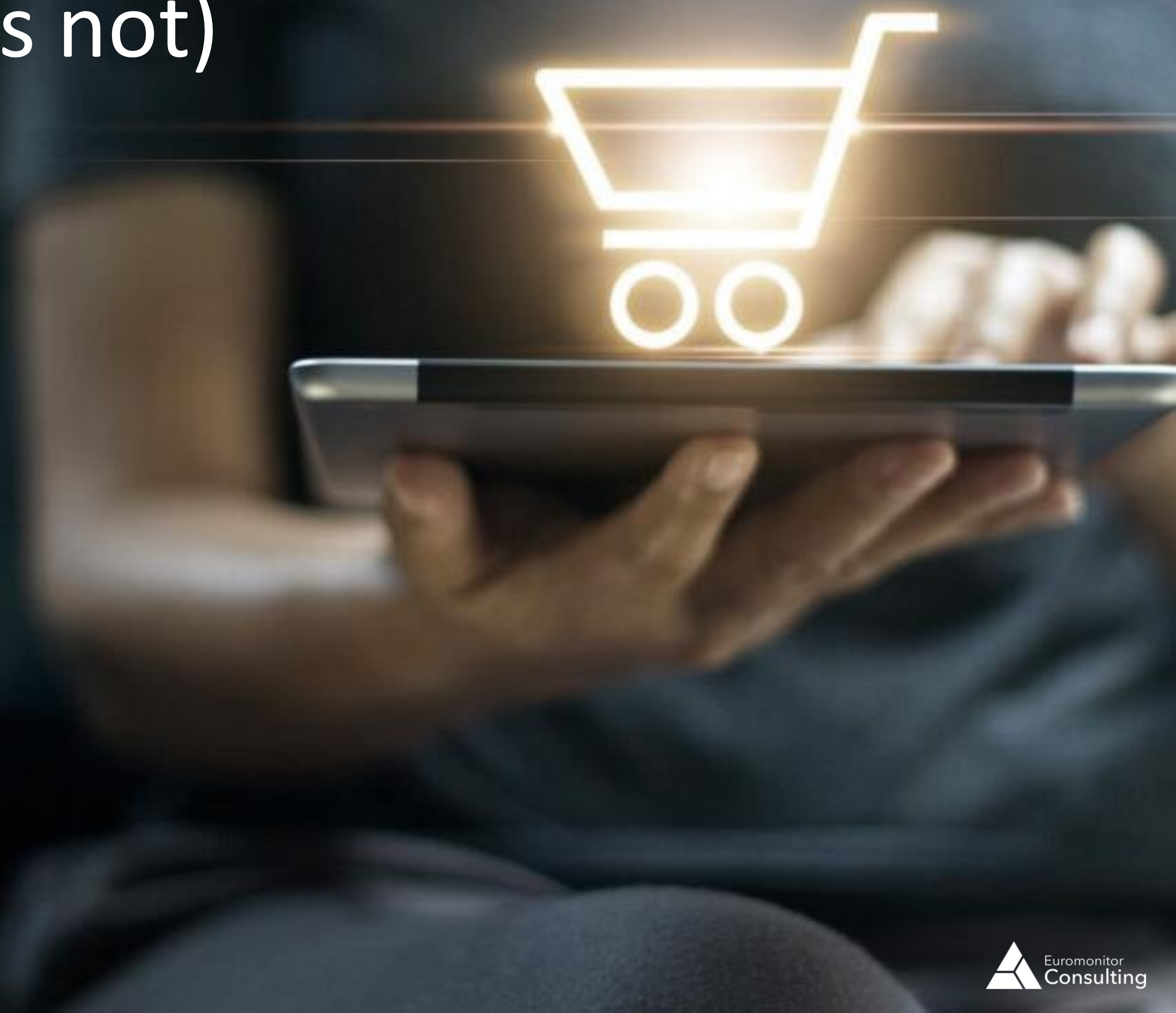
Commerce 2040

Euromonitor International

October, 2022

Euromonitor Consulting

Retail has (and has not) changed…



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Assortment
Brand
Channel
Convenience
Price
Service

1.4 billion

Projected expansion of the urban population globally between 2020 and 2040. 75% of economic growth coming from emerging markets in 2040

46%

Digital consumers who expect climate change will impact life more in five years than now

7.9 billion

Projected number of internet users in 2040, up from 4.2 billion in 2020

42%

Digital consumers who are comfortable with robots guiding them to products in store


Localised and
tech-infused
neighborhoods

Localised and tech-infused neighborhoods

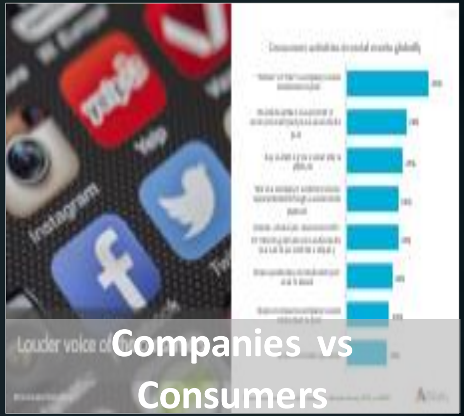
Self-sufficient communities

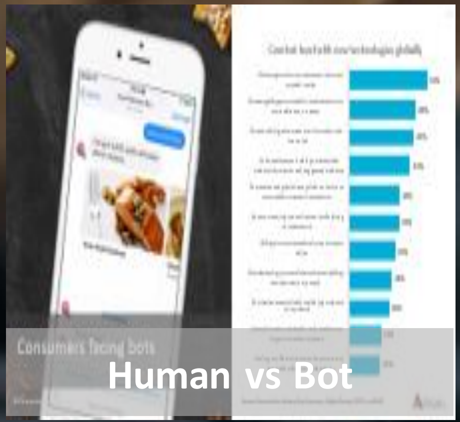
Personalised digital homes

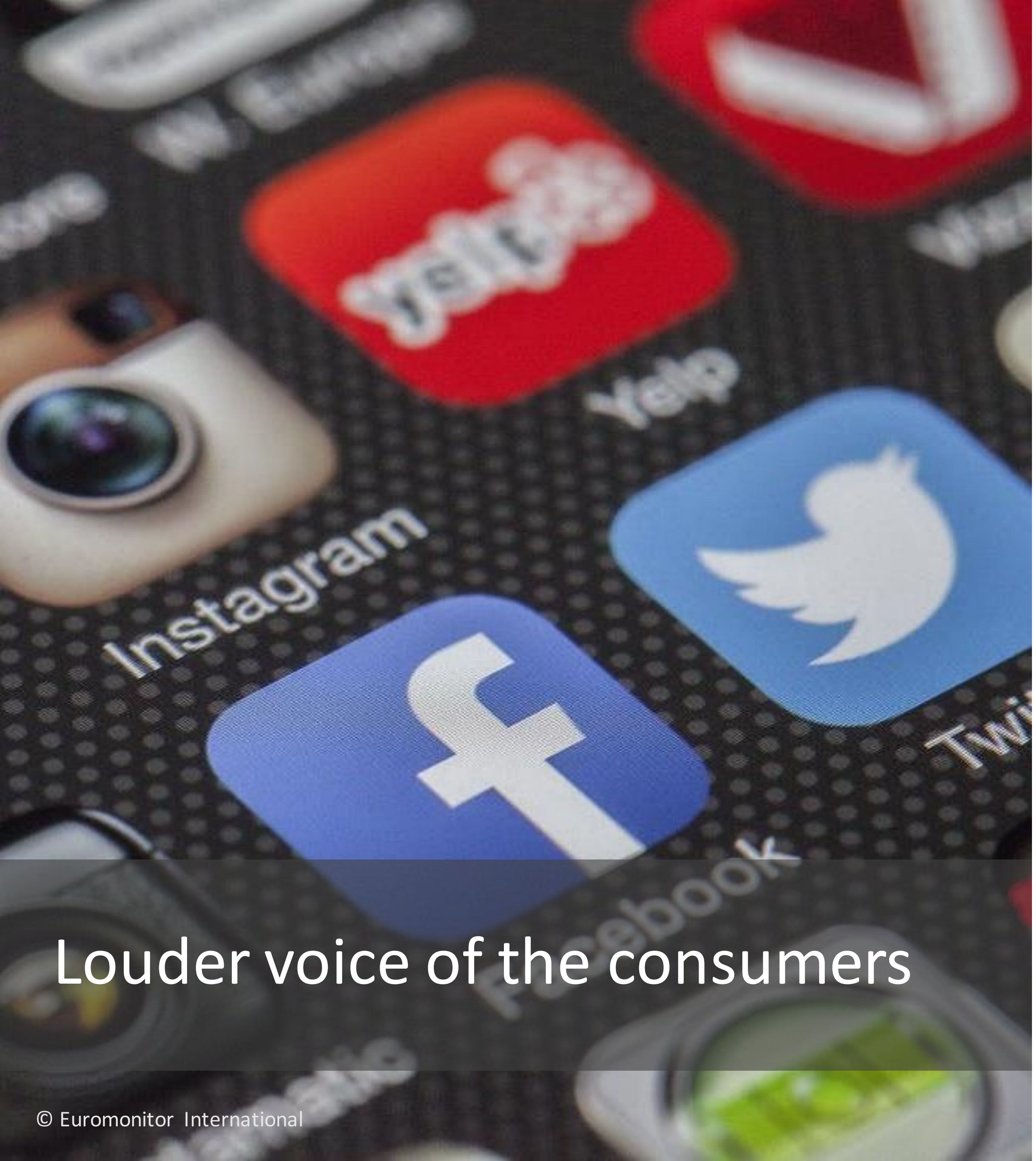
Technology beyond basics

Competing forces converge to reshape tomorrow's retail landscape

A framework for understanding how retail might evolve

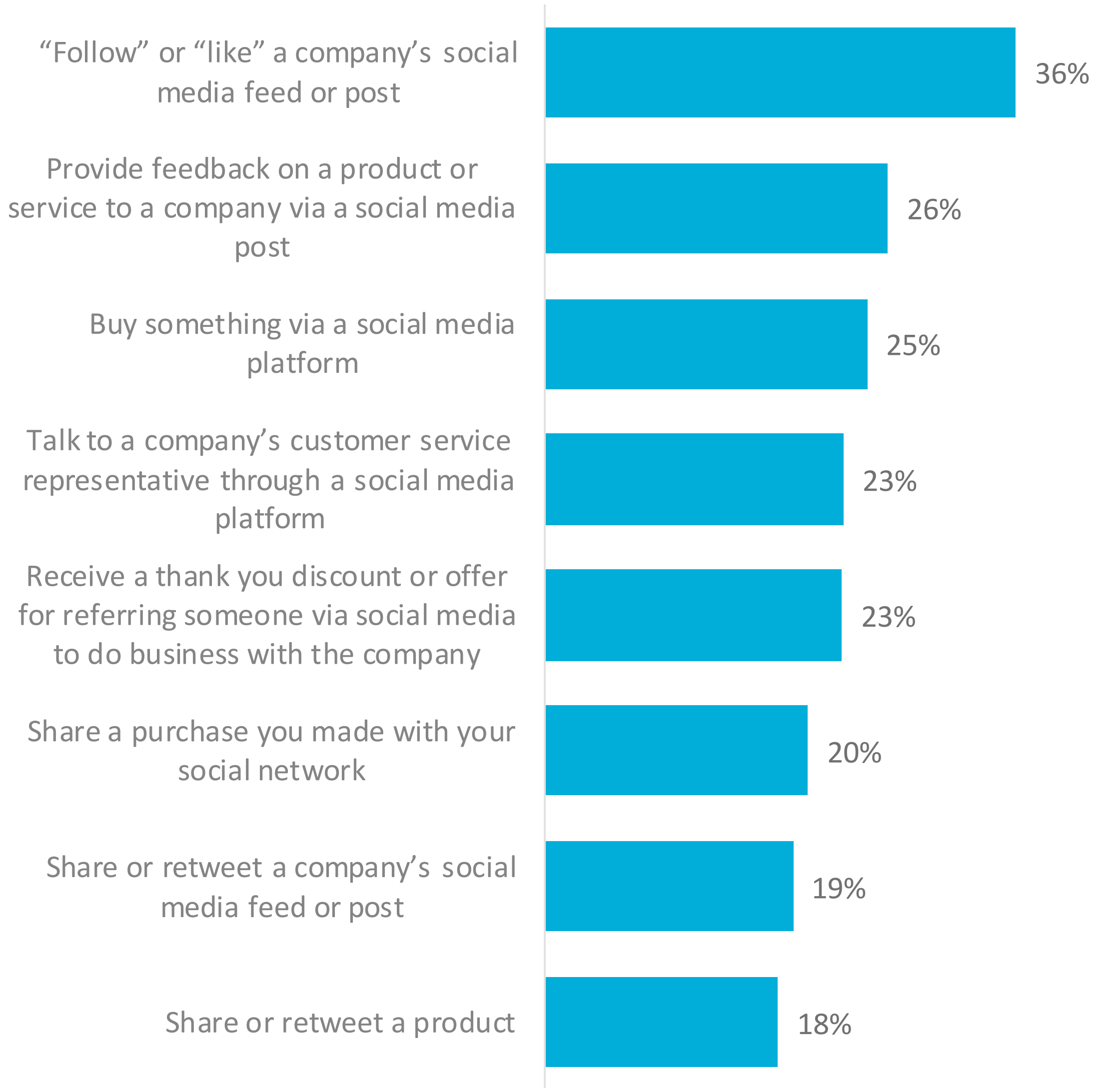




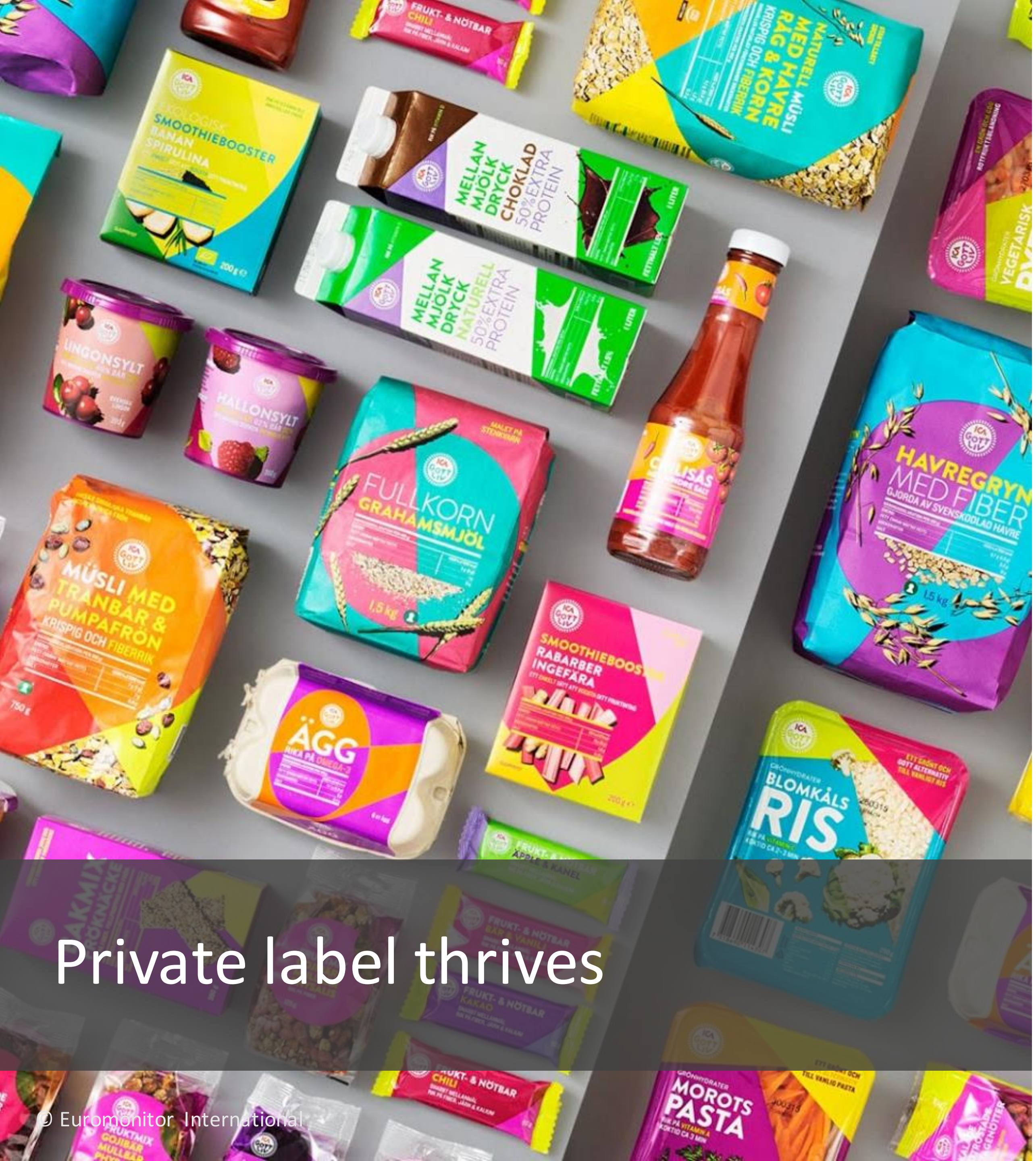


Louder voice of the consumers

Consumers activities in social media globally

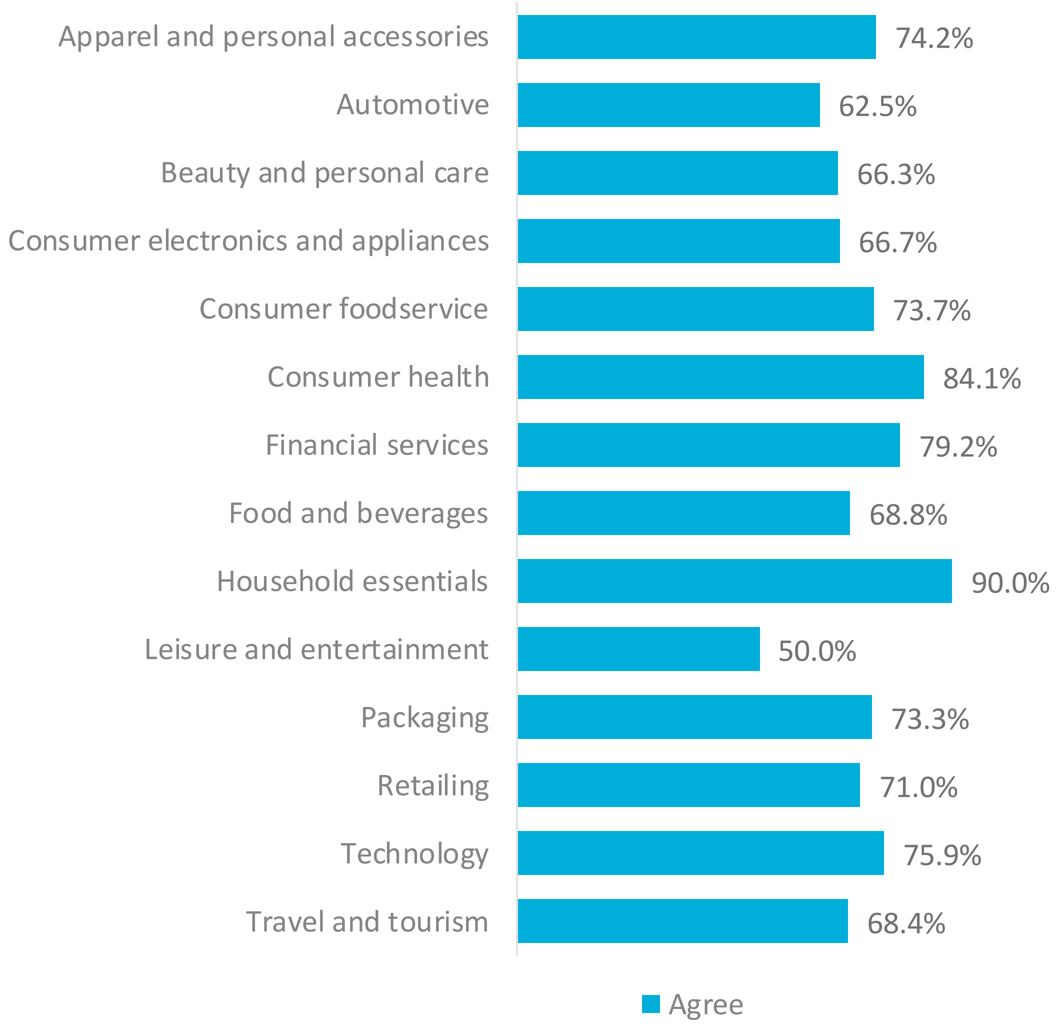


Source: Euromonitor Voice of the Consumer, Lifestyles Survey, 2022, n=39832

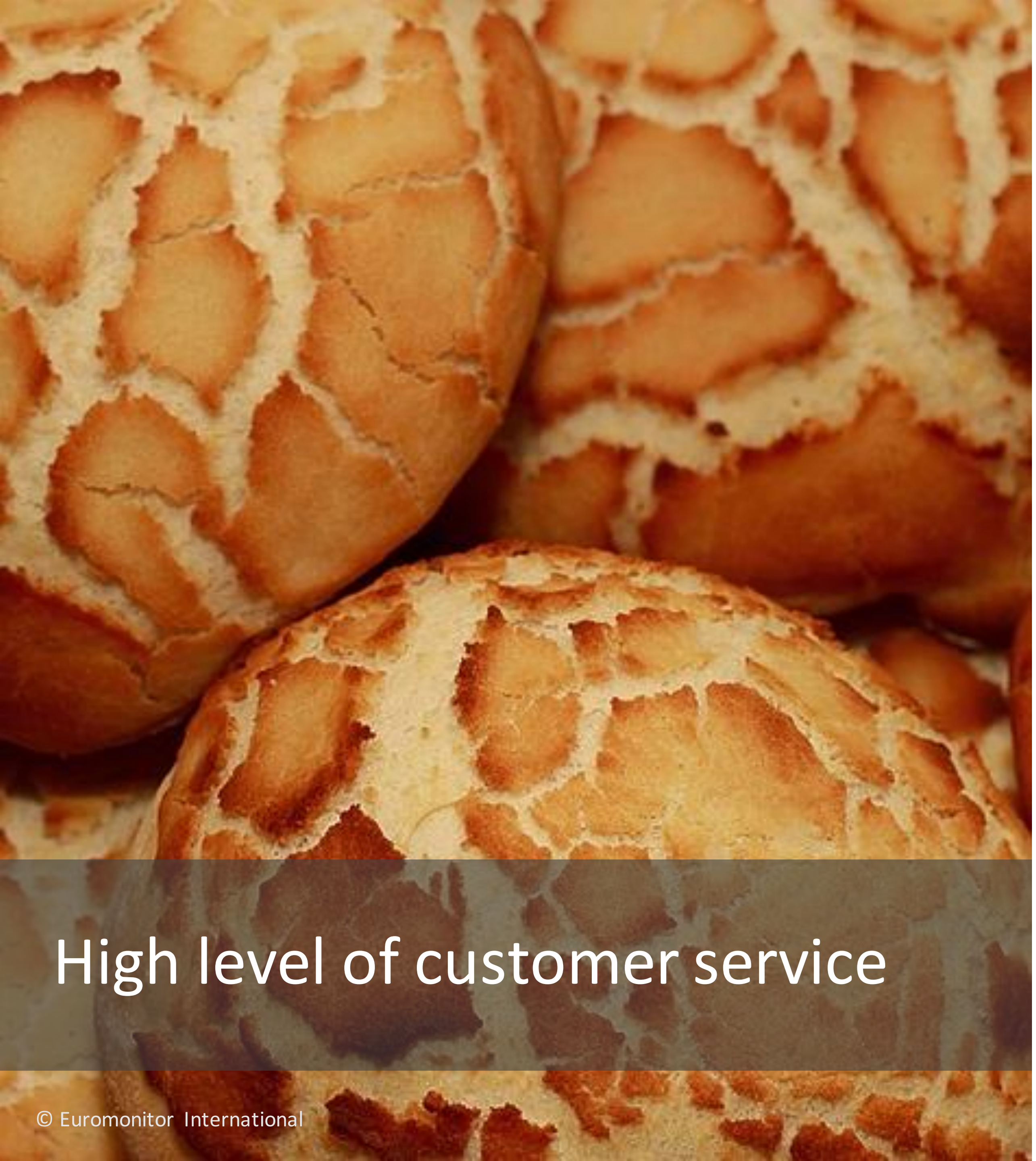


Private label thrives

My company is exploring emerging business models by industry 2021

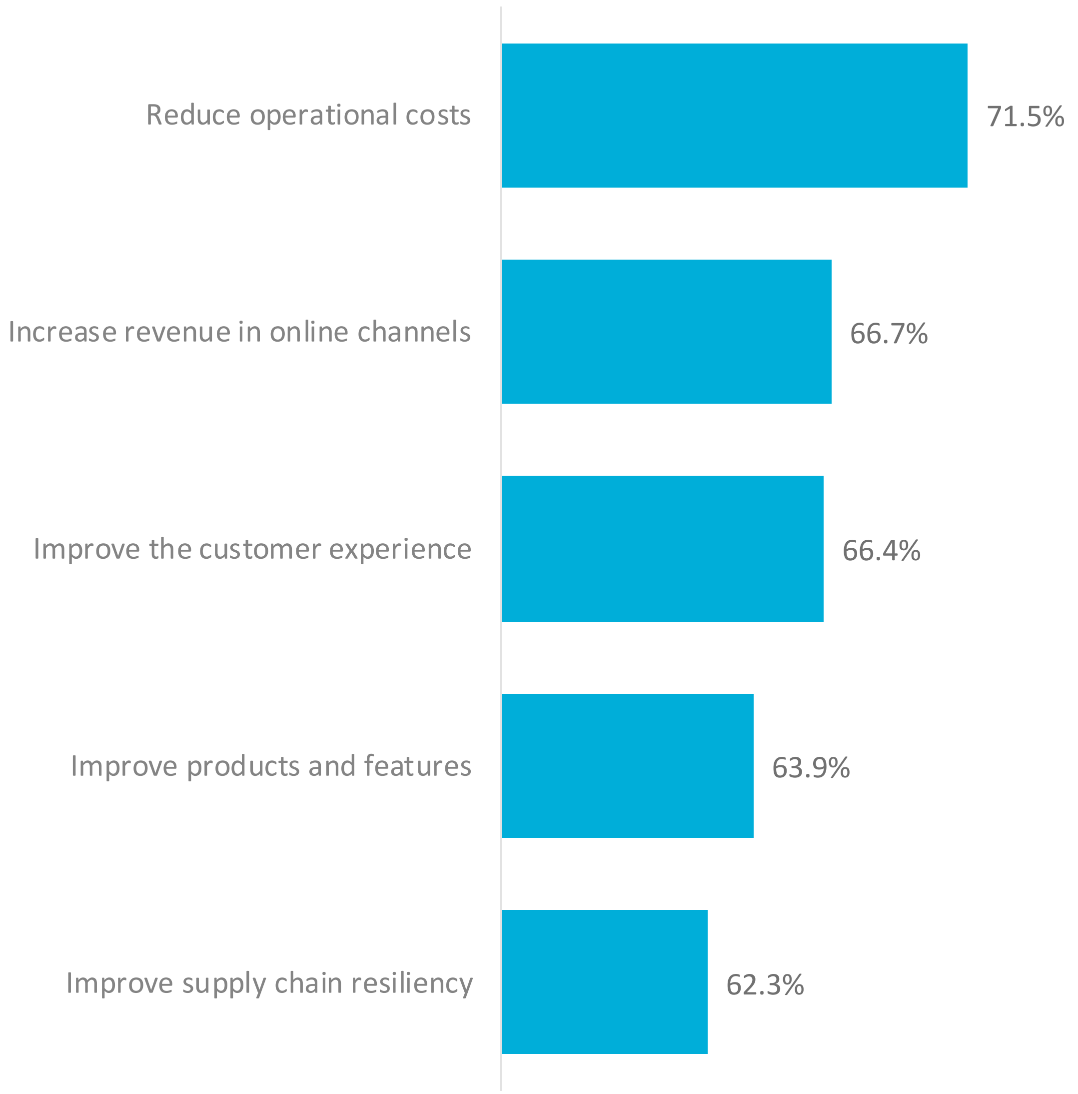


Source: Euromonitor Voice of the Industry, Digital Survey, 2021



High level of customer service

Top strategic initiatives beyond 2021



Source: Euromonitor Voice of the Industry, Retailing Survey, 2021, n>450

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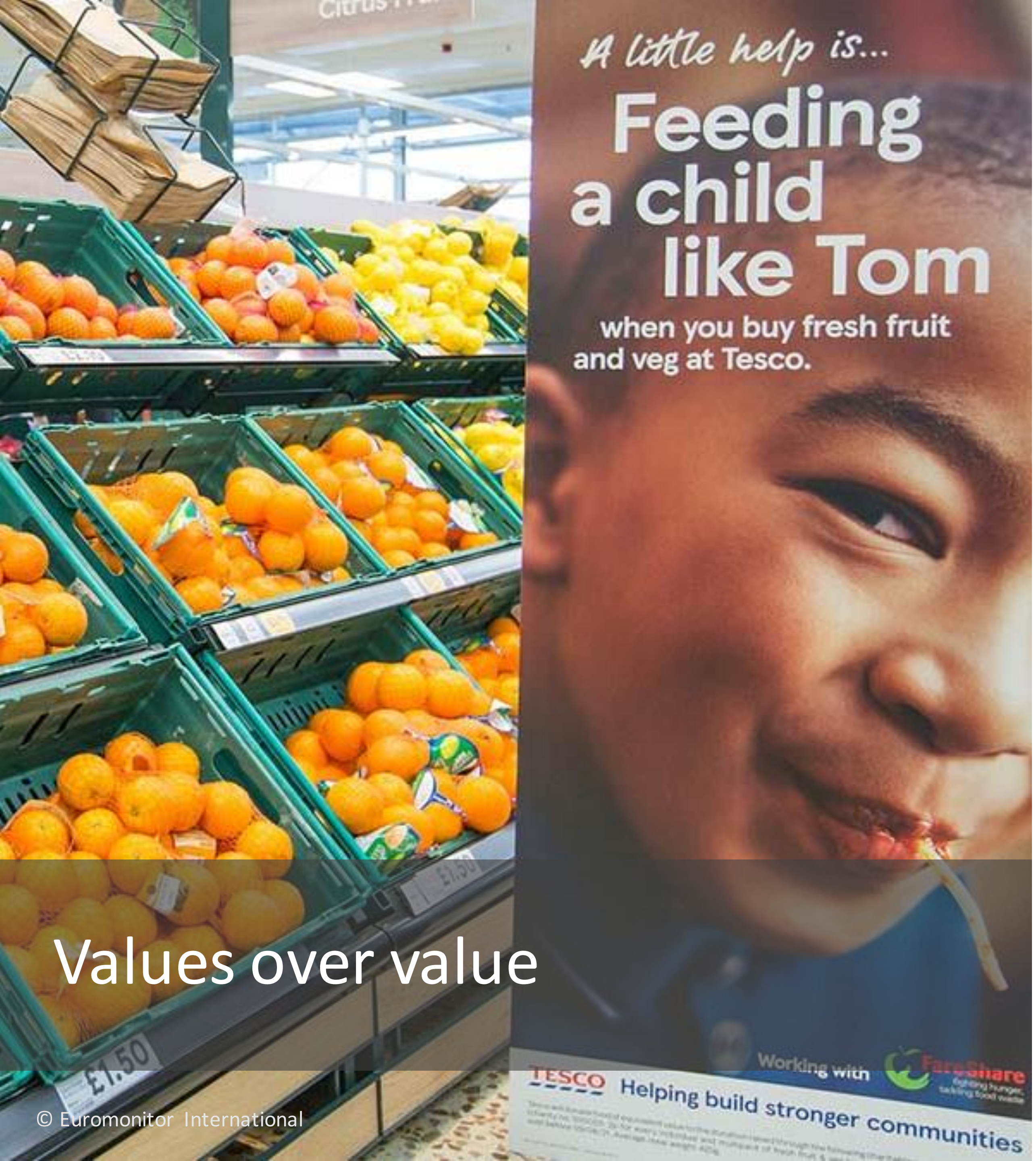
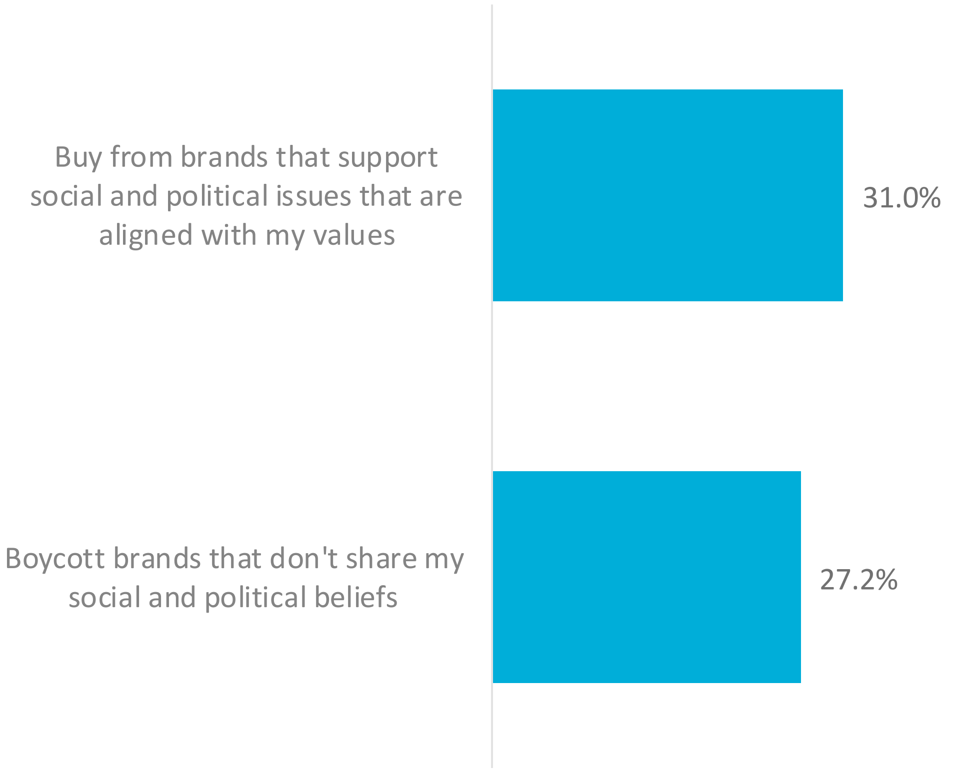
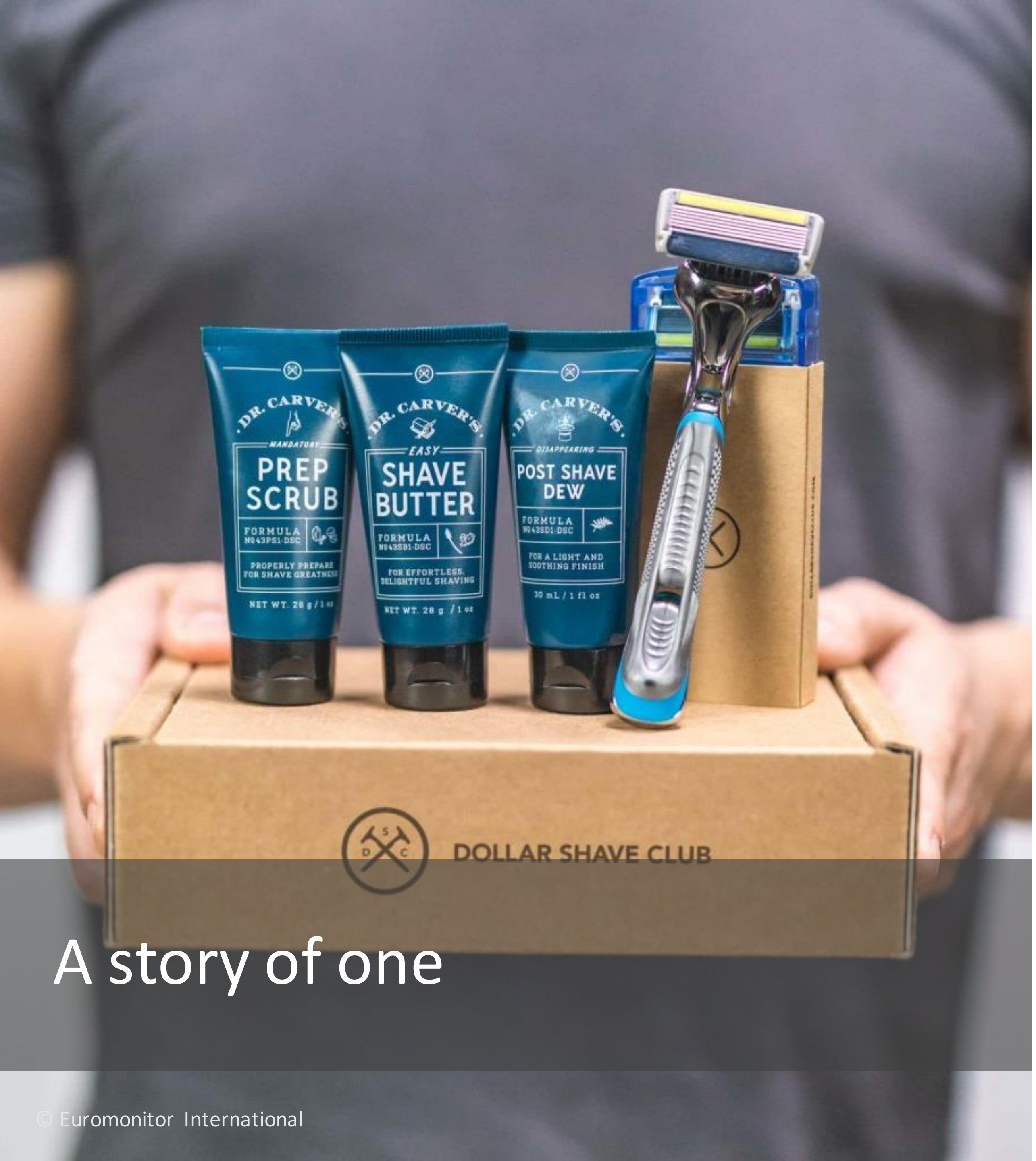


Values over value

Political and social activities 2022

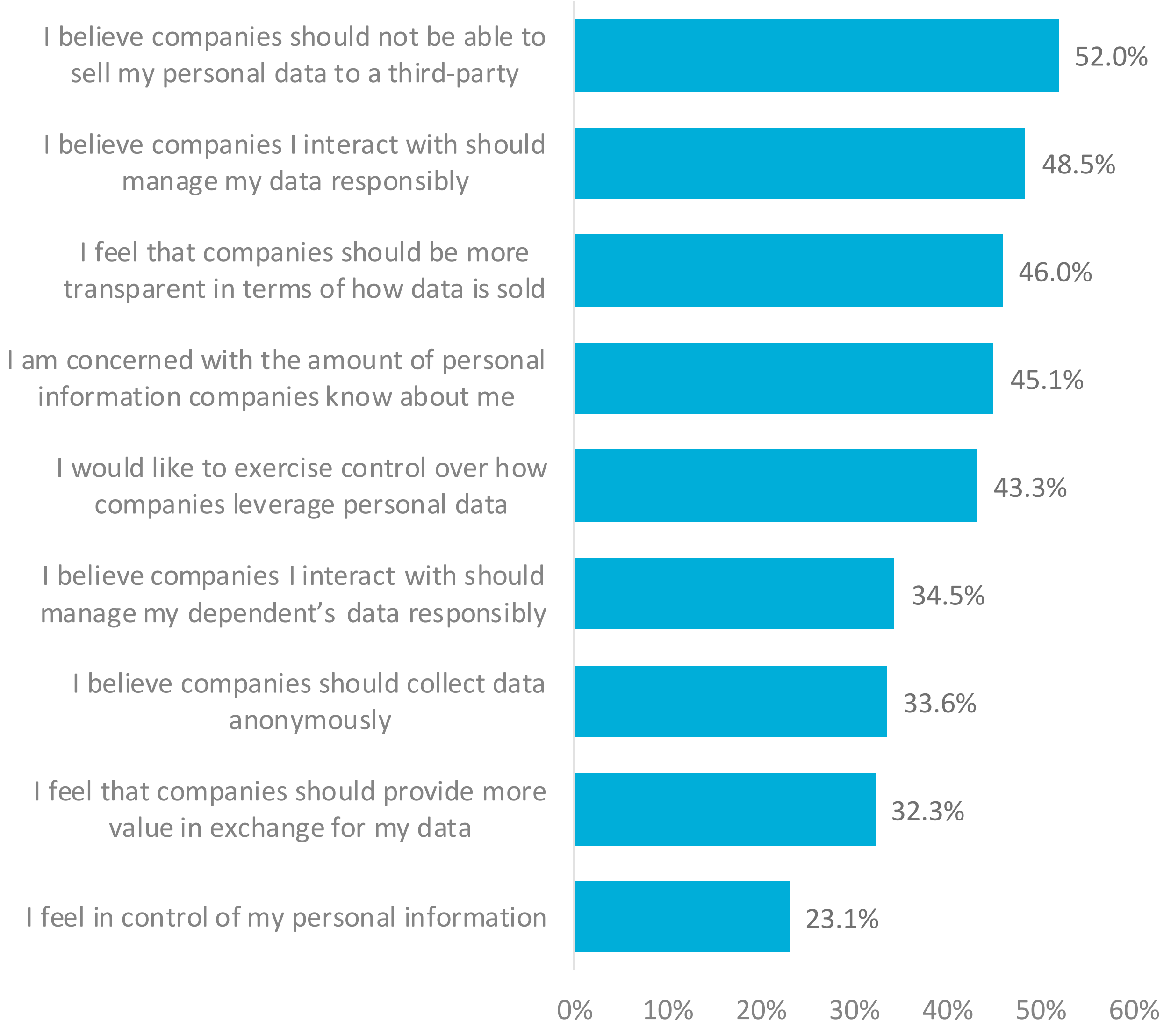


Source: Euromonitor Voice of the Consumer: Lifestyles Survey, 2022, n=10,591



A story of one

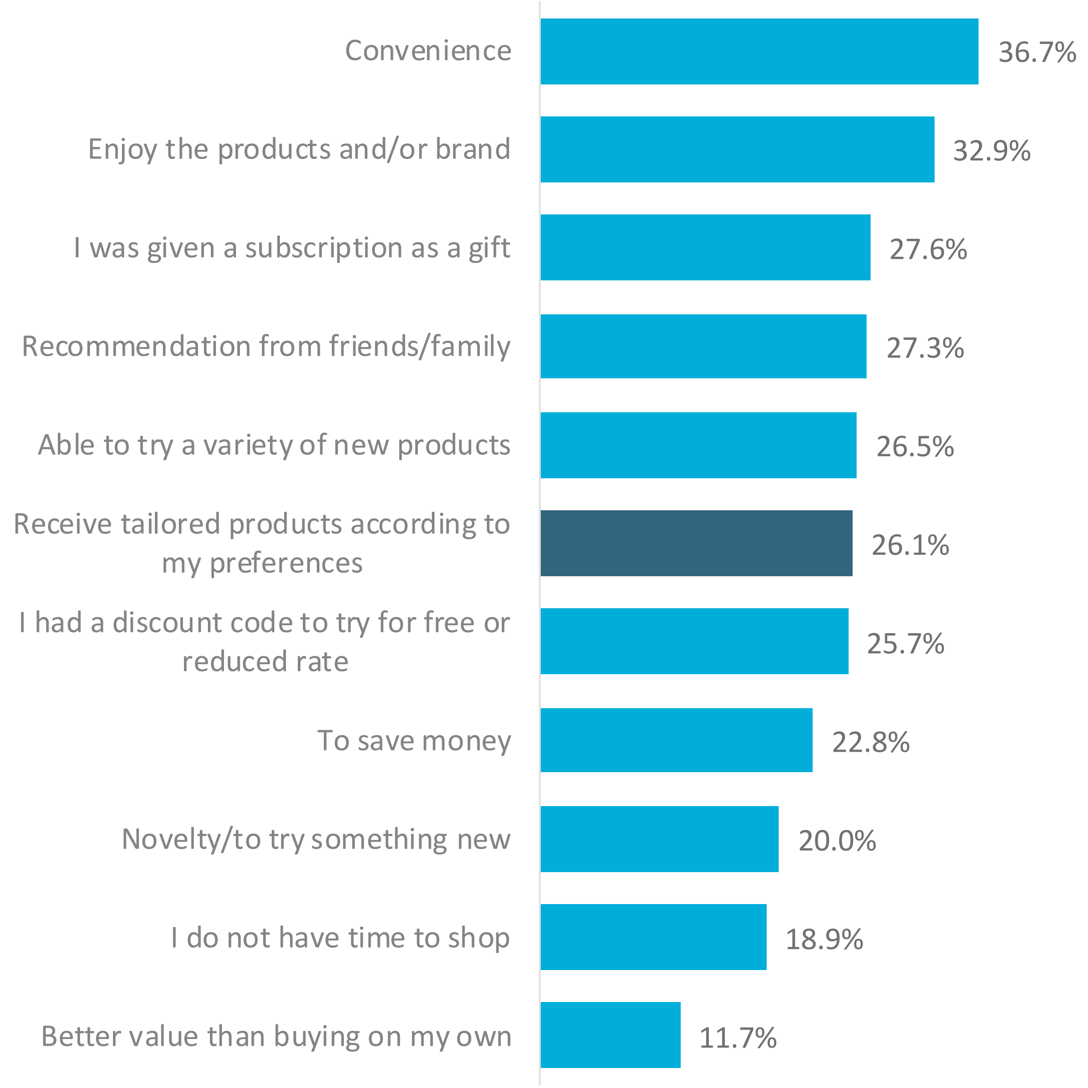
Attitudes and perceptions towards privacy 2022



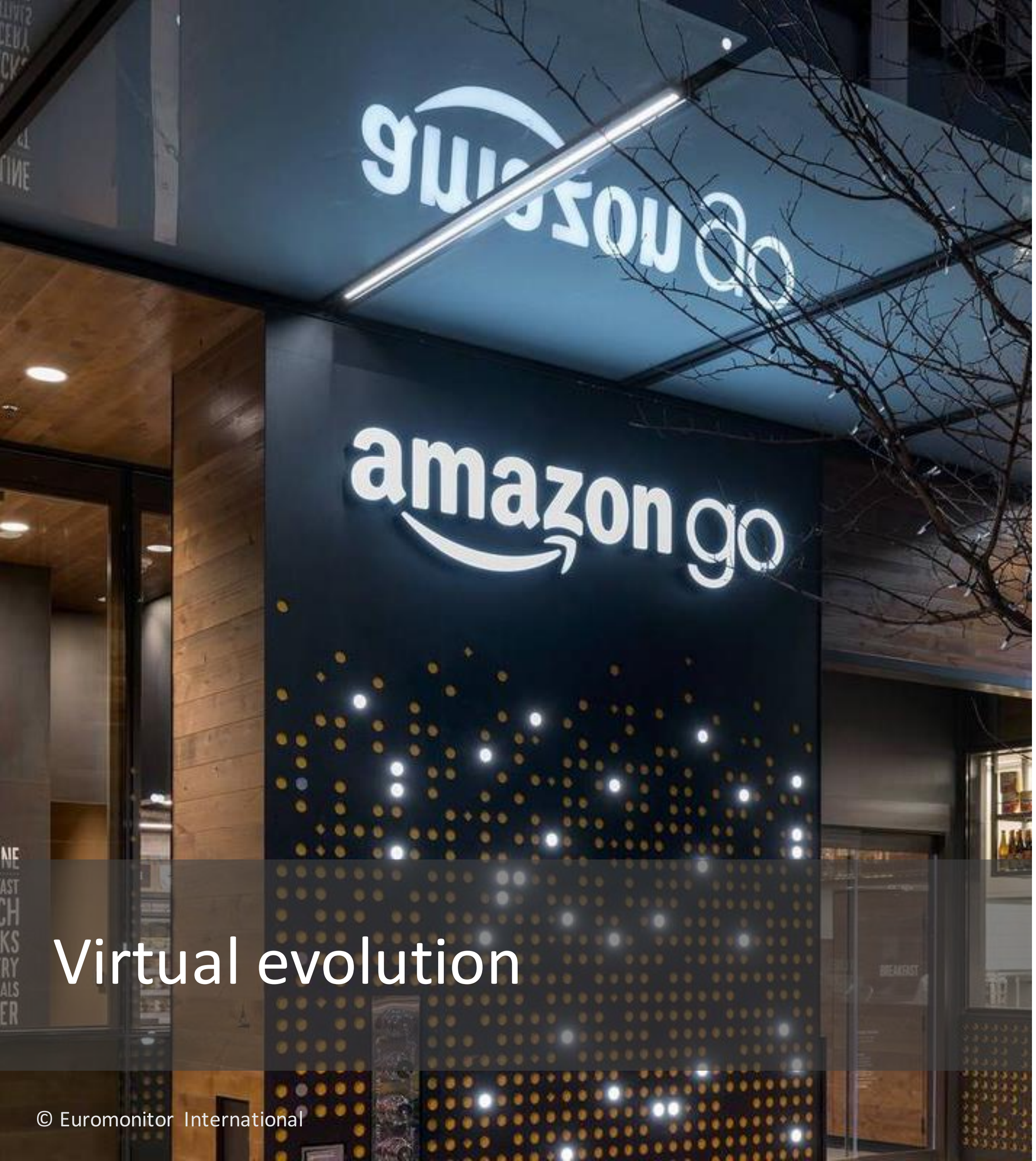
Source: Euromonitor Voice of the Consumer: Digital Survey, 2022, n=19,160

Tailored products and services

Subscription service motivations 2022

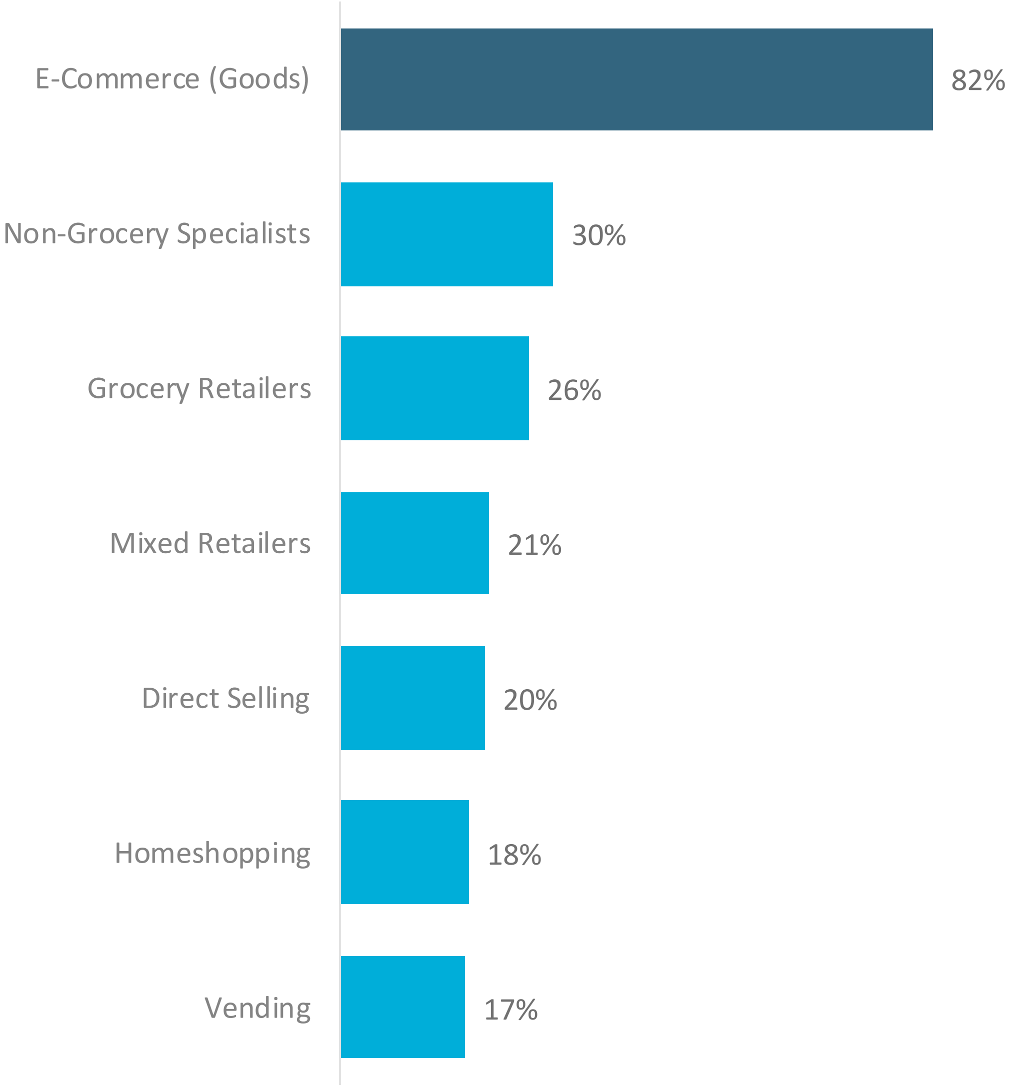


Source: Euromonitor Voice of the Consumer: Lifestyles Survey, 2022, n=14,972



Virtual evolution

Retail channel growth over 2021-2026



Source: Euromonitor Passport database, Retail Value Sales, EUR million

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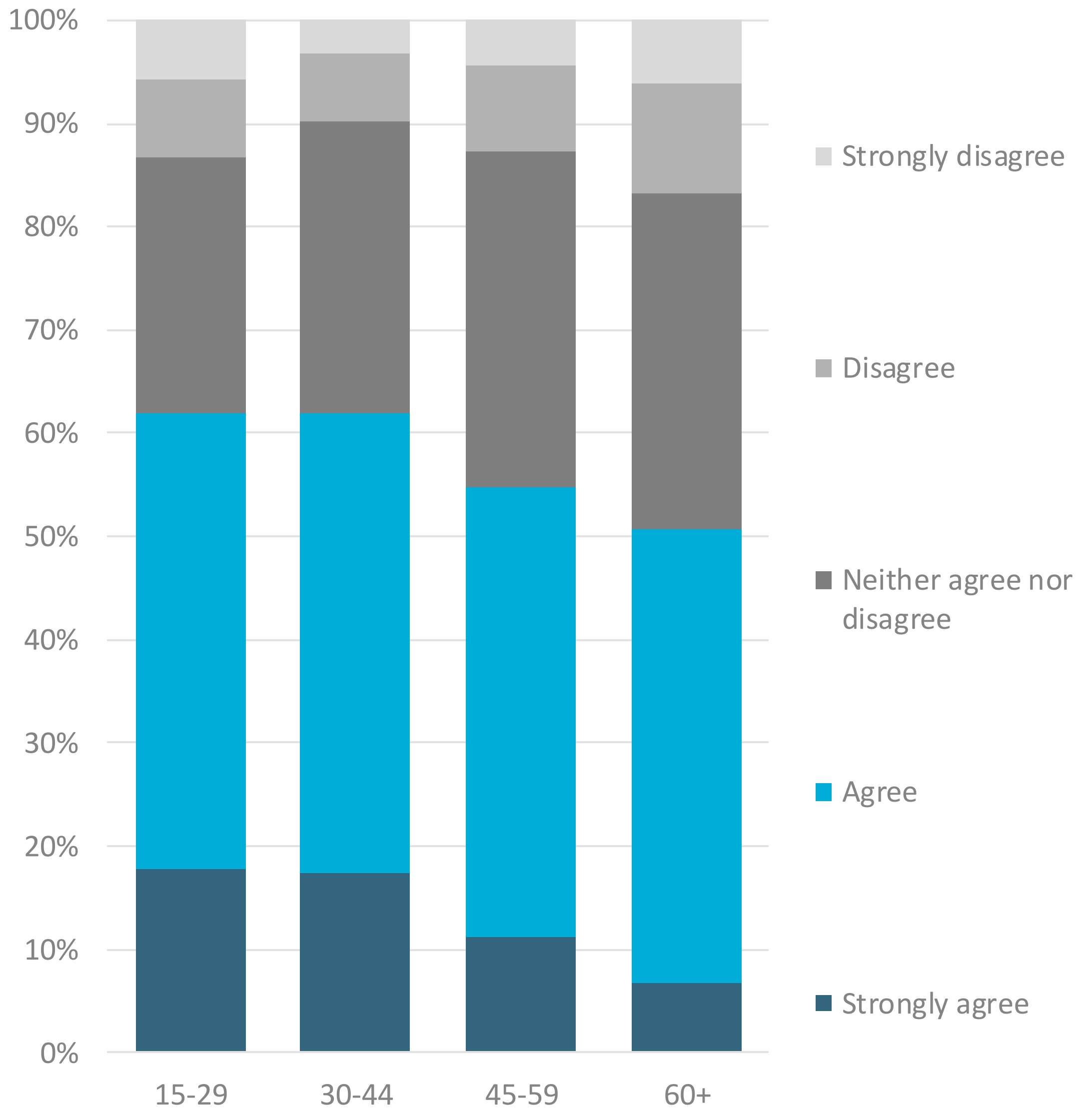
Experience rather acquisition

Global preference to spend on experiences



Source: Euromonitor Voice of the Consumer, Lifestyle Survey, 2022, n=39832

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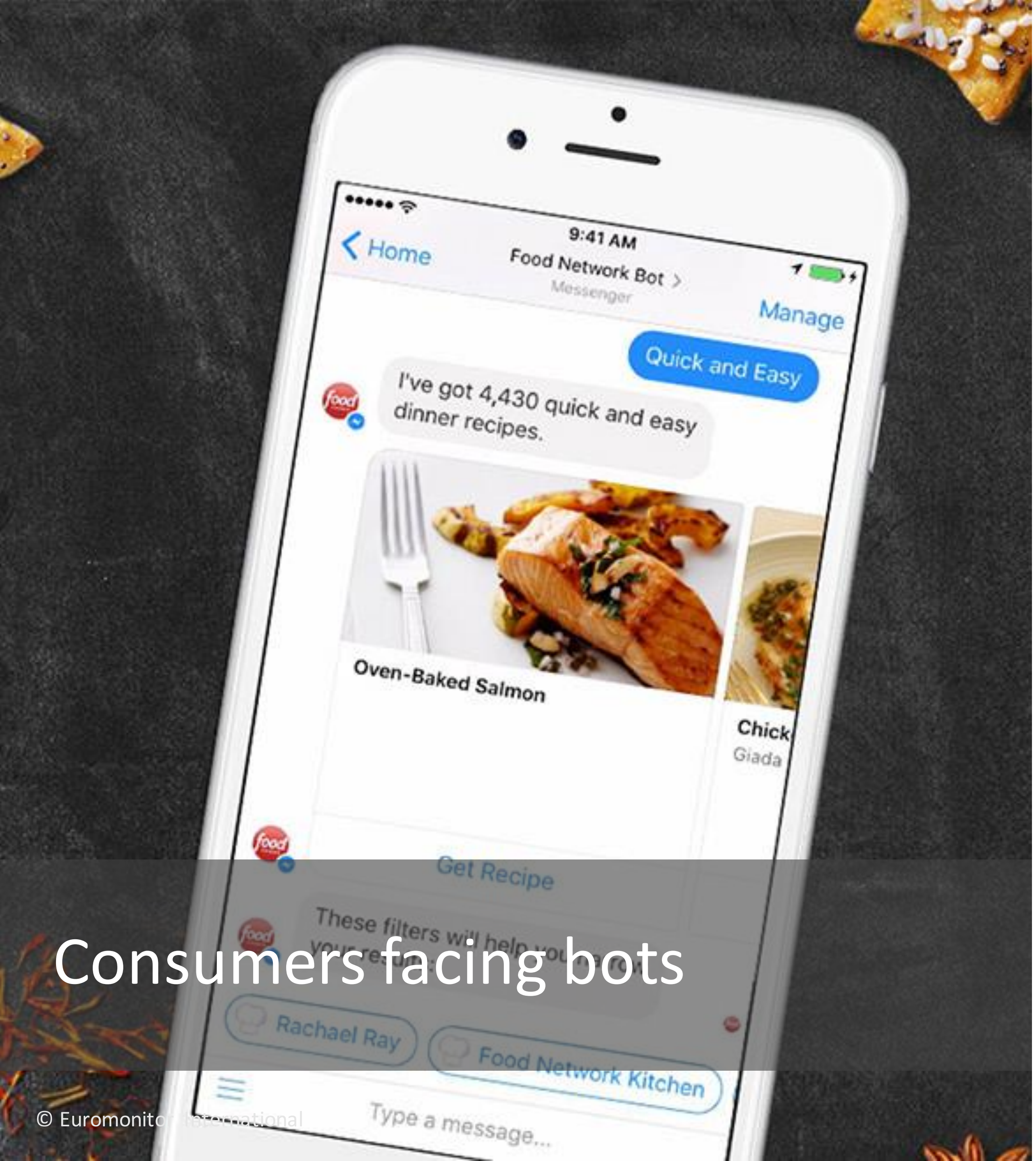
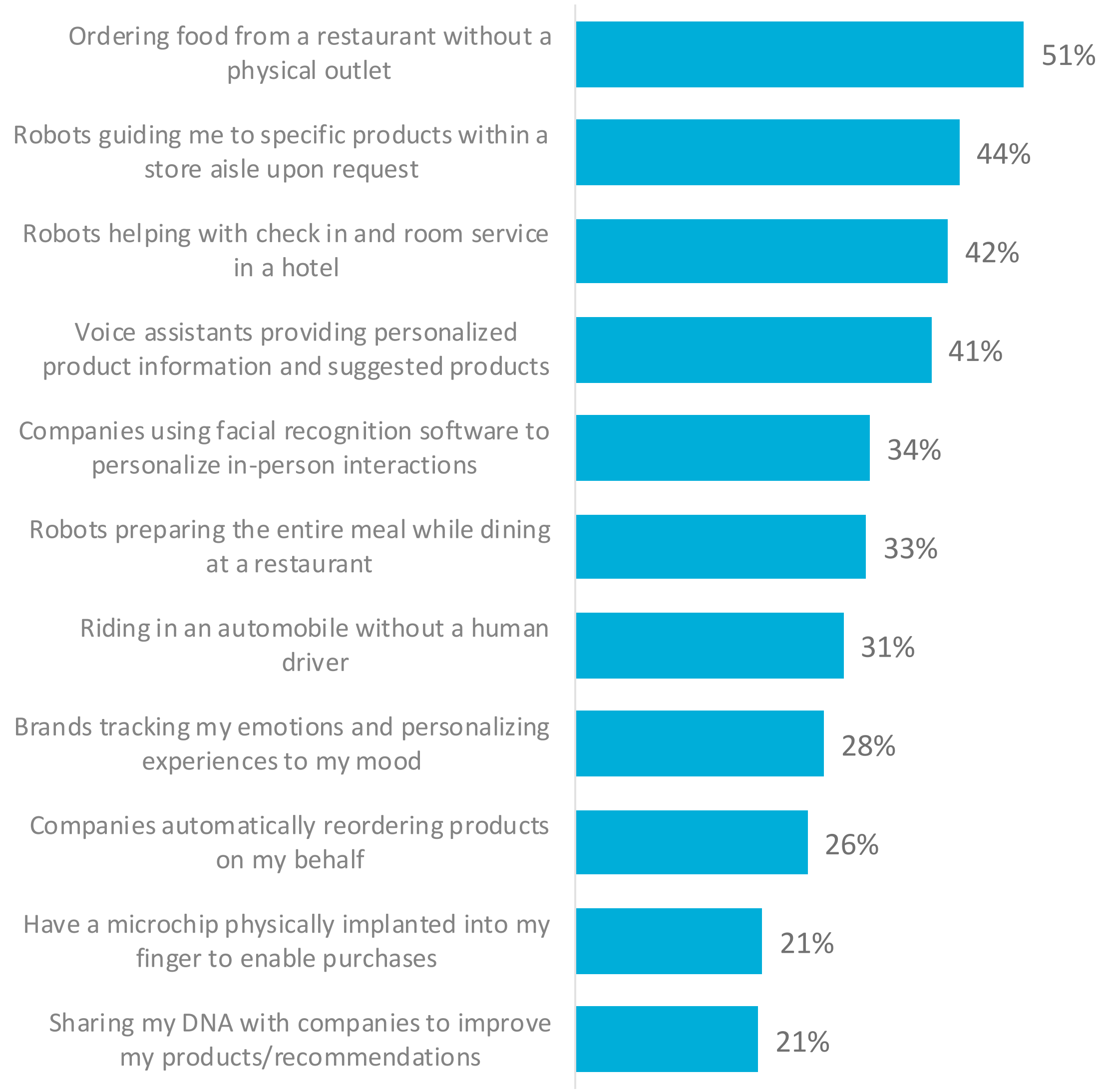


Consumers facing bots

Comfort level with new technologies globally



Source: Euromonitor Voice of the Consumer, Digital Survey, 2022, n=19160

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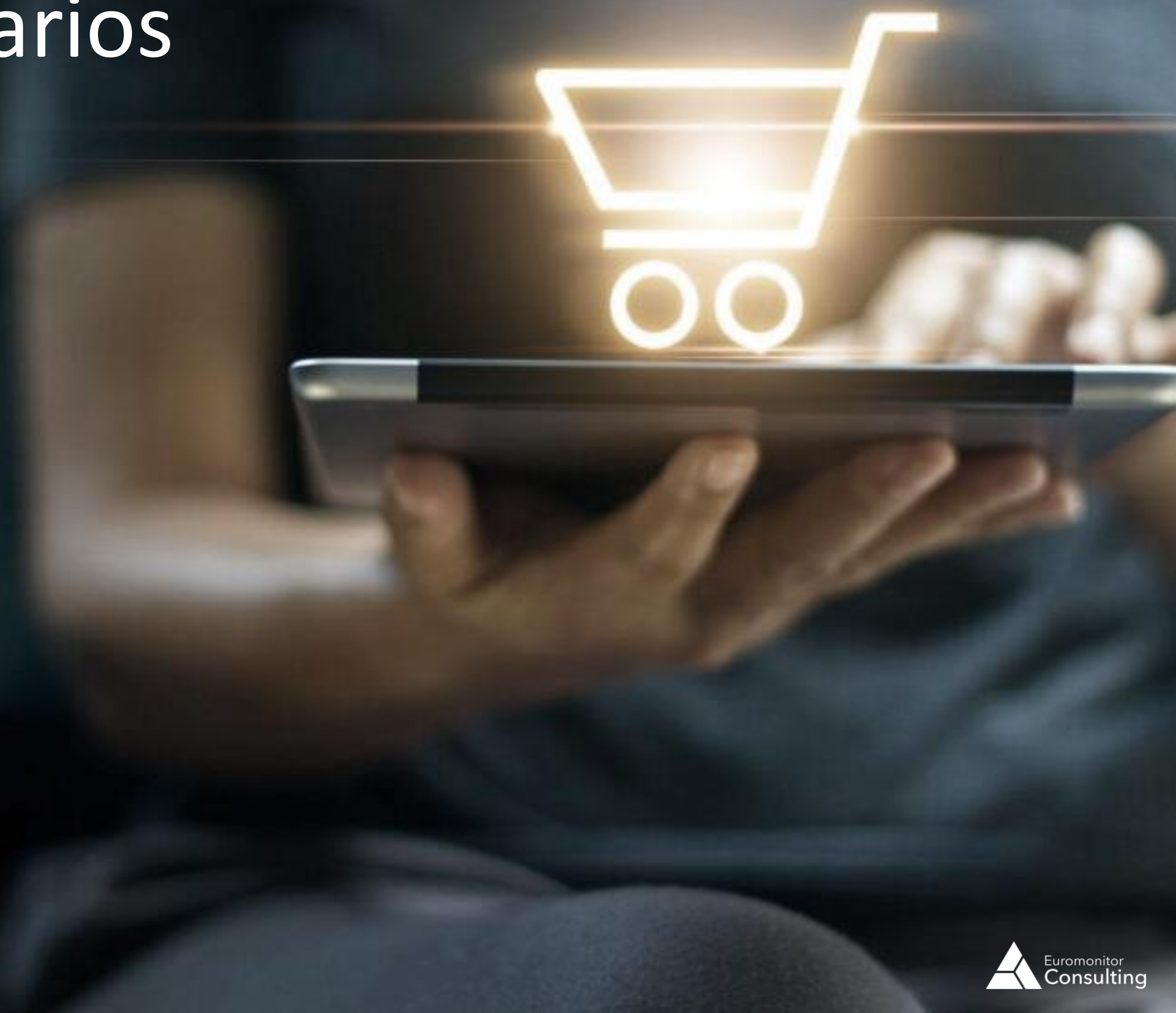
Selling exclusivity

Reasons for participating in loyalty or rewards programmes 2022

Source: Euromonitor Voice of the Consumer, Digital Survey, 2022, n=14,965

Future store scenarios



Digitally devised

7-Eleven's facial recognition payments

Climate crisis

Free Now mobility application

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Exclusive experiences


Clinique iD
CLINIQUE
clinique iD
dramatically different
hydrating jelly
gelée hydratante
tellement différente

Clinique ID

Alibaba's Singles Day

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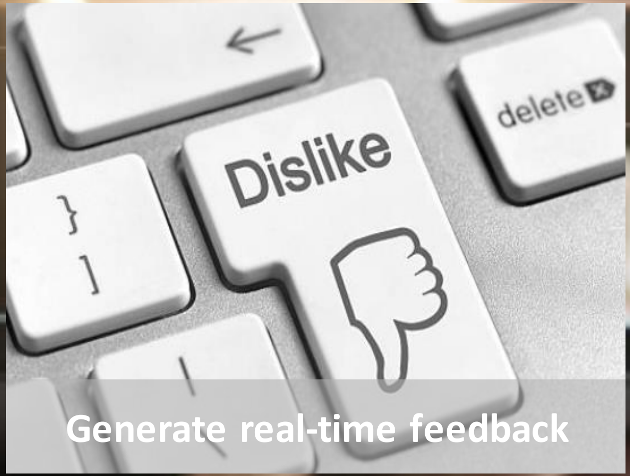
How to win?

How to win?

Find new sources of truth

Build smart supply chains



Generate real-time feedback

Target a segment of one

Know your inner circle

Adopt a laser-like focus

Thank you!

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