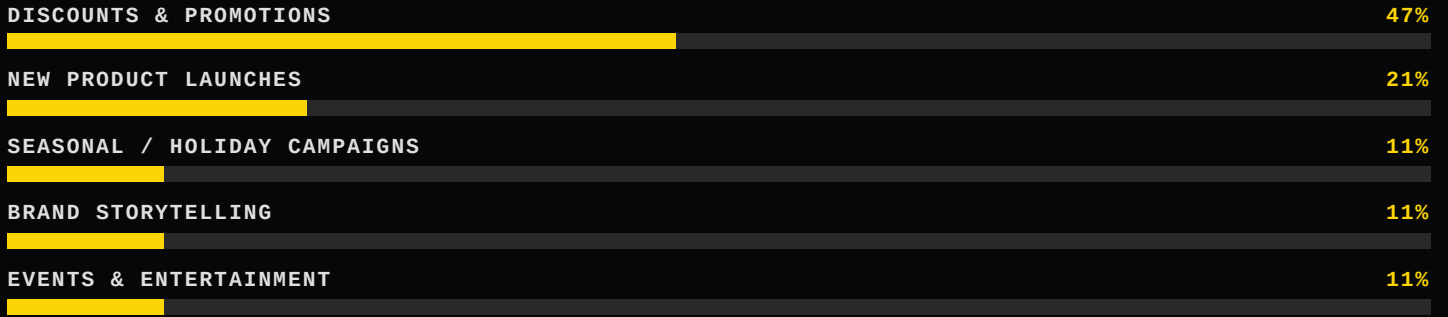


VERSUS OTHER CHANNELS



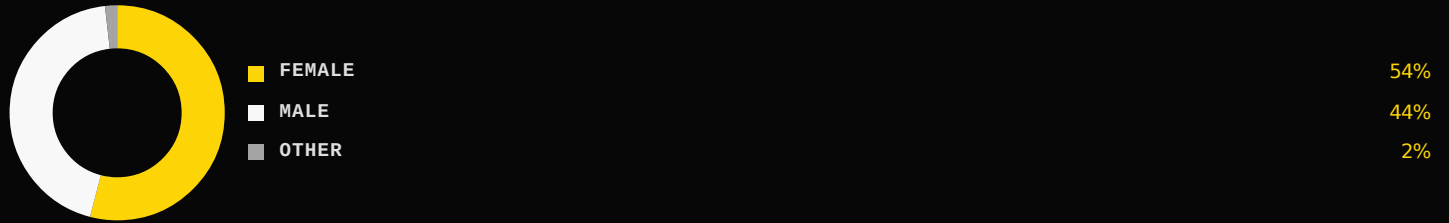
Mall ads tie social media at 78% reach — and outperform TV, roadside and radio.

CONTENT PREFERENCES

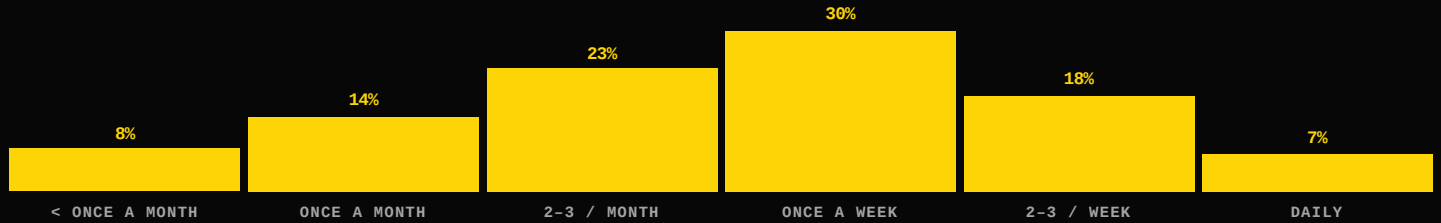


YOUTH 18-25 · PROFILE

GENDER

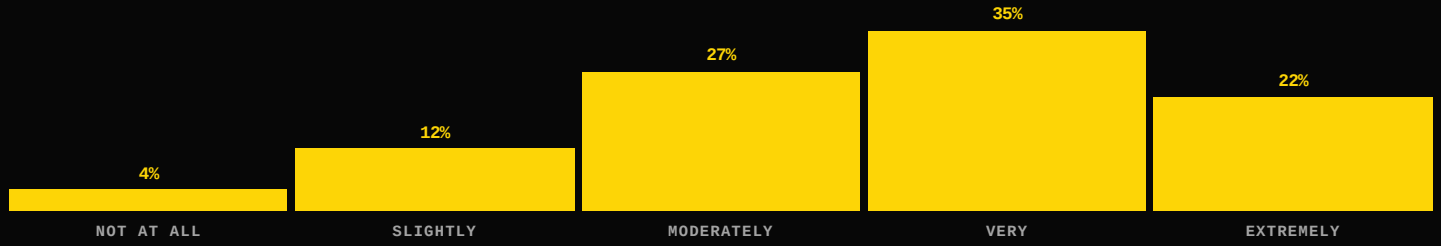


VISIT FREQUENCY

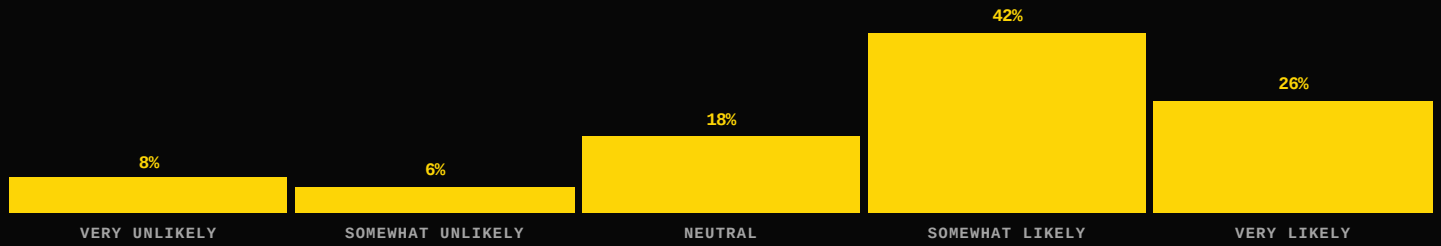


YOUTH 18-25 · EFFECTIVENESS

ATTENTION



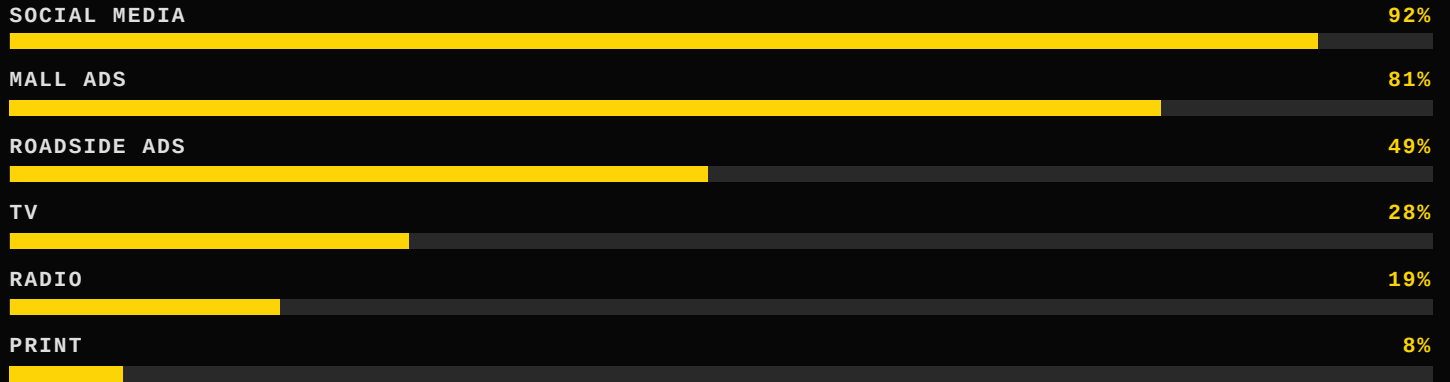
LIKELIHOOD TO ACT



ADBOARD × HEARTBEATS · N=1,077

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YOUTH · CHANNEL MIX



86% notice. 68% likely to act. The hardest demo to reach via TV is captive in the mall.

SIX CONCLUSIONS

- 01** Mall advertising punches above its weight — 78% noticing rate, on par with social media.
- 02** Footfall keeps climbing — six malls combined grew +5.6% YoY in 2025, with frequency rising alongside.
- 03** 18-24s are the super-noticers — 86% noticing rate, 68% likely to act.
- 04** Effectiveness is consistent across venues — attention and action stay strong mall-to-mall.
- 05** Discounts dominate creative — brand storytelling under-indexes at 11% (vs. 87% of roadside artworks that are pure promo) — a clear white-space for brand building.
- 06** Corridors and entrances do 64% of the work — placement choice matters as much as venue choice.

THANK YOU

INTERESTED IN MALL ADVERTISING?

Send your inquiry to our Growth Specialists and we will get back to you with the full data set and available packages.

 SALES@ADBOARDMEDIA.COM

ADBOARD.

Mall Advertising effectiveness study across six Cypriot malls. 1,077 shoppers surveyed, 78% noticed mall ads, 58% felt motivated to take action.

RESEARCH BY HEARTBEATS — THE RESEARCH ARM OF ADBOARD MEDIA GROUP.

FINDINGS

Ad noticing
Audience profile
Ad effectiveness
Media ecosystem
Content preferences
Visit frequency

MALLS

Kings Avenue Mall
Metropolis Mall
Mall of Cyprus
Mall of Engomi
My Mall
Nicosia Mall