

# New Concepts in Retail: Key Factors Driving Successful Innovation

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## INTRODUCTION

Scope

## EMERGING RETAIL CONCEPTS COMPETITION

The special 2020 edition of Emerging Global Retail Concepts Competition

Six key factors determine success in emerging retail concepts

## TOP RETAIL STORIES OF SUCCESSES AND FAILURES

Sustainability, convenience and omnichannel drive innovation

Online grocery is rapidly moving into the mainstream

Case Study 1: Picnic's model is tackling grocery's biggest problem, cost

Case Study 2: Honestbee initially attracted a high number of partnerships

Case Study 2: Honestbee failed to understand the Hong Kong market

As market conditions evolve, new retail models emerge

Case Study 3: HomeRefill offers consumers a new level of convenience

Case Study 3: HomeRefill to benefit from gains in auto-replenishment

Case Study 4: Pointy successfully leverages the value of physical locations

Case Study 4: Following a two-year partnership, Google acquires Pointy

Consumers are becoming more aware of the choices they make

Case Study 5: Too Good To Go, a global platform to fight food waste

Case Study 5: Too Good To Go, entrepreneurial approach to sustainability

Case Study 6: ReUse aimed to bring new life to old furniture

Case Study 6: ReUse failed to build enough momentum

Convenience is a moving target for retailers

Case Study 7: E.Leclerc Relais, pedestrian click-and-collect points

Case Study 7: E.Leclerc Relais will benefit from high urban density

Case Study 8: Coolomat, cold chain solution in food and drinks delivery

Case Study 8: Coolomat lost to stronger competition

The transformation of bricks-and-mortar stores to smart stores

Case Study 9: Amazon Go, a completely frictionless shopping experience

Case Study 9: Amazon Go forces other retailers to accelerate innovation

Case Study 10: Roadster Go, zero staff assistance and quick self-checkout

Case Study 10: Roadster Go failed due to overlooking the consumer

The boom in e-commerce spurs innovation in last-mile delivery

Case Study 11: Rappi, born to revolutionise home delivery in Colombia

Case Study 11: Rappi aspires to become Latin America's super app

Case Study 12: Miinto trialled two-hour delivery for online apparel orders

Case Study 12: Miinto pivoted due to low customer interest

## KEY LEARNINGS

Post-COVID-19, omnichannel will drive retail recovery

The pandemic has accelerated key trends that were already in motion (1)

The pandemic has accelerated key trends that were already in motion (2)

Lessons from the past helping retailers today

Strategies for success

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