

Retail trends

The art and science of customers



1

Changing preferences: Less is more

Customers are **defining themselves** less by how many things they own and more by how **curated** their lives are in terms of possessions and experiences



2

Changing preferences: "Following" economy

Customers are **seeking experiences** and products that reflect the **personal brand** they promote on **social media**



3

Changing formats: "Retailization" of the world

The **maker movement**, the **sharing economy**, and other factors have made it **increasingly difficult to define** what a retailer is and does



4

Changing formats: On-demand shopping and fulfillment

Relevancy will be determined by the **ability of retailers** to meet the **on-demand mindset** of the modern customer



5

Changing expectations: Exponential living

Exponential technologies are **changing how we live** and **how we will shop**