



# Commerce 2040: A Regional Exploration of the Future Retail Store

October 2021

Table of Contents

## Scope

### Key findings

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

The traditional neighbourhood might be in vogue again following tech infusion

How the neighbourhood of the future might look in 2040

Euromonitor International's virtual event brings Commerce 2040 to life

Asia Pacific and Australasia leads the global retail landscape

How 10 competing forces are reshaping the future of retail in Asia Pacific and Australasia

How 10 competing forces are reshaping the future of retail in Asia Pacific and Australasia

Key themes likely to characterise the store of the future in Asia Pacific and Australasia

Seamlessness: region characterised by high population density and digitally savvy consumers

Seamlessness: mobile payment tools are the starting point of seamless consumer journey

Seamlessness: traditional grocery retailing is most likely to be disrupted

Decathlon Singapore launching mobile app to digitalise and enhance in-store experience

Modernisation of kirana stores in India to provide a seamless shopping experience

### Outlook

Key takeaways: the future of stores in Asia Pacific and Australasia

Retailing in Eastern Europe is shifting from traditional to modern store-based channels

How 10 competing forces are reshaping the future of retail in Eastern Europe

How 10 competing forces are reshaping the future of retail in Eastern Europe

Key themes likely to characterise the store of the future in Eastern Europe

Personalisation: retailers must prioritise privacy while delivering personalised experiences

Personalisation: digitalisation and emerging technologies create new opportunities

Personalisation: shaping the new shopping experience in Eastern Europe

Case study: Zabka develops an AI-enabled loyalty app to offer more personalised services

Case study: makeup Kitchen is the first lab that creates personalised beauty products

### Outlook

Key takeaways: the future of the store in Eastern Europe

Retailing in Latin America remains a highly fragmented channel that strives to modernise

How 10 competing forces are reshaping the future of retail in Latin America

How 10 competing forces are reshaping the future of retail in Latin America

Key themes likely to characterise the store of the future in Latin America

Sustainable: legislation forces companies to work towards sustainable actions

Sustainable: countries look to transition from linear to circular economy

Sustainable: retailers look to increase and scale sustainable solutions

Algramo's bulk buying service encourages circular economy in modern grocery

Grupo Éxito leads innovation by incorporating green and digital solutions

### Outlook

Key takeaways: the future of the store in Latin America

Despite tech prowess, stores remain key fabric of the North American retail landscape

How 10 competing forces are reshaping the future of retail in North America

How 10 competing forces are reshaping the future of retail in North America

Key themes likely to characterise the store of the future in North America

Convenience: the lure of instant gratification brings North American consumers to stores

Convenience: in North America, convenience goes together with mobility

Convenience: value is the one thing that North Americans refuse to sacrifice for convenience

Case study: target profits by expanding kerbside pick-up service

Case study: foxtrot pioneers premium convenience store concept

Outlook for convenience in North America

Key takeaways: the future of the store in North America

The state of retail in the Middle East and Africa

How 10 competing forces are reshaping the future of retail in Middle East and Africa

How 10 competing forces are reshaping the future of retail in Middle East and Africa  
Key themes likely to characterise the store of the future in Middle East and Africa  
Experiential: experiences highly relevant to cultivate meaningful interactions  
Experiential: key elements driving experiential retail in Middle East and Africa  
Experiential: investing in experiential stores to be at the core of an omnichannel strategy  
Adidas integrates tech and non-tech features to offer a smart and engaged retail experience  
Carrefour launches region's first self-service store powered by AI  
Outlook  
Key takeaways: the future of the store in the Middle East and Africa  
Changing consumer traits impact retailing in Western Europe  
How 10 competing forces are reshaping the future of retail in Western Europe  
How 10 competing forces are reshaping the future of retail in Western Europe  
Key themes likely to characterise the store of the future in Western Europe  
Sustainable: governments reinforce sustainability  
Sustainable: consumers are increasingly attracted to circular business models  
Sustainability: circular economy will have an impact on physical retail  
Rewe Group explores urban farming in sustainability push in Germany  
Green Pea concept is positioned as the sustainable retail park of the future  
Outlook  
Key takeaways: the future of the store in Western Europe

## APPENDIX

About Euromonitor International's Syndicated Channel Research  
About Euromonitor's Consulting Innovation Practice

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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