What’s next for retail?

**In-store revolution**
- New store experiences
- Innovating at scale
- Re-defining convenience

**Re-inventing retail**
- Re-commerce
- The personal edit
- Social discovery

**East beats West**
- China leads the e-commerce revolution
- The Chinese consumer market goes global
- Technologies of tomorrow... today
In-store revolution
New store experiences

As traditional retailers are closing stores and reducing the size of their portfolios, a new wave of stores are opening – bringing new brands, new services and new experiences to the high street.

Google Hardware Store

Showfields
The “most interesting store in the world”

RH opens its first standalone restaurant
Innovating at scale

Traditionally concept stores have been small outlets designed to test new technology and experiences but increasingly we are seeing retailers innovating at scale.

Nike opens 70,000ft² “House of Innovation”

Next opens department store
Re-defining convenience

Convenience with a conscience is good for consumers and retailers

Delhaize opens store with rooftop farm

Infarm plans to open 1,000 instore farms

Clean Kilo opens packaging free grocery store
Re-inventing retail
Sustainable models of consumption are creating new brands and services focused on re-commerce and thrifting.

Rebag launches luxury bag exchange

Poshmark provides digital thrifting platform

ThredUp launches first brand design for re-sale
The personal edit

More than just buying products, consumers want to be able to express their personality and individuality both instore and online.

Levis Tailor Shop
Consumer customisation

Thread
All for mass personalisation

Adidas Glitch
Co-creating football boots
Social discovery

Social is the new shop window – as more stores close, the importance of social and social influencers in retail is rising.

Glossier treats every customer as an influencer.

Missguided and Love Island

Influencers becoming brand owners.
East beats West
China leads the e-commerce revolution

China has overtaken the US as the largest e-commerce market in the world...with still plenty of room to grow

- 802m Chinese consumers are online (57% population)
- 788m Chinese consumers use mobile (53% population)
- 527m consumers using mobile payments (11x US)
- 415m Chinese millennials
The Chinese consumer market goes global

Innovations developed in China are now having a global impact

Creating global sales events

Focus on eyes and ears not feet
Technologies of tomorrow...today

China is now leading the world in terms of retail technology

Taobao visual search

JD.com automated logistics centre

Bingo Box to open 3,000 stores by the end of 2019
Key takeaways

- Innovate and humanise the store experience
- Lead the way on sustainability
- Embrace social and visual search to extend your reach
- Deploy AI to personalise at scale
- Learn from and collaborate with Chinese companies
- Invest in your leaders

...don’t get left behind
Contacts

André Dennis
Deloitte Africa
Retail, Wholesale & Distribution Leader
adennis@deloitte.co.za

Rodger George
Consulting Leader: Consumer
rogeorge@deloitte.co.za

Mike Vincent
Deloitte Africa
Consumer Products Leader
mivincent@deloitte.co.za
Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited ("DTTL"), its
global network of member firms and their related entities. DTTL (also referred
to as "Deloitte Global") and each of its member firms are legally separate and
independent entities. DTTL does not provide services to clients. Please see
www.deloitte.com/about to learn more.

Deloitte is a leading global provider of audit and assurance, consulting, financial
advisory, risk advisory, tax and related services. Our network of member firms in
more than 150 countries and territories serves four out of five Fortune Global 500®
companies. Learn how Deloitte’s approximately 286,000 people make an impact

This communication contains general information only, and none of Deloitte
Touche Tohmatsu Limited, its member firms or their related entities (collectively,
the “Deloitte network”) is, by means of this communication, rendering professional
advice or services. Before making any decision or taking any action that may affect
your finances or your business, you should consult a qualified professional adviser.
No entity in the Deloitte network shall be responsible for any loss whatsoever
sustained by any person who relies on this communication.

© 2019. For information, contact Deloitte Touche Tohmatsu Limited.

Designed and produced by Creative Services at Deloitte, Johannesburg. (816204/chr)