

**Deloitte.**

# Retail Trends 2023

Facing headwinds,  
finding tailwinds

JANUARY 2023



**MAKING AN  
IMPACT THAT  
MATTERS**  
*since 1845*



# Unlocking Value

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# Unlocking Value

**Improve Profitability.** Maximise Cash Conversion. Grow the Business.



## Staff productivity



## Operational excellence



## Simplification, consolidation, & rationalisation



# Unlocking Value

Improve Profitability. **Maximise Cash Conversion.** Grow the Business.



## Property



## Inventory



# Unlocking Value

Improve Profitability. Maximise Cash Conversion. **Grow the Business.**



## Retail media



## Expand your consumer base



## M&A





# Experience Innovation

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# Experience Innovation

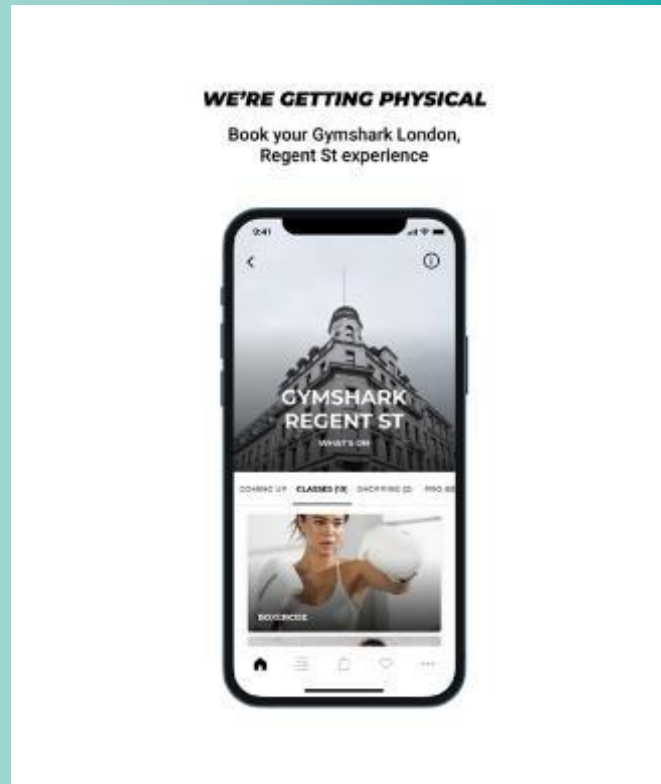
Discover & Engage. Purchase & Pay. Receive & Reuse



## Social commerce



## Differentiated loyalty and engagement



## Go where the consumer is





# Experience Innovation

Discover & Engage. **Purchase & Pay.** Receive & Reuse



## Cost-of-living crisis drives innovation



## Return of the (flagship) store



## Payments & Credit



# Experience Innovation

Discover & Engage. Purchase & Pay. **Receive & Reuse**



## Meeting availability challenges




## Building community, encouraging participation



## Circular innovations



# Planet & Society



# Planet & Society - The road to Net Zero

90% of companies will fail to meet their 2025 sustainability commitments



## Conscious consumption & circularity



## Reducing waste



## Improving supply chain transparency



# Planet & Society - Making the energy transition work

Retail and retail supply chains are responsible for 25% of global greenhouse gas emissions



## Managing energy consumption



## Decarbonising transport



## Growth opportunities



# Planet & Society - Health on the high street

Obesity costs the global economy about \$2 trillion a year, or 2.8% of global GDP



## Health & wellness



## New routes to treatment



## Wider community services



# People & Leadership



# People & Leadership

Leading and motivating colleagues in a time of significant change and challenge



## Employee experience



## Future skills



## Leadership





# Priorities for the year ahead

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# Priorities for the year ahead



Maximise the value of your customer data to create incremental **advertising revenue**.



**Maximise automation** to improve staff productivity across the store, warehouse and head office.



Develop and cost **detailed climate actions** and transition plans with clear accountability for delivery.



Proactively **design out waste** and pollution and look for opportunities to extend the life of your products.



**Engage your customers** where they spend their time – on social media, in games, in the metaverse as well as in store or online.



Ensure your **loyalty propositions** are aligned to the wants and needs of your core customers.



Think about **deploying AI** like deploying a new team member.



**Empower leadership** and personal accountability throughout your organisation.



Develop a **clear vision**, make **bold decisions** and **be open and honest**... just like during the pandemic.

# More insight to look out for



[The Deloitte Consumer Tracker \(UK\)](#)



[Global State of the Consumer Tracker](#)



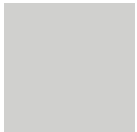
Coming soon  
The Future of the Store



[2022 Global Marketing Trends](#)



[The Monday morning briefing](#)



Coming Soon  
2023 Global Powers of Retailing



[2022 Global Powers of Luxury Goods](#)



[2023 consumer products industry outlook](#)



[2023 Global Human Capital Trends](#)



[The Circularity Gap Report 2023](#)



[The Lookout: Consumer Business Insight Blog](#)



[Global Automotive Consumer Study](#)



[How consumers are embracing sustainability](#)



The Green Room Podcast: [Would more of us thrive in a circular economy?](#)

# Contacts



## Retail trends contacts

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## Proposition leads

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