

# Commerce 2040: The Future of the Retail Store in a Digital World

October 2021

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Scope

Key findings

Commerce 2040 series explores how commerce might evolve in the next 20 years

Neighbourhood of old might be in vogue again following tech infusion

How the neighbourhood of the future might look come 2040

Euromonitor's virtual event brings Commerce 2040 to life

Competing forces converge to reshape tomorrow's retail landscape

How 10 competing forces are reshaping the future of retail (1)

How 10 competing forces are reshaping the future of retail (2)

These 10 competing forces provide a framework for understanding how retail might evolve

Key themes that will shape the future retail store

The importance of these themes varies by region

How the retail store of tomorrow will evolve

Top reason consumers shop in store is to see or try before buying

Consumers shop differently across product categories

In the future, there will broadly be two types of physical spaces in retail

Concepts that might emerge in retail stores by 2040

Concepts that might emerge in retail stores by 2040

Commerce 2040: street view of the convenience store

Commerce 2040: in the aisle of the convenience store

Commerce 2040: the front-end of the convenience store

Commerce 2040: street view of the experiential centre

Commerce 2040: the entrance of the experiential centre

Commerce 2040: an inside view of the experiential centre (1)

Commerce 2040: an inside view of the experiential centre (2)

The changes as described will not happen overnight

Companies are embracing various strategies to innovate the in-store shopping experience

Best of both worlds: Beautycounter's store blends offline-online experience

Going on autopilot: Carrefour deploys more automation to support fulfilment needs

Sensory shopping: Swarovski opens new concept store that is a "feast for the senses"

Thoughtful experiential: Arc'teryx flagship store showcases impactful experiences

Coming together: IKEA tests concept to encourage consumers to linger rather than checkout

For members only: Nike opens store with exclusive experience for loyalty members

Leading with purpose: the BodyShop launches new recycling schemes across UK stores

A place to co-create: Freitag brand enables customers to design and finish their own bags

Patents recently granted to some of the most prominent global tech titans

Markets to watch for technological development and innovation

How commerce is likely to evolve over the next 20 years

Implications for retailers and brands

Implications by product category

Six actions to consider in preparation for the retail store evolution

Half of the imperatives hinge on more robust, real-time data collection to inform strategy

The other half of the imperatives focus on knowing your company and your customer

## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/commerce-2040-the-future-of-the-retail-store-in-a-digital-world/report](http://www.euromonitor.com/commerce-2040-the-future-of-the-retail-store-in-a-digital-world/report).