

# The trends shaping the future



Insider Trends

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# International customers



MARKS &  
SPENCER



CHANEL

L'ORÉAL



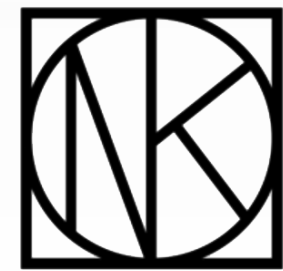
Walmart

FACEBOOK



Clarks

Galeries  
Lafayette



NESPRESSO



Lindt



SWAROVSKI

BOSS  
HUGO BOSS



TESCO

KICKS

SAMSUNG

LYKO

Etam

ABSOLUT  
Country of Sweden  
VODKA

N A - K D



METRO



DIAGEO



CRÉDIT  
AGRICOLE



UNIBAIL  
RODAMCO  
WESTFIELD

Stenströms



Bata

LVMH

FUJITSU

LUXOTTICA



Johnson & Johnson





Glossier, New York

LIVE TOTAL BODY FITNESS HAS A NEW HOME.

Digital-first  
brands are still  
winning

# US ecommerce figures:

% of total sales, Q1 2020: 16.2%

Ecom growth between March and

April 2020: 49%

# % of UK customers planning to...

47%

Keep shopping as they are now

37%

Keep some new shopping behaviours

16%

Go back to shopping as they did before



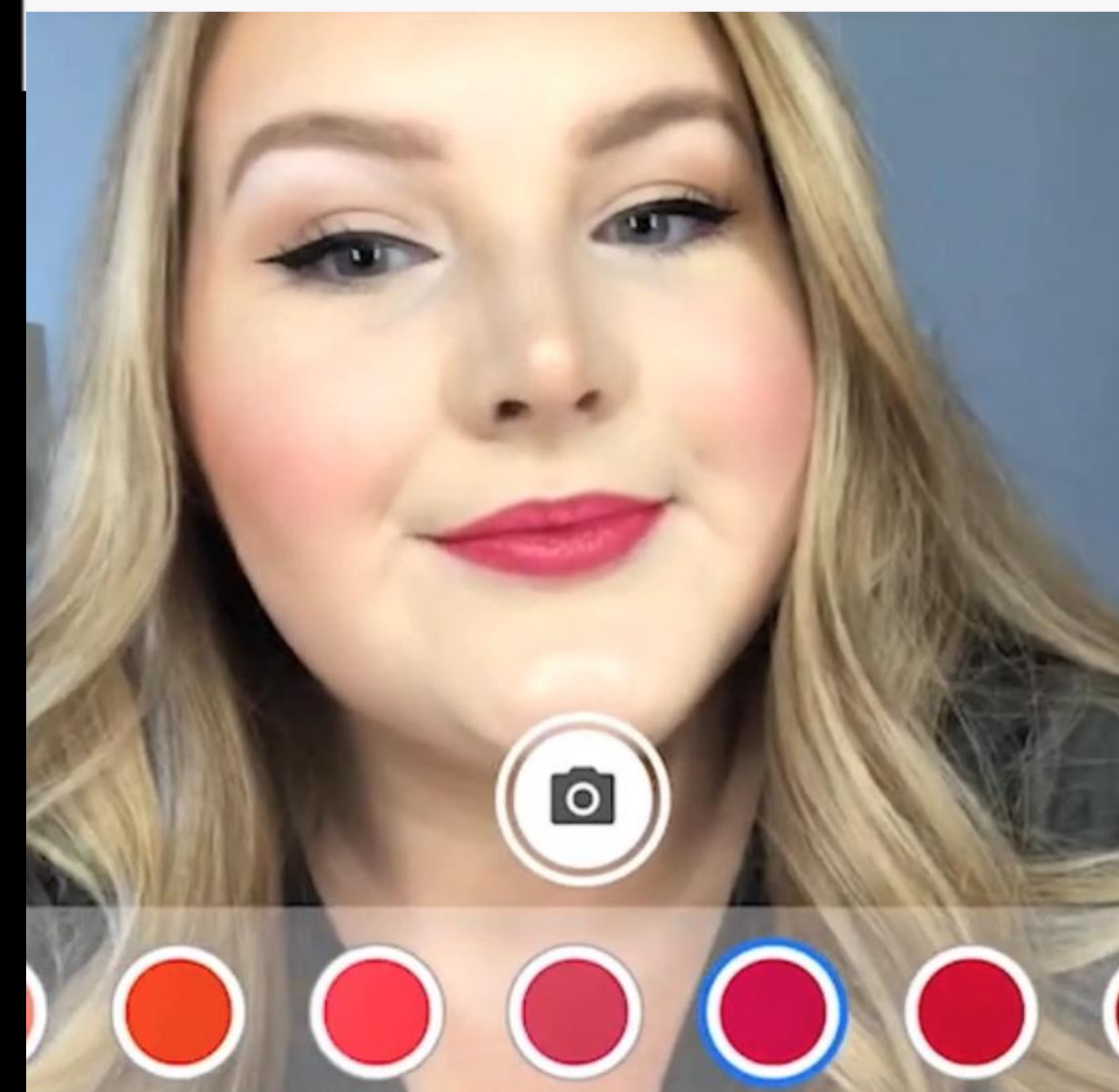
Try on this lipstick  
Find your shade right now

**TRY IT ON**

#MACLoveMe #MACcosmetics

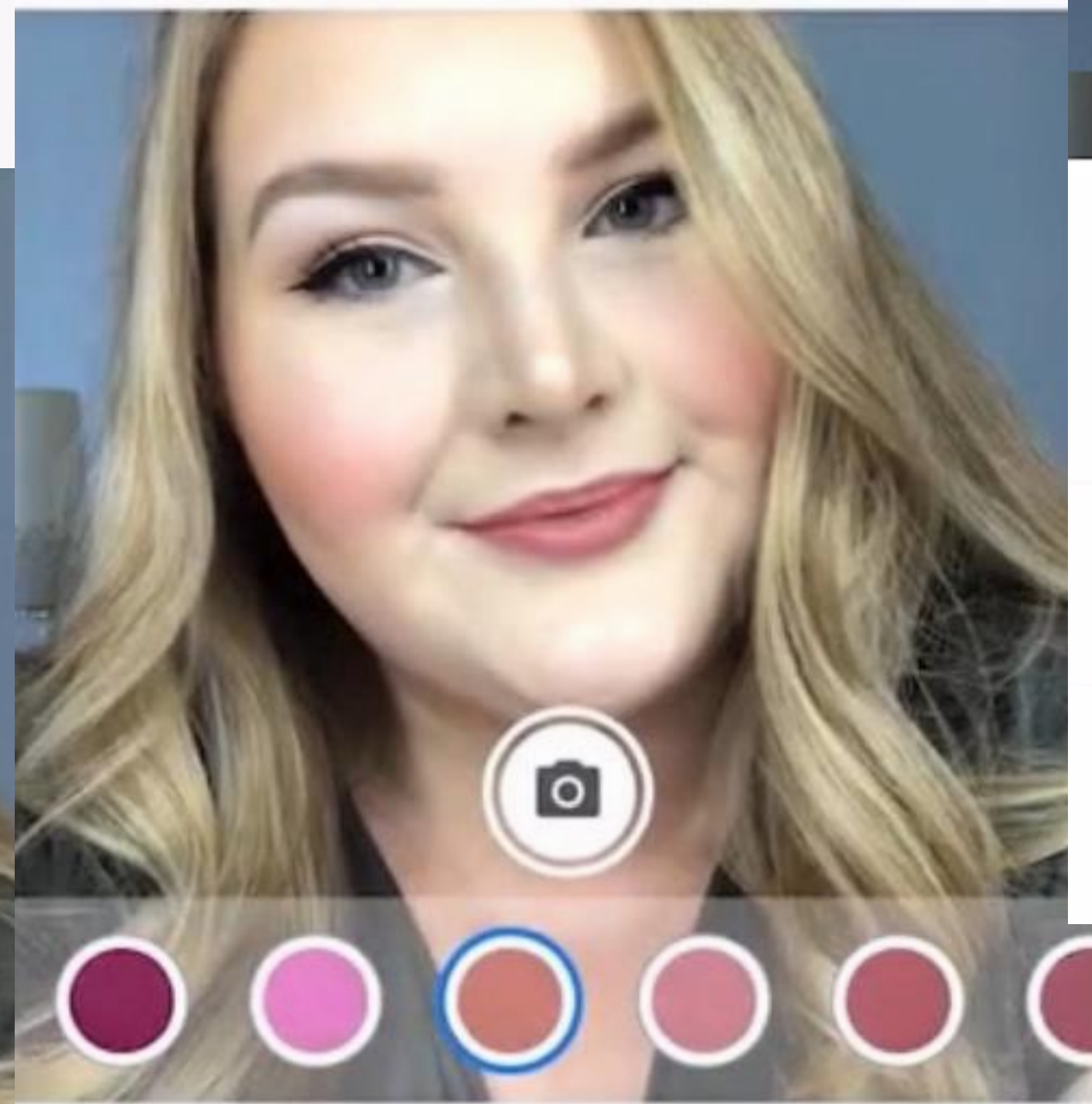
Golden Goddess Makeup Tutorial using ALL my Holy Grail MAC Products!

52K views



Virtual try on

X



Laissez-Faire  
M·A·C Love Me Lipstick  
\$19.00

**SHOP**



afterpay IS HERE! ENJOY NOW, PAY IN 4 INSTALLMENTS! [LEARN MORE](#)

MAC MY M·A·C

ADDED TO BAG

EDIT



LOVE ME LIPSTICK  
LAISSEZ-FAIRE

QTY: 1  
\$19.00

**CHECKOUT**

FREE SHIPPING & RETURNS.  
FREE SAMPLES AT CHECKOUT

ADD TO FAVOURITES

ADD TO BAG



Open with



Chrome  
Google, Inc.

**GET**



Google  
Google, Inc.

**GET**



Safari

**OPEN**

# YouTube AR Beauty Try-On



# Ecommerce sales increase, UK retailers, April 2020

Online-only: 8%

Multichannel: 36%



# Target

Home delivery from fulfilment centre: 100% of cost

Home delivery from store: 60%

Click and collect/curbside pickup/paid Shipt: 10%

Spending w Target increases by almost 25%  
(Online up 50%, store up 9%)

When visiting stores, 75% of consumers purchase more than  
the item they set out to buy



Bricks and clicks purchases  
are more eco-friendly than  
81% of pure play ecommerce  
buys



Source:

# Survey of 16,000 websites,

2016-17

%

Online advertising

11

%

Visits increase

# Dunhill Bourdon House, London





# Showfields, New York

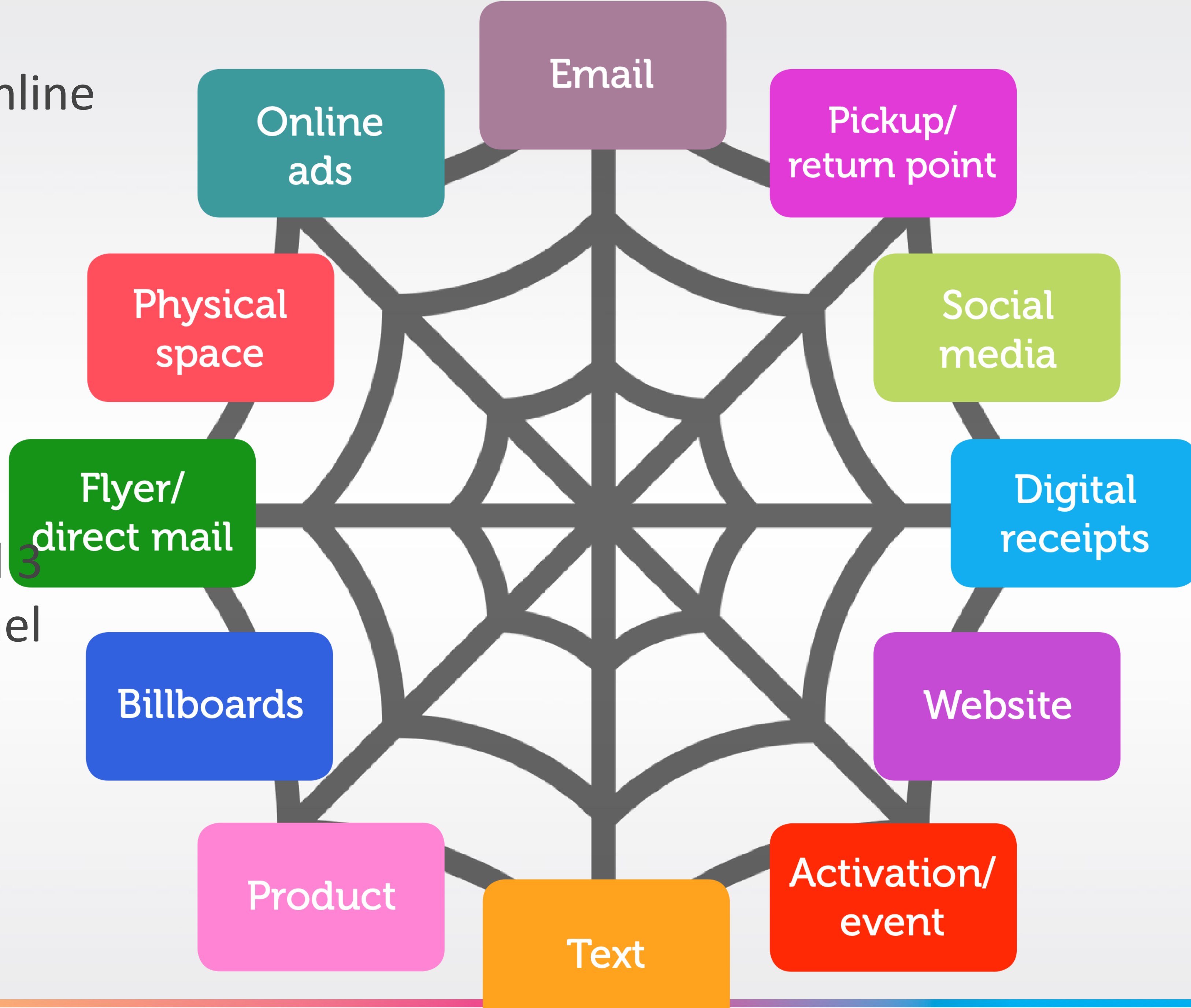
The future of  
retail isn't  
ecommerce.

85% of customers research online before visiting the store

Customers who engage on multiple channels visit stores 23% more often

Multichannel shoppers spend 3 times more than single channel shoppers

Omnichannel brands are more likely to be recommended





# INSIDER TRENDS

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