

# Commerce 2040: The Reinvention of Retail for 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

How retail has - and has not - changed

Technological shifts place greater emphasis on the consumer experience

The key drivers reshaping the world are having a profound impact on retail

Understanding how industry and consumer dynamics are reshaping retail

Exploring how industry dynamics are converging to drive retail forward

Widespread connectivity is behind many of the consumer trends reshaping retail

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)

Consumers vs Companies: understanding the competing forces

Retailers vs Brands: understanding the competing forces

Efficiency vs Effectiveness: understanding the competing forces

Value vs Values: understanding the competing forces

Personalisation vs Privacy: understanding the competing forces

Choice vs Curation: understanding the competing forces

Physical vs Virtual: understanding the competing forces

Consumption vs Minimalism: understanding the competing forces

Human vs Bot: understanding the competing forces

Exclusivity vs Accessibility: understanding the competing forces

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

Scenario 1: digitally devised

Scenario 2: climate crisis

Scenario 3: exclusive experiences

The reinvention of retail will be explored in more depth as part of the Commerce 2040 series

## APPENDIX

About Euromonitor'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.

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