







THE CONSUMER
OF THE "NEAR"
FUTURE



W ant W hat Want When W ant t









Location



Demographics



Local conditions



Devices & Connectivity

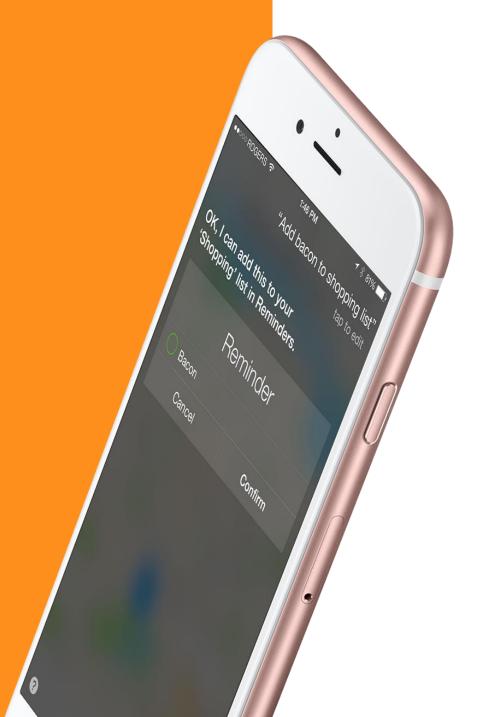


Purchasing behavior



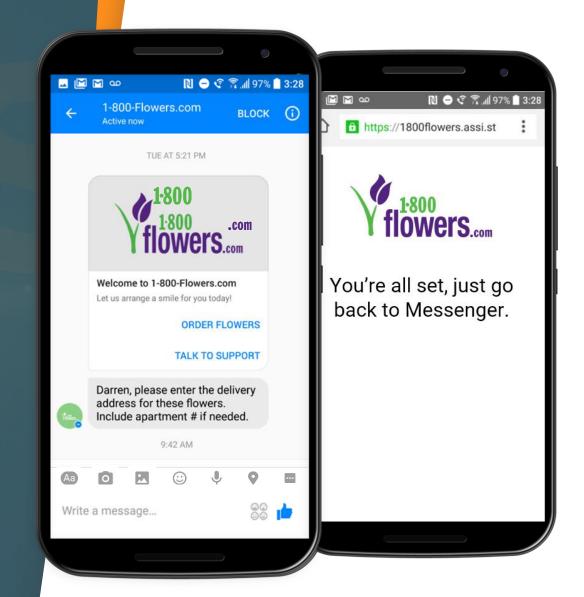
Health & Emotional State

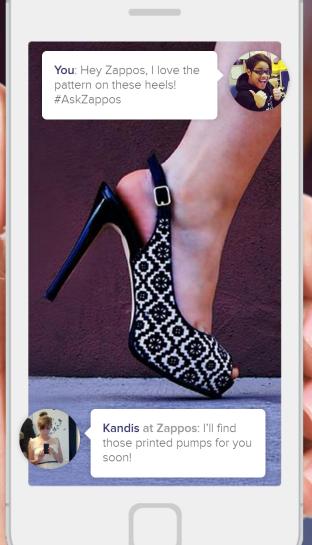
## FROM A 2D TO 5D CUSTOMER PERSPECTIVE



ARTIFICIAL
INTELLIGENCE ENTERS
THE RETAIL SPACE

#### CHAT BOTS





Looking for something? **Ask Zappos** will find it, for free, from any store.

All we need is a photo



Text a photo to (702) 577-1818<sup>+</sup>



Email a photo to ask@zappos.com



Upload a photo here

## BITS & ATOMS

IS THIS THE END OF PHYSICAL RETAIL?





# PHYSICAL RETAIL WILL STILL EXIST, BUT IT WILL NEED A GOOD REASON TO EXIST.

— Dunkin' Brands





**TRADITIONAL RETAIL:** 

#### EXPERIENCE FIRST



ONLINE WILL
CONTINUE TO
MOVE INTO THE
REAL WORLD

## AND BEACONS WILL LINK BOTH WORLDS

(although exactly how they will do that might surprise you)



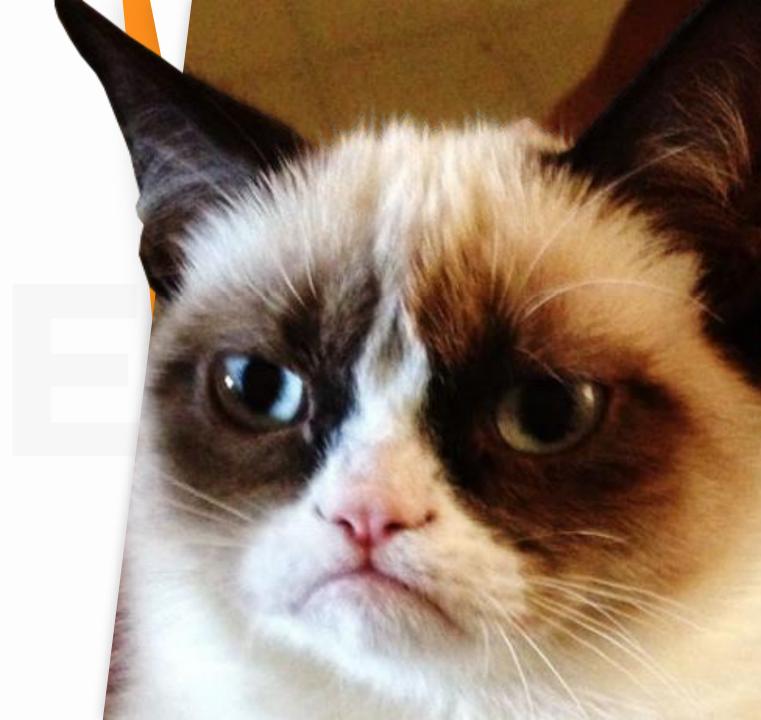
THE LAST MILE
WILL BE A MAJOR
BATTLEGROUND





### IS THIS THE FUTURE OF DELIVERY?

### NOPE



#### This is.



#### asos

New In Dresses Shoes



### COLLECT YOUR ASOS DELIVERY FROM BOOTS

Yep, you heard right we've teamed up with Boots so you can get your ASOS delivery even easier. And you can still request next-day and standard delivery - handy!

Click & Collect is now available in selected Boots stores until early April 2015 and orders must be made on desktop.

Simply click on 'Collection Point' and select your nearest Boots store, we'll contact you when your parcel is ready to be collected. Easy!

SHOP NOW >



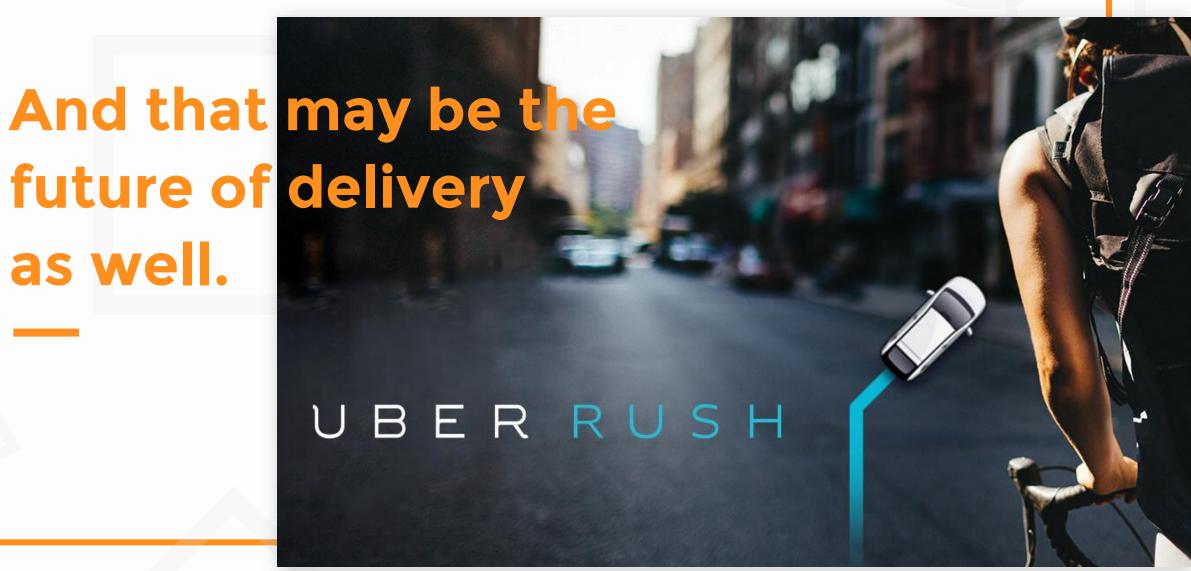




This, too.

BOOTS STORES YOU CAN COLLECT FROM:

as well.



PREPARE FOR A
MOBILE BOOM,
DRIVEN BY
M-COMMERCE





But not right away

mCommerce: +130 %

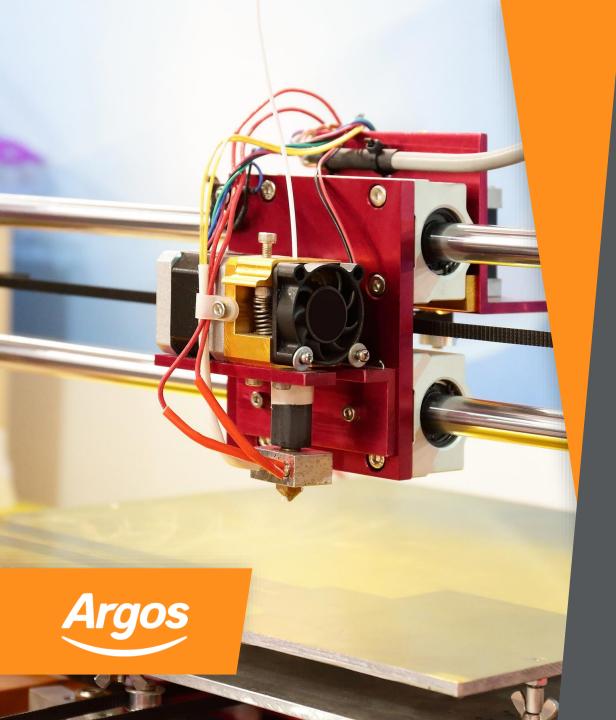
P2P payments: +239 %

Proximity payments: +1,083 %

**BETWEEN 2016 AND 2019** 

KEY TECHNOLOGIES
THAT WILL
SHAPE RETAIL





FORGET THE HYPE,
3D PRINTING
WILL HAVE LIMITED
IMPACT ON RETAIL

**INTERNET OF** THINGS (IoT), **WEARABLES:** THE VALUE IS NOT WHERE MOST PEOPLE THINK IT IS





### 650 million WEARABLE DEVICES

## 660 million M2M\* CONNECTIONS





IOT / WEARABLES

AS AN E-COMMERCE

PLATFORM?

## MEH.

THE MAIN OPPORTUNITY FOR IOT AND WEARABLES

IS IN THE GRANULAR DATA THEY CAN
COLLECT



### WHICH WEARABLES-BASED INSIGHTS PRESENT THE MOST VALUABLE MARKETING

#### **OPPORTUNITY?**



DAILY ROUTINE DATA

38%



PRECISE LOCATION DATA

**37%** 



**DEVICE USAGE DATA** 

30%



NONE OF THESE

6%



GENERAL FITNESS /HEALTH DATA

**27%** 



**MOVEMENT DATA** 

25%



EXERCISE/WORKOUT /RUNNING DATA

22%



DIRECTION AND/OR VELOCITY DATA

21%



EYE TRACKING/ WHERE SOMEONE IS LOOKING

20%



EMOTIONAL STATE/STRESS DATA

17%



AUGMENTED REALITY





VIRTUAL REALITY

#### THIS IS







THIS IS

AR



## AR HAS WAY MORE POTENTIAL THAN VR FOR RETAIL



APPLICATIONS OF AUGMENTED REALITY IN RETAIL

FRAMES DIRECT

APPLICATIONS OF AUGMENTED REALITY IN RETAIL

**IKEA** 





APPLICATIONS OF AUGMENTED REALITY IN RETAIL

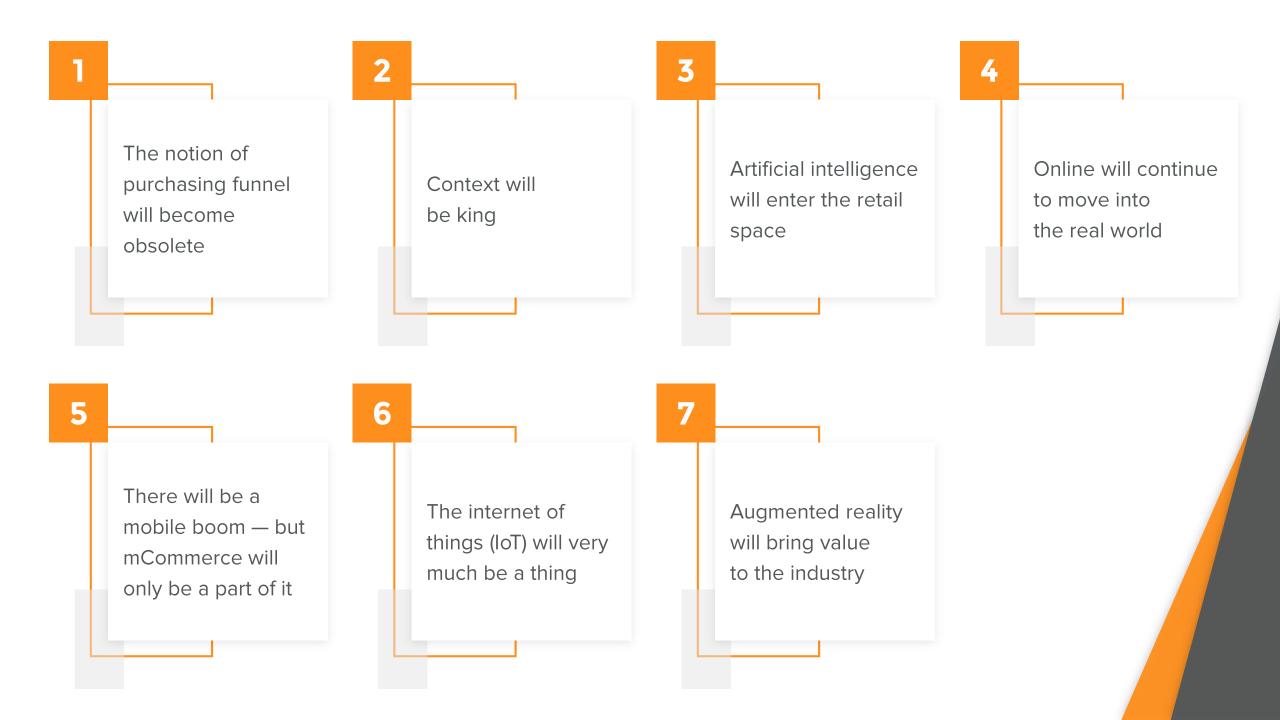
**TOPSHOP** 

EVEN IN ITS
SIMPLEST FORM,
AR CAN ADD
ALOT OF VALUE





7 TRENDS THAT WILL
CHANGE THE FACE
OF RETAIL





CULTIVATE AGILITY
AND CONSTANT
LEARNING





## RETHINK SEGMENTATION

BE MINDFUL
OF THE LIMITS TO
PERSONALIZATION





UNDERSTANDING THE
CUSTOMER JOURNEY WILL
BECOME CRITICAL TO
CHANNEL INVESTMENT



THE WINNING RETAILERS
WILL SPEND MORE TIME
LOOKING AT THE WINDSHIELD
AND LESS TIME LOOKING AT
THE REARVIEW MIRROR.

dunkin brands sm

— Dunkin' Brands

## Thanks



