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.