

New Concepts in Retail

March 2023

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INTRODUCTION

Scope

Key findings

RETAIL INNOVATION

A variety of forces converge to reshape tomorrow's retail landscape

One of the most prominent battles in retail today is the role of physical vs virtual channels

This report will explore retailer innovation through the lens of these three themes

RETHINKING THE STORE

Use of in-store technology gains relevance in retailers' omnichannel strategies

Consumers increasingly opt for brands with engaging in-store experiences

Technology continues to be a major focal point in rethinking the future of the store

Case study: 6thStreet.com opens stores with no products on display

Case study: Intime launches mini department store format

Case study: Nah & Frisch opens store with unstaffed feature during evening hours

Case study: Deliveroo opens first brick-and-mortar store, Deliveroo HOP

Case study: Comfi.co.nz launches Comfi Sleep Hub, a 24-hour showroom

Case study: Edeka 24/7 fully automated store combined with Italophile deli concept

Additional case studies (1)

Additional case studies (2)

DIGITAL SHOPPING AND ENGAGEMENT

Effective digital engagement becomes key to unlock consumer value

Digital technologies are on course to redesign shopper engagement

Technologies impacting shopper engagement in the next year

Case study: L'Oréal integrates consumer insights from TikTok on Amazon marketplace

Case study: Tiki JSC leverages blockchain to create a new loyalty programme

Case study: Online supermarket Buo facilitates savings with cooperative shopping

Case study: Stitch Fix differentiates curation and search with its service "Freestyle"

Case study: Carrefour Bringo offers personalised shopping and cart sharing

Additional case studies (3)

Additional case studies (4)

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

Sustainability is a broad area for action as most retailers prioritise brand reputation

Impact of sustainability initiatives still less relevant as compared to tech and channel shifts

Changing operating environment connects sustainability to business performance

Case study: Nike and Alipay partner to support ecological projects by recycling sneakers

Case study: Platanitos introduces buying and selling of second-hand products on its website

Case study: Motatos brings online redistribution supermarket model to the UK

Case study: Zabka Eko Smart is an eco-friendly outlet with energy-saving features

Case study: Brown Thomas launches flagship store with sustainability-focused services

Additional case studies (5)

Additional case studies (6)

KEY TAKEAWAYS

Economic uncertainty leads retailers to de-prioritise key initiatives from a year earlier

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