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# Retail Trends 2022

2022 will be an exciting year for retail as the industry seeks to overcome the challenges of the past two years and take a big step forward in defining what the future shopping experience will look like.

At the start of 2022, many retailers were [cautiously] optimistic about their ability to move past the challenges they had faced in the previous two years. As retailers began to look past COVID, there was a sense that technology, innovation and new business models would allow the industry to capitalise on emerging consumer behaviour and take a big step forward to defining what the future shopping experience will look like.

However, a series of unprecedented headwinds have combined to make the market more challenging than ever for retailers and their suppliers: the price and scarcity of fuel and raw materials has driven up the cost of doing business, the world faces a cost-of-living crisis with rapid inflation putting a dent on the ability of the consumer to spend and the Russian Military invasion of Ukraine has impacted supply chains and forced businesses to cease operations in the region. On top of this, COVID-19 still remains a concern as long as new variants are emerging and parts of the world remain unvaccinated

and the supply issues of 2021 – especially those caused by the semi-conductor shortage – aren't completely behind us.

Despite the challenges facing the sector, the future is still exciting. New technologies are paving the way for a more immersive online experience, new consumer behaviour is driving both product and business model innovation, and the world's biggest brands are putting aside local competitive pressures to tackle the biggest issues facing our society and planet.

Here are six major trends for retailers to look out for throughout the rest of the year:

### Generation Z starts to splash the cash

Attracting Gen Z becomes more important as they become both customers and employees. The generation born between 1995 and 2010 has now joined the workforce. Not only do they have their own spending power and are no longer reliant on parents, they also have strong



and distinctive wants and needs that retailers and brands need to provide for.

### The retail empire strikes back

The online and digital retail world is no longer the sole preserve of the agile startup or online pureplay business. We have begun to see the major established retail businesses fight back by embracing digital themselves. The modern retailer's journey into digital sees them adapting their core, exploring digital products and experiences, and exploring the metaverse.

### Shop and Go Go Go...

With consumers demanding a frictionless and often contactless retail experience, checkout-free stores, ultra-fast and autonomous delivery are rapidly becoming mainstream.

### Tales of the unexpected

Conscious consumerism and a challenging market is encouraging retailers to diversify and move into completely new businesses to utilise their assets better and find new sources of growth.

### Virtuous circles

Circularity is on a fantastic growth trajectory with the second-hand clothing sector expected to grow faster than fast fashion. Meanwhile consumer attitudes towards sustainability means that traceability is a critical capability required to deliver on climate promises and achieve science-based targets to reduce emissions.

### 1+1=3

Through progressive and distinctive collaboration retailers can achieve something greater than the sum of its parts. In the year ahead, retailers and brands will collaborate to create brand distinctiveness and to tackle the biggest issues in society, such as climate change.

## Priorities for retailers in the year ahead

Explore how you can drive social commerce and attract the Gen Z customer

Make use of your existing assets and brand strength for new high margin opportunities

Fight inflation and cost pressure by maintaining a laser focus on all operating costs and scaling automation across the organisation

**i** For more information, please visit [www.deloitte.com/ve](http://www.deloitte.com/ve)

# Hospitals in the future “without” barriers

What does this mean for health service delivery systems in the future?

**W**hat will the hospital of the future look like? How will you operate? Healthcare leaders agree that the hospitals of the future will be... more digital. More innovative. More efficient. More accessible. More integrated. More sustainable. More personalized. The hospital of the future will be a barrier-free hospital.

The global health care sector was already using new technologies and processes to expand the delivery of care outside the hospital environment when COVID-19 forced healthcare providers to transform operations overnight and drastically embrace virtual visits and remote patient monitoring. This shift will increase physical and virtual care in a meaningful and integrated way, which will provide a superior patient experience and better clinical outcomes. It will also impact the health workforce and reshape what, how and where work is done, and by whom.

While the foreseen future still calls for traditional hospitals, all procedures and care, except for those of greater acuity, will move away from this environment and be provided in the community; whether it's expanded or scaled-down clinics, retail premises, schools or community facilities, workplaces, or most often a patient's home. This movement will be enabled through interoperable/united data, digital technologies, remote patient monitoring, value-based payments, scientific discoveries and consumer demands.

## A radical change of framework towards the Future of Health

What we have experienced in the last couple of years, is a collision of forces that has accelerated the changes within the healthcare industry, towards a Future of Health that will be radically different from what we see today.

These forces include:

- A global pandemic of historic proportions.



- Collaboration between governmental, health and life sciences organizations, which is generating exponential advances in the medical sciences.
- An explosion of digital technologies, access to data and analytics.
- Informed and empowered consumers who are globally connected through social networks.
- Move from activity-based disease care and payment-for-services models to population-based health models, focusing on prevention and well-being.

We have identified six key areas, clinical and operational, that will be impacted by these forces, propelling healthcare organizations towards the hospital of the future; the barrier-free hospital:

**1. Transforming care delivery:** it's time for health care to reach consumers wherever they are.

Consumers want more convenient health care; that is often delivered to them at home, local pharmacies, retail stores or at their workplace. They also demand maximum safety and security, and a seamless engagement experience.

**2. Digital transformation:** consumerism is driving the use of digital technology in healthcare.

As health systems move toward consumer-centered care and barrier-free care, healthcare providers and the broader health ecosystem will position virtual healthcare as a

comprehensive delivery channel – one that increases access and convenience, while reducing the total cost of care. Digital transformation will require health systems to integrate virtual health within the structure of their delivery model. Forward-thinking organizations are evaluating and investing in this infrastructure today, to align and enhance capabilities across the organization, and thus create the hospital of the future.

**3. Medical technology:** sensors and devices connect hospitals and homes, healthcare providers and patients

Capabilities that support remote or non-face-to-face care are exploding in the healthcare market. Medical devices with AI sensors monitor and collect clinically relevant data to help millions detect and manage chronic health conditions and avoid serious illness. In the future, health systems will assign digital care capabilities to individual patients, based on the segmentation of population health – from healthy patients who come for their well-being care, to acute, high-risk patients – as well as clinical factors, determinants of the individual's health and care needs.

**4. Equity in health, sustainability and the environment:** Environmental, Social, and Governance (ESG) will help drive health equity and increase interest in planetary health.

Healthcare is on the front lines of addressing health equity and ESG. Structural failures in the health system, systemic and involuntary bias, and inequities in health drivers (DOH) have contributed to health inequities in communities around the world and in countries in complex and systemic ways.

While health care alone cannot solve the poor outcomes obtained as a result of the social determinants of health, we know that insufficient and outdated health system infrastructure remains, for many, a major obstacle to achieving optimal health status. As the transformation of health care takes place, we must carefully consider the role that the hospital – the most expensive place of care and attention – can and should play.

**5. Future of the workforce:** changing conditions are changing roles.

COVID-19 has become the catalyst for a future of work and talent in healthcare that might otherwise have taken years to achieve. After nearly two years of lockdowns, quarantines and remote work, many people are reassessing their professional lives. The resulting “big resignation” is making it difficult for virtually every industry to attract, motivate, and retain high-quality employees; perhaps more so for hospitals and health systems where doctors and staff are stressed, overworked and exhausted.

**6. Future of regulation:** new technologies, business models can help regulators keep pace with innovation in health care.

In the context of a rapidly changing healthcare industry, regulators are seeking to use emerging technologies and new business models to reduce the burden of compliance and drive better regulatory efficiencies and outcomes. ●

### If not now, then when? A call to action.

To support healthcare executives on their journey, Deloitte has created an easy-to-use assessment tool that measures their current progress against the six dimensions described in this paper that we believe are essential to delivering the hospital of the future. It is important to note that this assessment tool provides comparative data from similar hospitals/networks and the ability to join a global community of practice - to share, learn and collaborate with like-minded leaders facing the same challenges and opportunities.

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Consumerism is driving the use of digital technology in healthcare.



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