

TOP

# 10 Future Retail Trends

**1** Fewer, but more **impactful**, stores.

### In the future:

Shoppers will have to pay for home delivery, loyalty cards will become a thing of the past, pure-play retail will cease to exist and checkoutless stores will become a reality.

**2** Working **together** to *stand apart*

More retailers to join forces by **2020**

**3** Race for the most **convenient** store experience



**4** **Personalisation** to reach *new heights*

Personalisation

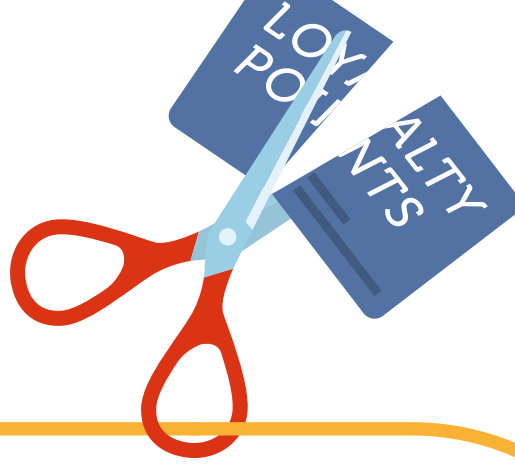
Mass

Mass Personalisation



Currently, only **15%** of global shoppers receive and immediately redeem real-time promotions and discounts via their mobile while in a particular store. However, **38%** of shoppers would like to do this.

**5** **End** of points-based *loyalty cards*



“The end is nigh for points-based loyalty cards. The rise of shopper promiscuity and general strive for more honest, transparent pricing has had a detrimental impact on traditional loyalty schemes. The future will revolve around personalisation, digitisation and gamification.”

Natalie Berg, Retail Insights Director, Planet Retail

**6** **Power** of the *peer*

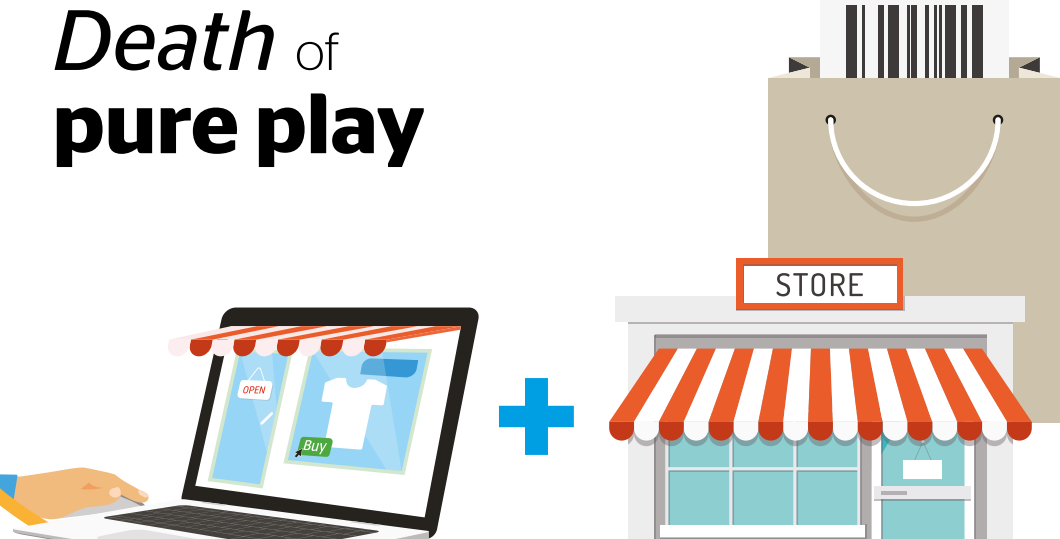
### Retailing will become:

Far more personalised, socially-influenced, collaborative, and seamless.

### Cracking the **final mile**

Free delivery is unsustainable. In the future, shoppers will have to pay for low-value online orders.

**8** **Death** of *pure play*

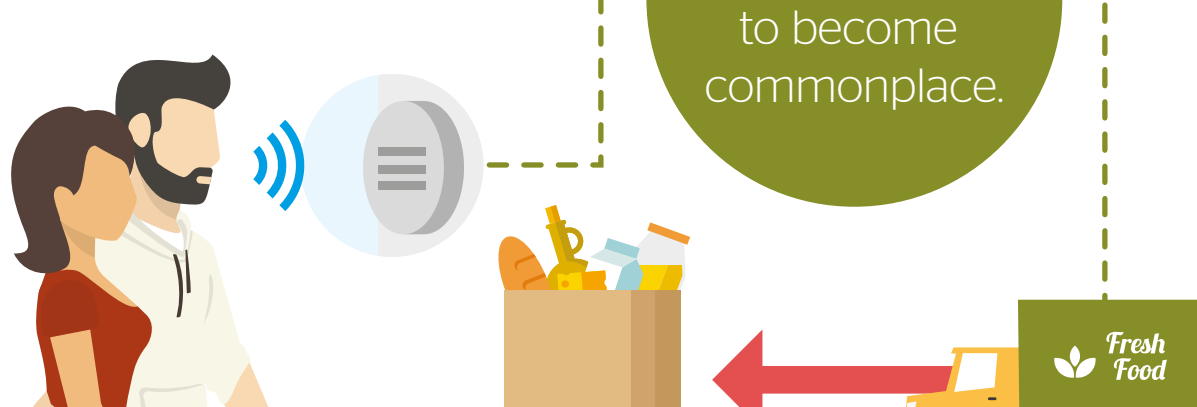


### Click and **collect**

Half of shoppers are influenced by a retailer's ability to offer convenient collection points for online purchases.

**10** From *one-click* to **no-click**

**At-home replenishment** to become commonplace.



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+44 (0)808 168 7088 | +49 (0)69 96 21 75-6

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