



Megatrends: Shopper Reinvented . Impact on Consumer Goods and Services Categories

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INTRODUCTION

Megatrends: Shopper Reinvented – Impact on Consumer Goods and Services Categories

Leaders harness megatrends to disrupt a market

Key findings

Around the world, the way that consumers shop is changing

The pillars of Shopper Reinvented

The pillars of Shopper Reinvented, explained

SHOPPER REINVENTED IN BEAUTY AND PERSONAL CARE

Evolving beauty and personal care needs stoke demand for personalised shopping experiences

Sally Beauty embraces experiential retail, letting consumers engage with beauty in new ways

Pola Orbis develops a fragrances service to meet the consumer desire for personalisation

SHOPPER REINVENTED IN CONSUMER FOODSERVICE

Consumers are committed to dining out, but are now being more mindful of their budgets

Diners are transforming from passive online spectators to empowered, engaged customers

CHEFS digital-focused food hall democratises fine dining

The Fooder app combines meal discovery with a visual shopping experience

SHOPPER REINVENTED IN FASHION

Fashion consumers fuel digital retail upgrades due to new shopping habits

Coach experiments with virtual try-on windows to drive immediate purchasing interest

Seattle Seahawks apparel stores test “Just Walk Out” technology for seamless shopping

SHOPPER REINVENTED IN FOOD AND BEVERAGES

Food and beverages consumers increasingly prioritise value and convenient online shopping

In Mexico, Walmart extends its lead in grocery e-commerce by embracing pick-up service

The Frugl mobile app enables budget-conscious Australians to better assess value

SHOPPER REINVENTED IN TRAVEL

Travellers are seeking solutions that provide freedom to truly experience more

Journee enables travellers to experience a surprise trip to an undisclosed destination

Japan Airlines’ last mile service allows travellers to use “Any Wear, Anywhere”

IMPLICATIONS FOR FUTURE GROWTH

Shoppers will continue to prioritise value, though their definition of value will evolve

Key takeaways

Leverage the power of megatrends to shape your strategy today

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