## Commerce 2040

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**Euromonitor International** 

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October, 2022



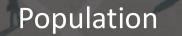


## Retail has (and has not) changed...



Assortment Brand Channel Convenience Price Service





#### Environment

#### Technology

Consumer values

#### 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





## Self-sufficient communities





## Personalised digital homes





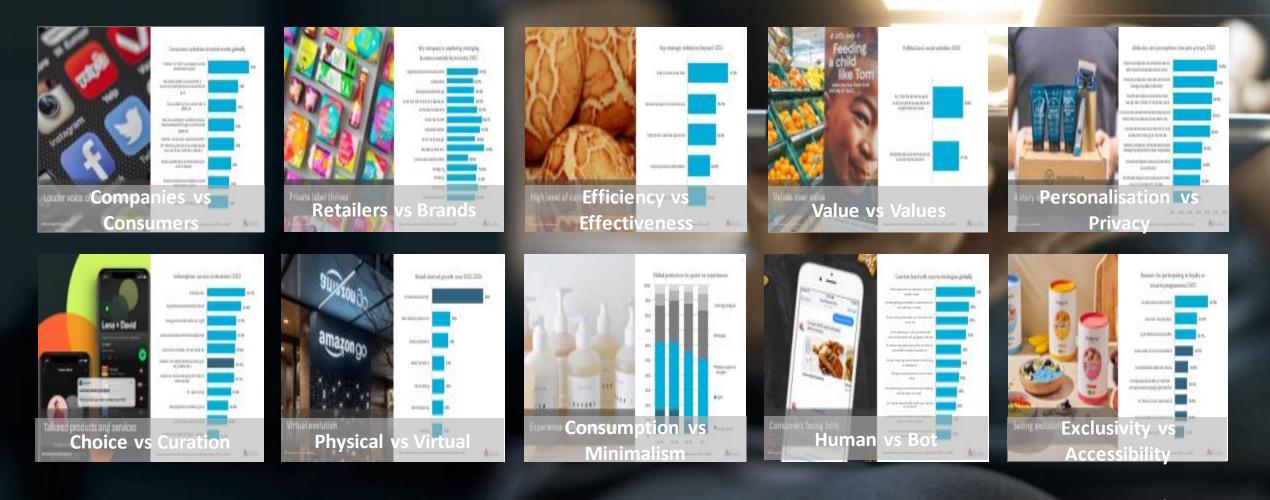
## Technology beyond basics



# Competing forces converge to reshape tomorrow's retail landscape

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## A framework for understanding how retail might evolve







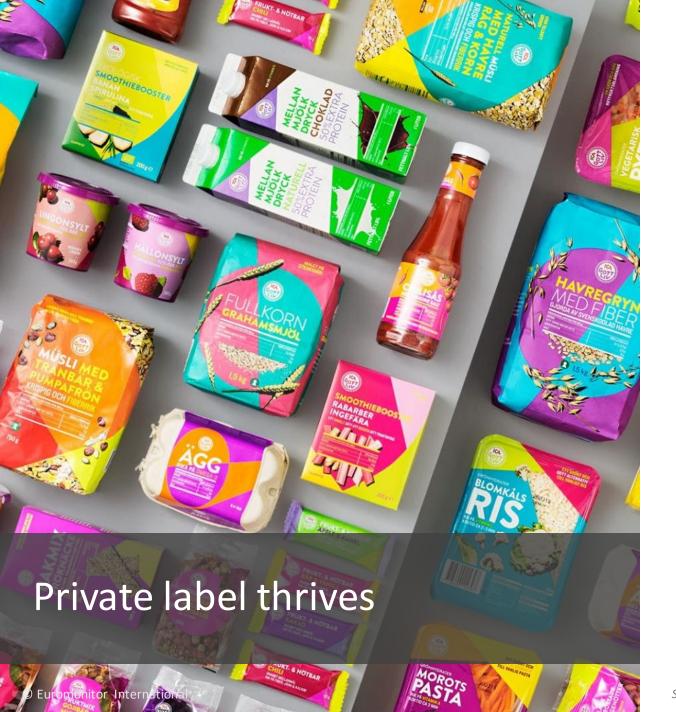
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Source: Euromonitor Voice of the Consumer, Lifestyles Survey, 2022, n=39832

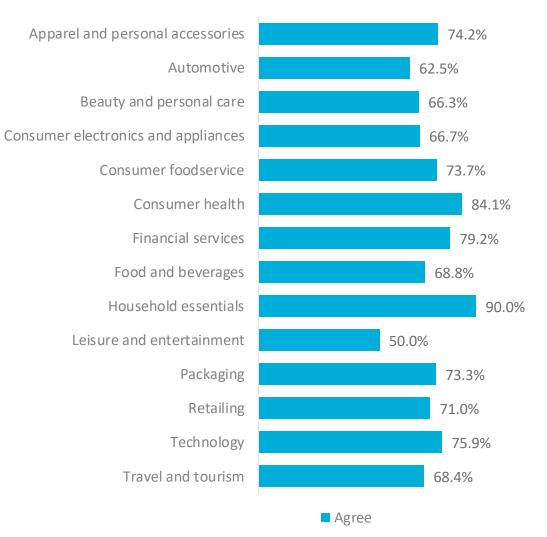
#### "Follow" or "like" a company's social 36% media feed or post Provide feedback on a product or service to a company via a social media 26% post Buy something via a social media 25% platform Talk to a company's customer service representative through a social media 23% platform Receive a thank you discount or offer for referring someone via social media 23% to do business with the company Share a purchase you made with your 20% social network Share or retweet a company's social 19% media feed or post Share or retweet a product 18%

Consumers activities in social media globally





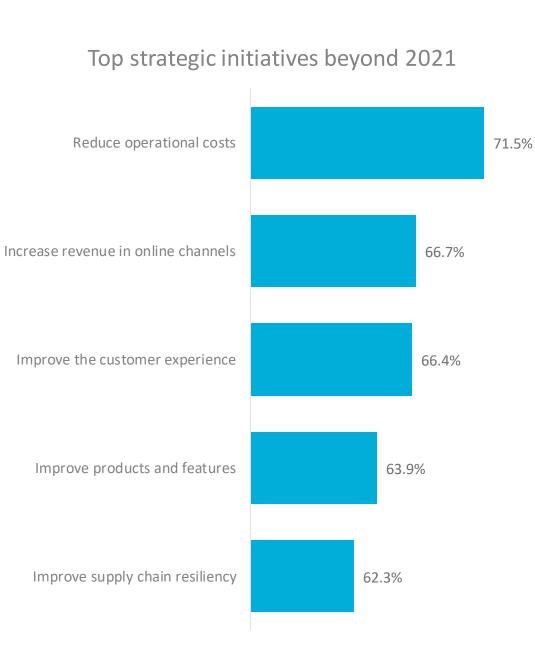
### My company is exploring emerging business models by industry 2021







#### High level of customer service







## A little help is... Feeding a child like Tom

when you buy fresh fruit and veg at Tesco.

Working with

#### Values over value

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TESCO Helping build stronger communities Source: Euromonitor Voice of the Consumer: Lifestyles Survey, 2022, n=10,591

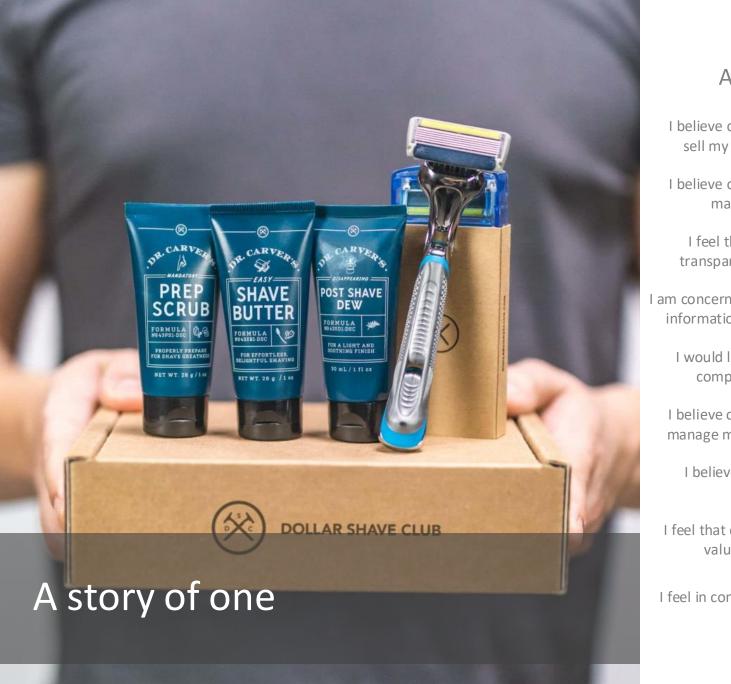
Buy from brands that support social and political issues that are



31.0%

#### Political and social activities 2022

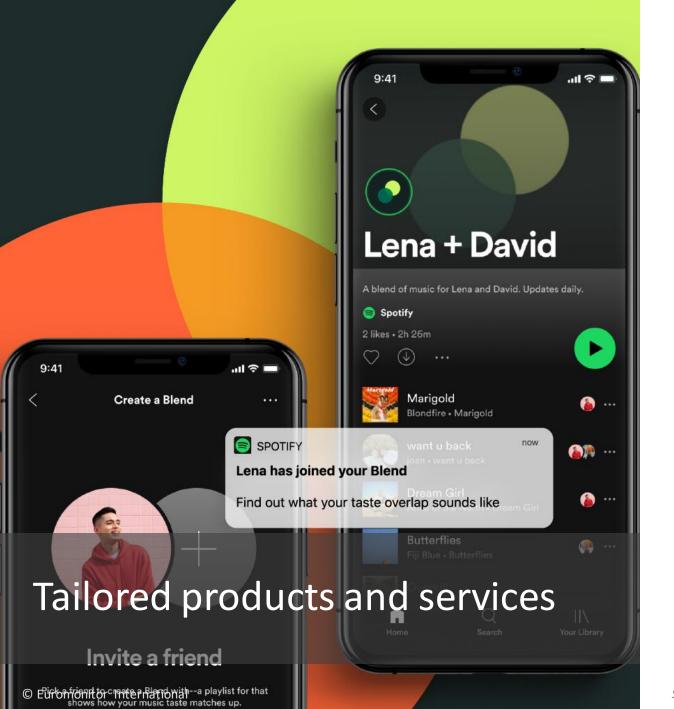
aligned with my values Boycott brands that don't share my 27.2% social and political beliefs



#### Attitudes and perceptions towards privacy 2022

elieve companies should not be able to sell my personal data to a third-party							52.0%
elieve companies I interact with should manage my data responsibly						48	8.5%
I feel that companies should be more ransparent in terms of how data is sold						46.0	)%
concerned with the amount of personal prmation companies know about me						45.19	%
would like to exercise control over how companies leverage personal data						43.3%	
elieve companies I interact with should nage my dependent's data responsibly					34.5%		
l believe companies should collect data anonymously					33.6%		
el that companies should provide more value in exchange for my data					32.3%		
l in control of my personal information				23.1%			
	0%	10%	20%	30%	40%	50%	60%

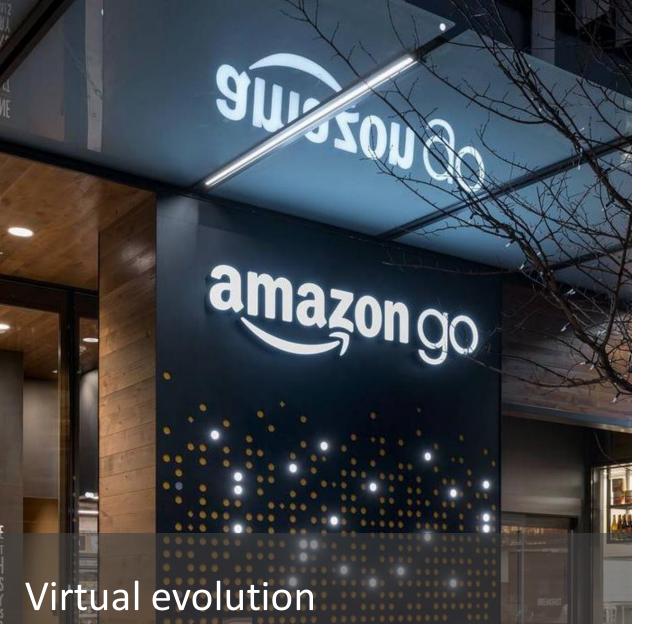




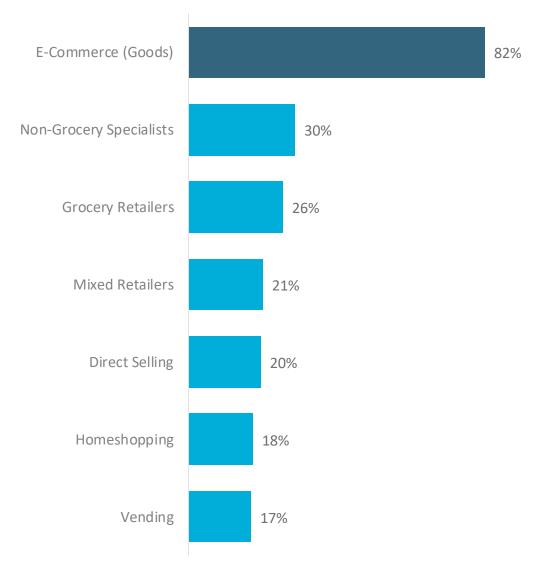
#### Subscription service motivations 2022

Convenience	36.7%		
Enjoy the products and/or brand	32.9%		
I was given a subscription as a gift	27.6%		
Recommendation from friends/family	27.3%		
Able to try a variety of new products	26.5%		
Receive tailored products according to my preferences	26.1%		
I had a discount code to try for free or reduced rate	25.7%		
To save money	22.8%		
Novelty/to try something new	20.0%		
I do not have time to shop	18.9%		
Better value than buying on my own	11.7%		



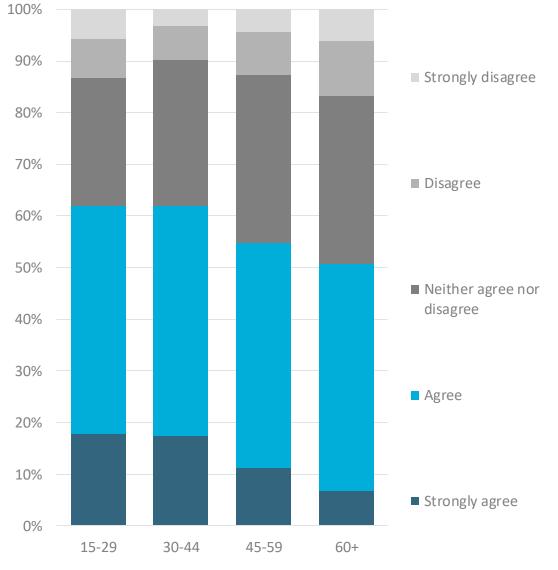


#### Retail channel growth over 2021-2026



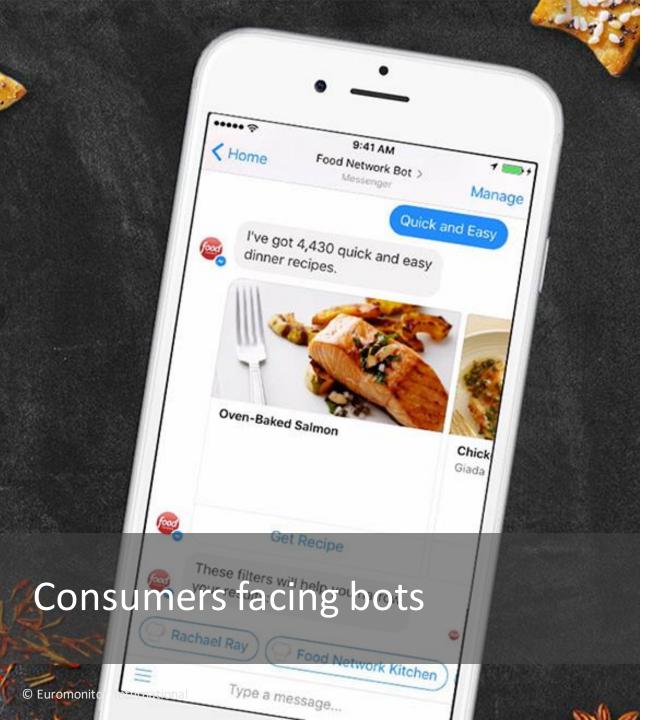
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#### Global preference to spend on experiences





#### Comfort level with new technologies globally

Ordering food from a restaurant without a physical outlet	51%		
Robots guiding me to specific products within a store aisle upon request	44%		
Robots helping with check in and room service in a hotel	42%		
Voice assistants providing personalized product information and suggested products	41%		
Companies using facial recognition software to personalize in-person interactions	34%		
Robots preparing the entire meal while dining at a restaurant	33%		
Riding in an automobile without a human driver	31%		
Brands tracking my emotions and personalizing experiences to my mood	28%		
Companies automatically reordering products on my behalf	26%		
Have a microchip physically implanted into my finger to enable purchases	21%		
Sharing my DNA with companies to improve my products/recommendations	21%		



### Reasons for participating in loyalty or rewards programmes 2022





### Future store scenarios



Digitally devised



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7-Eleven's facial recognition payments





### Climate crisis



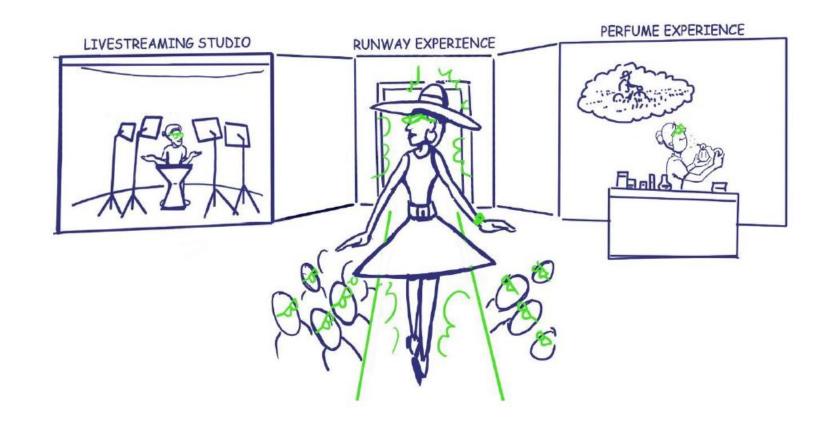
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## Free Now mobility application





## Exclusive experiences





## Clinique ID



## 2020天猫双川全球狂欢季

2020天猫双11全球狂欢季(11.1-11.11)

成交额 4982亿

\$74.10 billion GMV generated in USD All GMV referenced is settled through Alipay

ed is preliminary and unaudited

105 个产业带成交额过1亿元 210 万线下小店参与 覆盖1406 个县域的41 万款农产

31766 个海处品牌参加

38 万个来自贫困县的店铺加入

AI调用量超为万亿次

Alibaba's Singles Day



## How to win?

Euromonitor Consulting

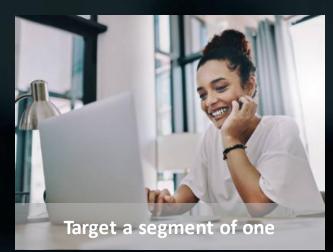
## How to win?





Build smart supply chains







Know your inner circle



Adopt a laser-like focus



## Thank you!

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