

The background is dark with decorative geometric patterns in the corners. The top-left corner features a cluster of triangles in shades of blue, teal, and green. The top-right corner has a cluster of triangles in shades of pink, orange, and yellow. The bottom-left corner features a cluster of triangles in shades of pink, orange, and red. The bottom-right corner has a cluster of triangles in shades of teal, green, and blue.

# INSIDER TRENDS

## Retail Trends for 2021

Jack Stratten - Senior Consultant



MARKS &  
SPENCER



L'ORÉAL



Walmart

FACEBOOK



Clarks



NESPRESSO



BOSS  
HUGO BOSS



TESCO



SAMSUNG

Etam



TNW



METRO

Galleries  
Lafayette

ABSOLUT  
Country of Sweden  
VODKA



DIAGEO



Bata

LVMH

FUJITSU

postnord



Johnson & Johnson





**THE MOOD FOR 2021**





**40%** of US consumers have tried a new shopping behaviour

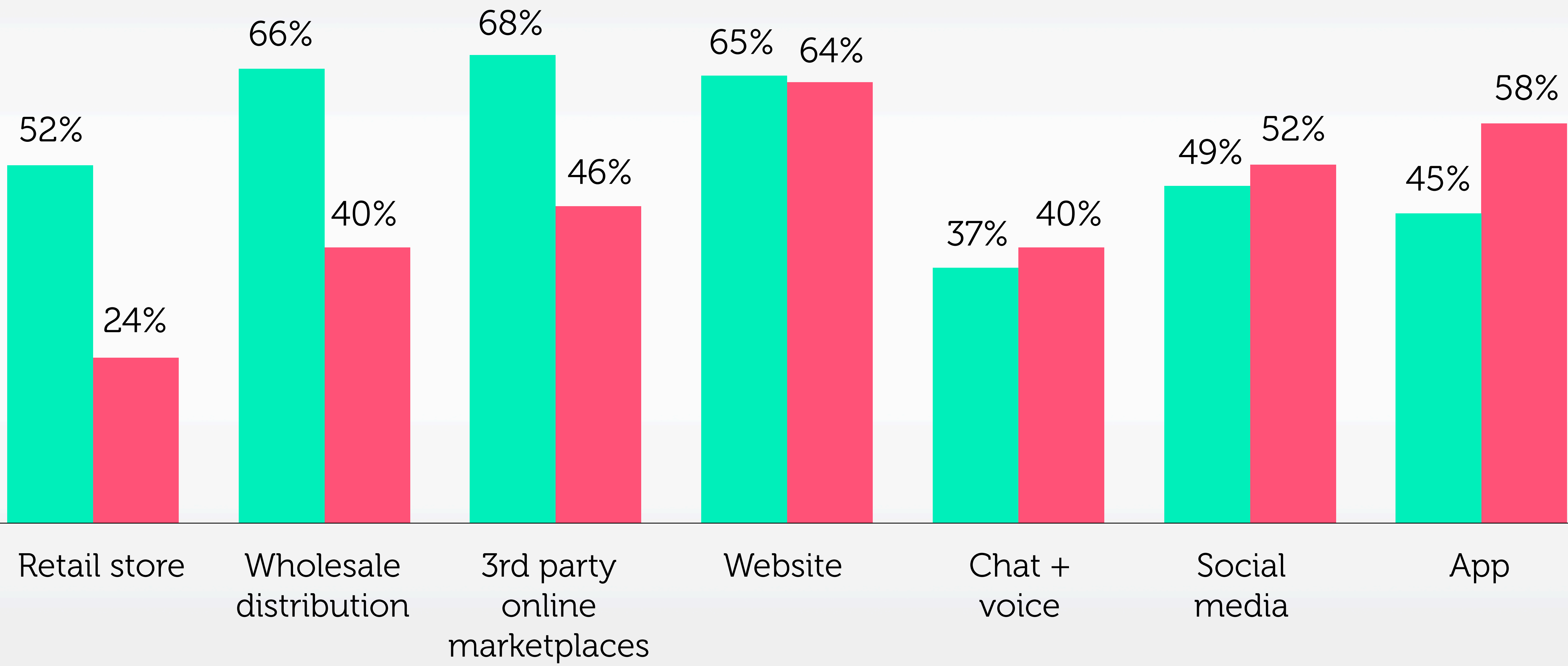
**73%** intend to keep shopping in these new ways

**53%** of Brits say they will shop more online post-pandemic

**47%** of brands say they're behind the curve in ecommerce



# Intended spending of commerce businesses (UK, US + Germany), pre-Covid vs since-Covid







Grow CRM database by

900%

in 12 months

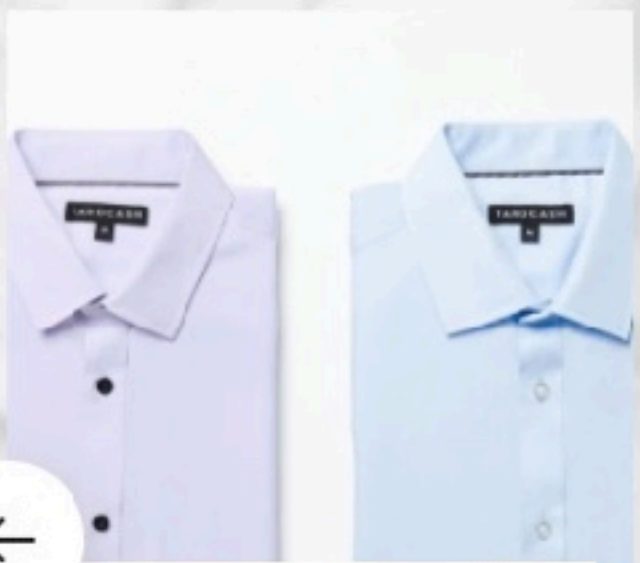
## Shop now. Pay later. Exclusively for Members

Join our Loyalty Program and try before you buy.  
Pay later is available online and in-store with the H&M app.

22% conversion uplift, AOV up 40%

## What's happening

\*Upcoming events are subject to change



NEWS

Tarocash: Back to Business



NEWS

New Aesop Resurrection Hand  
Care Duet



NEWS

L'OCCITANE: New Almond  
Muesli Scrub



NEWS

L'OCCITANE: New Invigorating  
Face & Eye Mask

Sales can increase by 5%



Zero to click & collect in 2 weeks

Coop Norway





# John Lewis, Oct 2020:

- Investing £1bn in digital + ecommerce
- 70% of sales to be online by 2025
- Profits to rise to £400m by 2025
- Net zero carbon emissions by 2035



**EVOLVED  
ECOMMERCE**



The background of the slide features the Chewy.com logo in a large, blue, rounded font at the top. Below the logo, a brown and white dog is shown in profile, looking to the right. To the right of the dog, a cat is partially visible. In the foreground, there are several pet products: a bag of Blue Wilderness cat food, a bag of Purina Pro Plan cat food, a yellow box of Purina Tidy Cats Instant Action cat litter, and a green box of Greenies dog chews. A red Kong dog toy is also visible. The background is a light blue wall with a darker blue vertical stripe on the right side.

# chewy.com

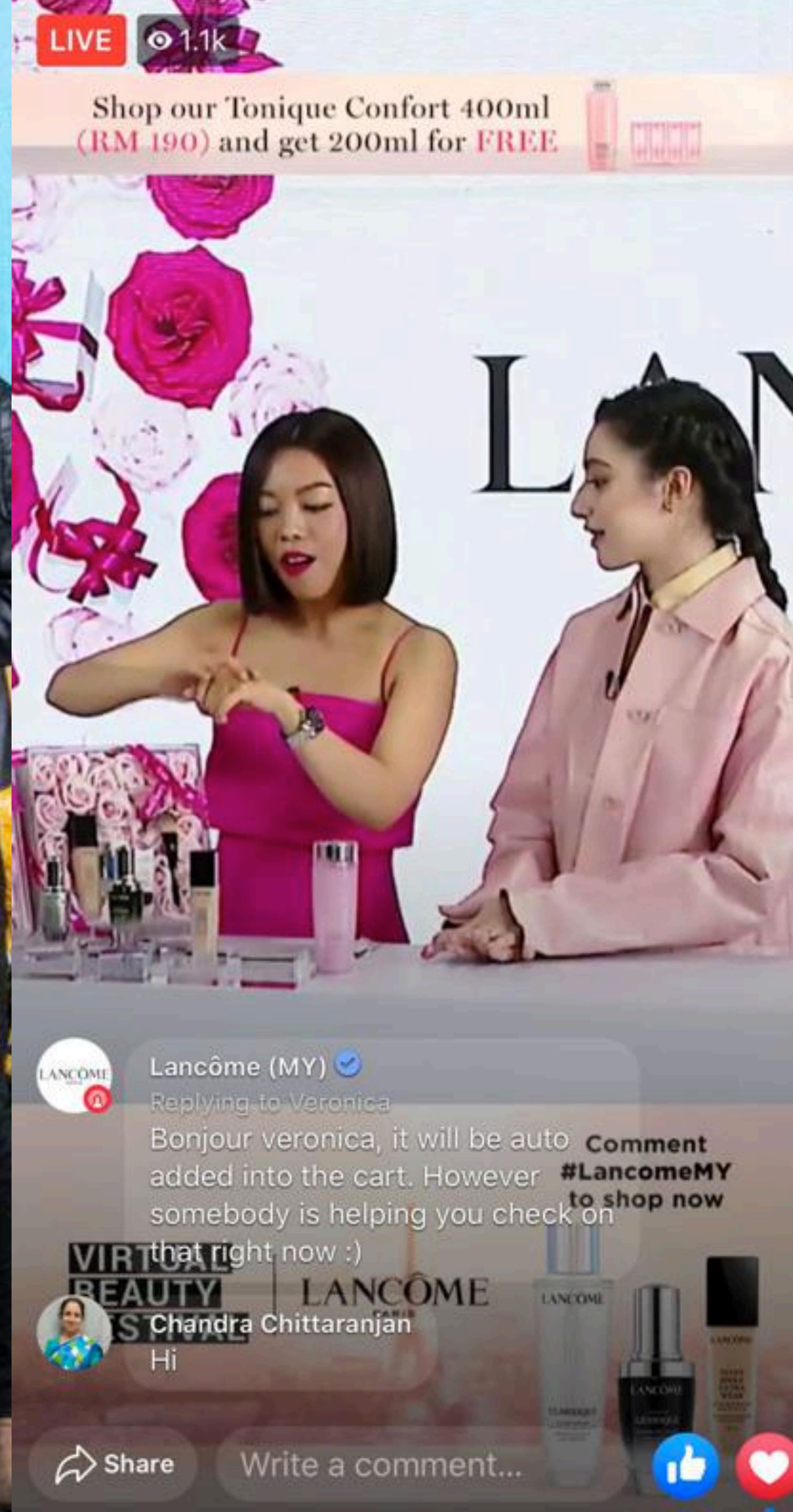
**68%** global subscription economy  
CAGR, 2019-25 (to \$478bn)

**53%** average increase in new  
subscriptions during Covid

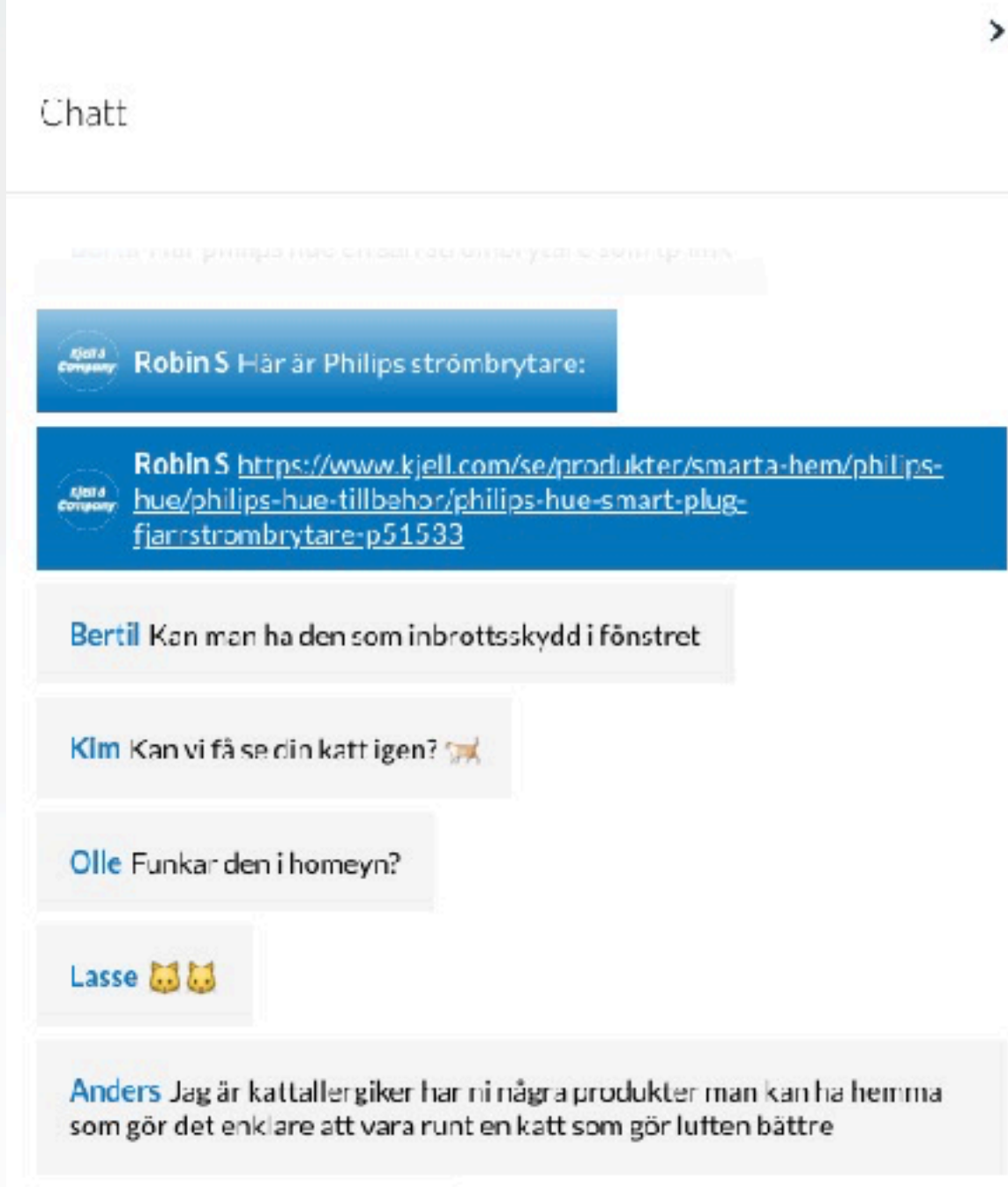
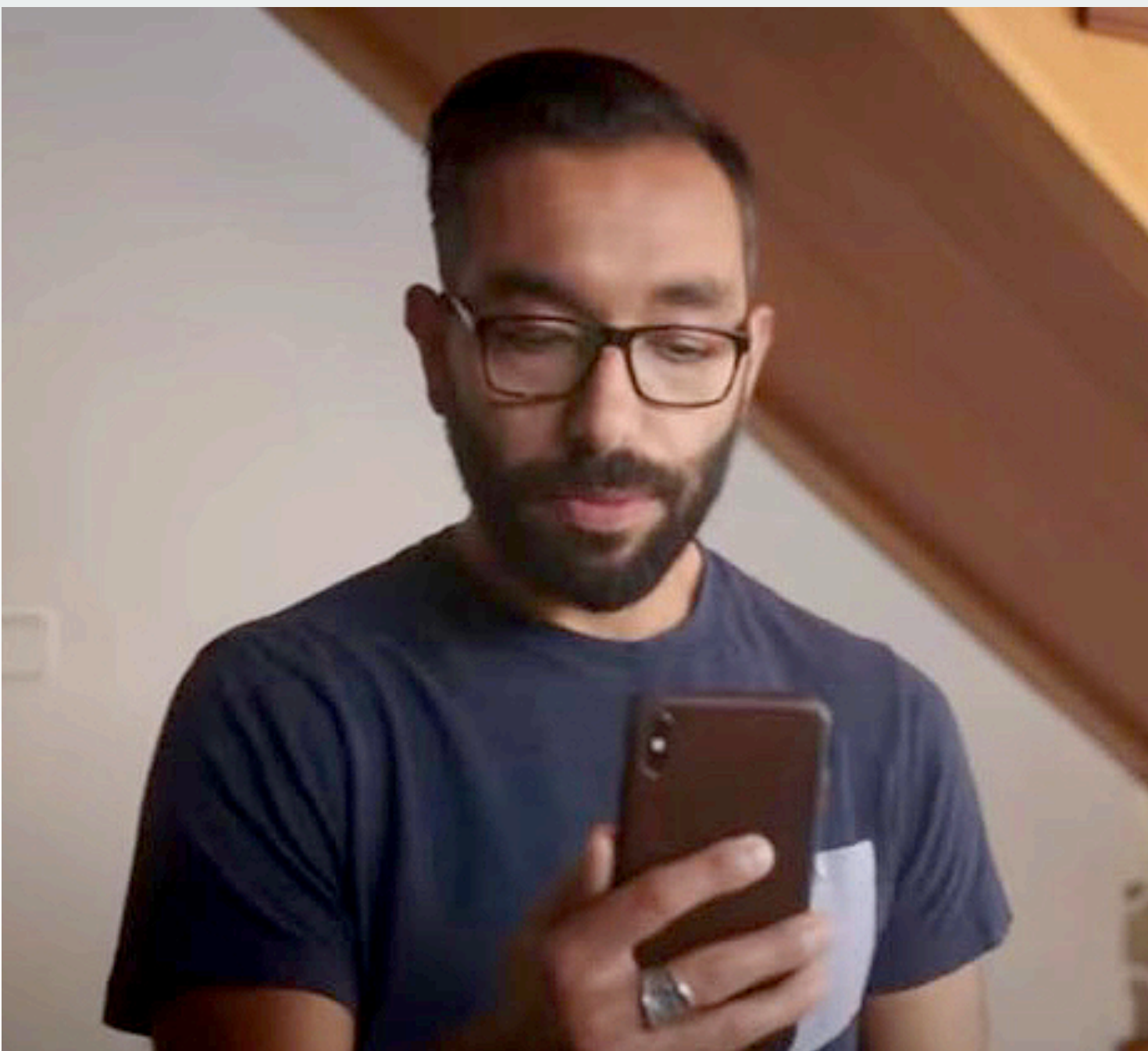








L'Oreal Malaysia







### Produkter i fokus

-  **Aqara Magnetkontakt för fönster och dörrar**  
Aqara  
**199 SEK**
-  **Aqara Rörelsedetektor**  
Aqara  
**219 SEK**
-  **Aqara Läckagedetektor**  
Aqara  
**199 SEK**
-  **Aqara Mini Fjärrströmbrytare 1-knapp**  
Aqara  
**149 SEK**



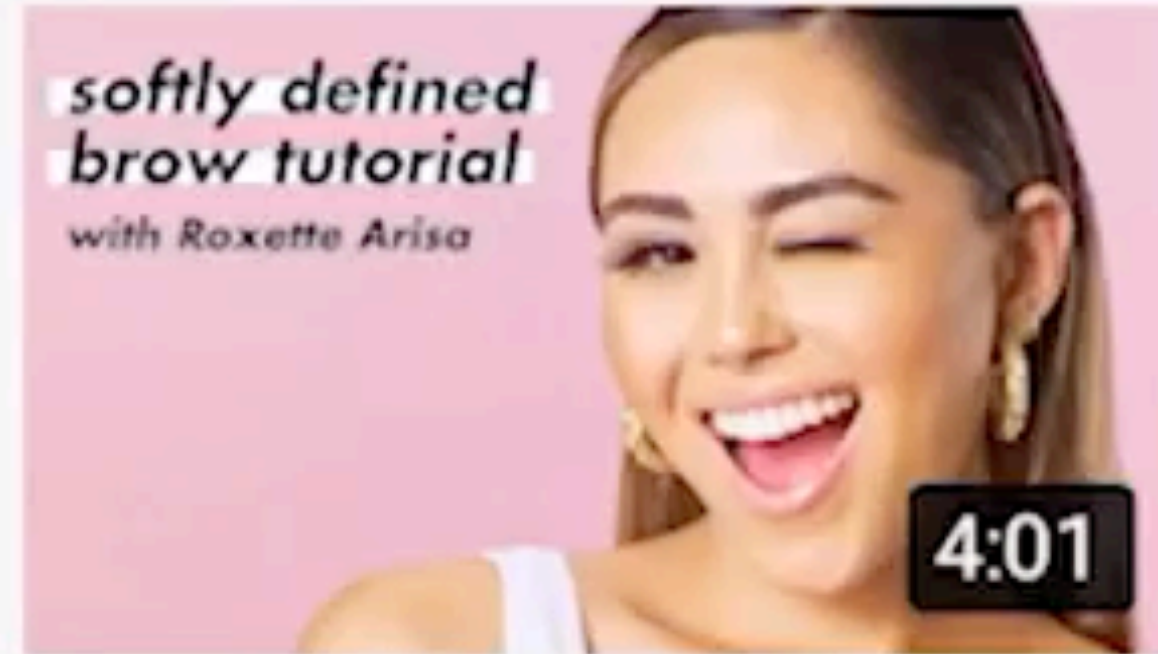
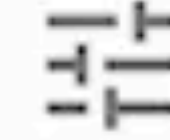
Kjell & Company, Sweden

**2 weeks** of store sales in **45 minutes**



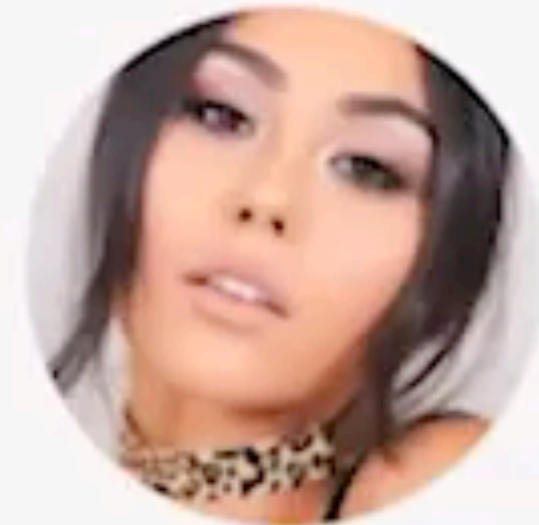
# YouTube AR Beauty Try-On

← roxette arisa



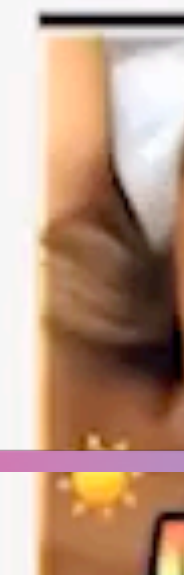
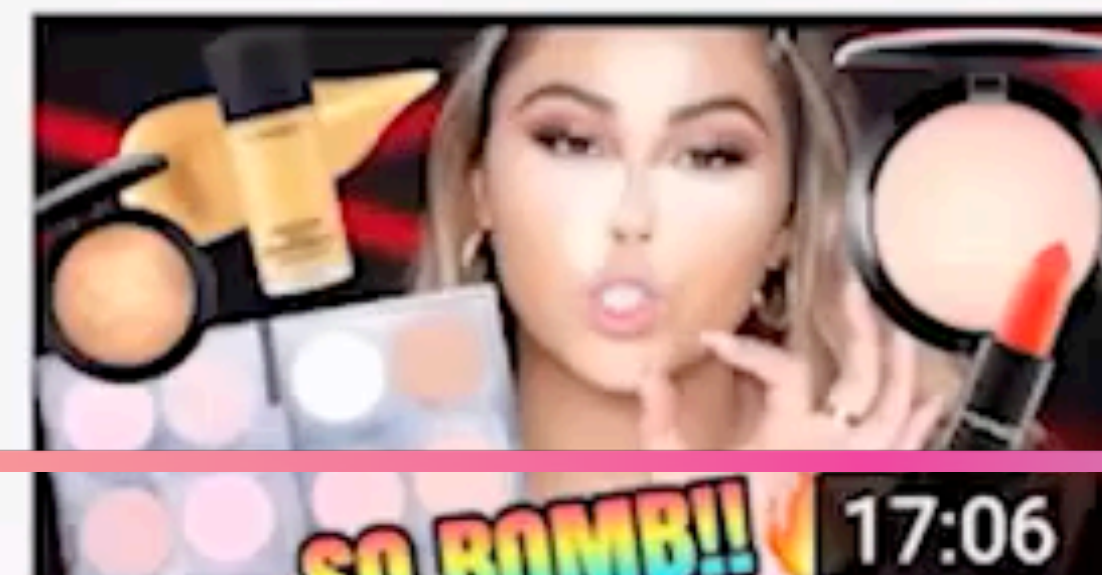
Softly Defined brow tutorial with Roxette Arisa

**Ad** e.l.f. Cosmetics  
2.5K views



Roxette Arisa  
1.1M subscribers  
400 videos  
**SUBSCRIBE**

Latest from Roxette Arisa





**NEXT GENERATION  
OMNICHANNEL**



# 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%)







3-13% improved profits

Source: Blue Yonder & Upp

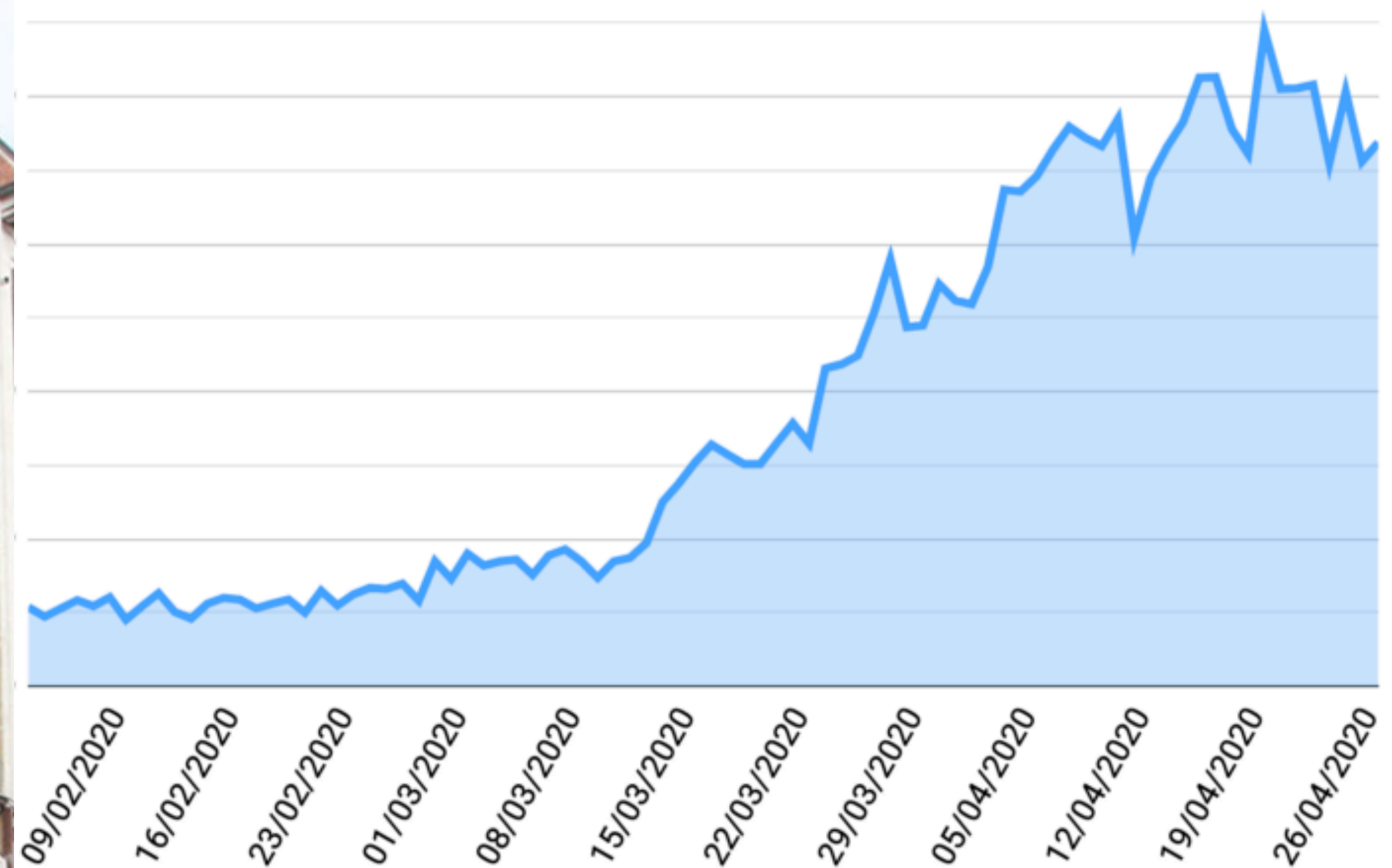




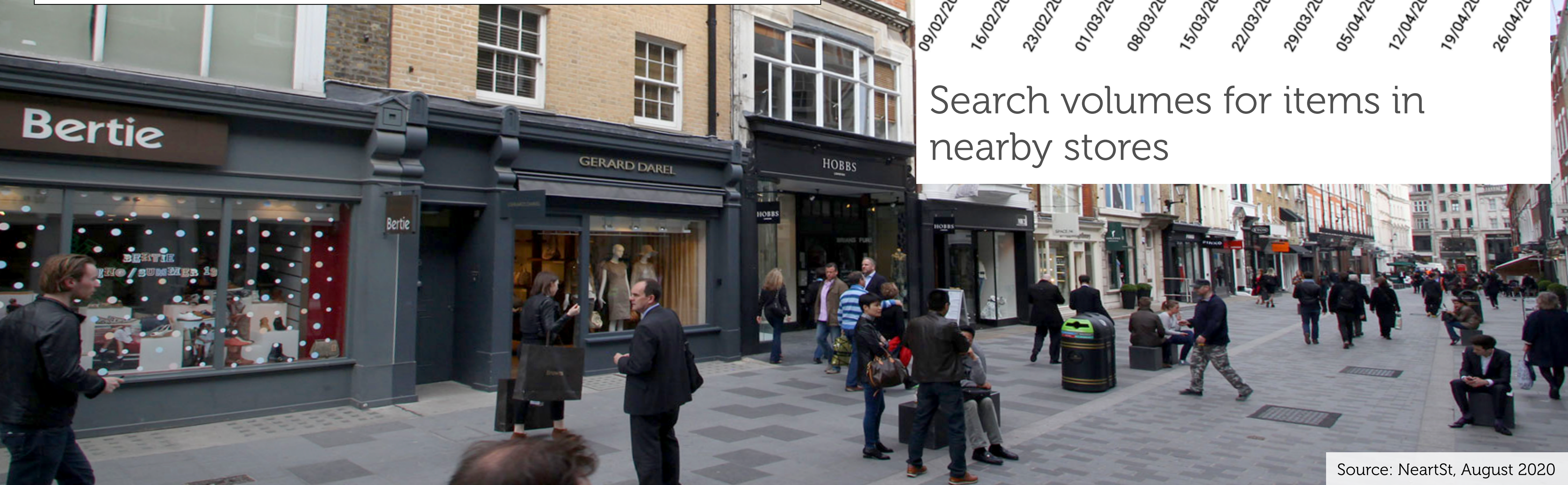
# Grosvenor Group, Mayfair & Belgravia Retail

**83%**

prefer to shop nearby instead  
of online if they know an item  
is available in a nearby store



Search volumes for items in  
nearby stores





A background image showing several clear glass dispensers filled with various types of granola, including one with coconut flakes and another with nuts. The dispensers are set against a warm, wooden background.

**50%**

of global customers are  
choosing to shop local  
during the pandemic

**68%**

of US consumers say they  
will carry on buying local  
post-Covid



Farmstead, Bay Area, US





**RETURN + RESALE**



70%

of UK customers believe sustainability is very or quite important

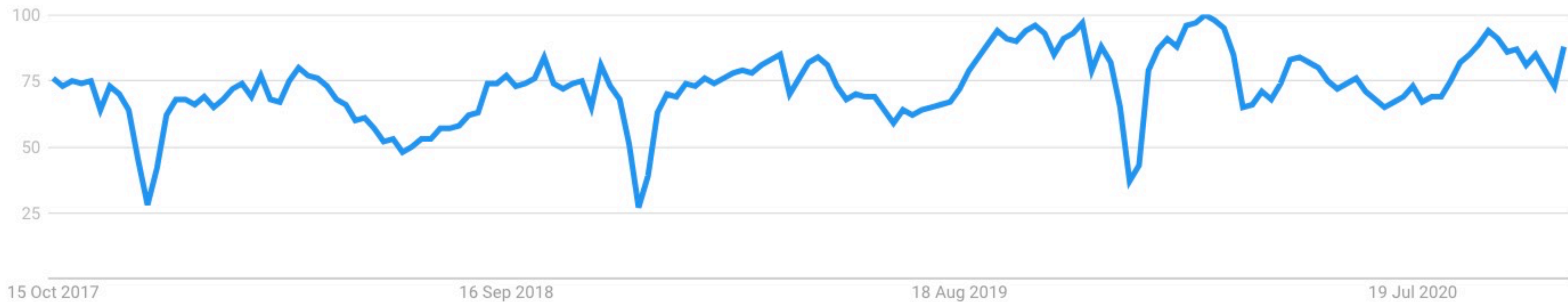


sustainability

Search term

Worldwide ▼

Interest over time ?





# Allbirds



TREE TOPPER	
MATERIALS	+6.8 kg CO <sub>2</sub> e
MANUFACTURING	+3.4 kg CO <sub>2</sub> e
USE	+0.3 kg CO <sub>2</sub> e
END OF LIFE	+0.2 kg CO <sub>2</sub> e
TOTAL	+10.8 kg CO <sub>2</sub> e



TREE RUNNER	
MATERIALS	+6.2 kg CO <sub>2</sub> e
MANUFACTURING	+3.4 kg CO <sub>2</sub> e
USE	+0.3 kg CO <sub>2</sub> e
END OF LIFE	+0.2 kg CO <sub>2</sub> e
TOTAL	+10.1 kg CO <sub>2</sub> e



TREE SKIPPER	
MATERIALS	+5.4 kg CO <sub>2</sub> e
MANUFACTURING	+3.4 kg CO <sub>2</sub> e
USE	+0.1 kg CO <sub>2</sub> e
END OF LIFE	+0.2 kg CO <sub>2</sub> e
TOTAL	+9.1 kg CO <sub>2</sub> e



TREE LOUNGER	
MATERIALS	+5.4 kg CO <sub>2</sub> e
MANUFACTURING	+3.4 kg CO <sub>2</sub> e
USE	+0.1 kg CO <sub>2</sub> e
END OF LIFE	+0.2 kg CO <sub>2</sub> e
TOTAL	+9.1 kg CO <sub>2</sub> e



TREE BREEZE	
MATERIALS	+5.5 kg CO <sub>2</sub> e
MANUFACTURING	+0.8 kg CO <sub>2</sub> e
USE	+0.1 kg CO <sub>2</sub> e
END OF LIFE	+0.1 kg CO <sub>2</sub> e
TOTAL	+6.5 kg CO <sub>2</sub> e



WOOL RUNNER-UP	
MATERIALS	+8.4 kg CO <sub>2</sub> e
MANUFACTURING	+1.6 kg CO <sub>2</sub> e
USE	+0.2 kg CO <sub>2</sub> e
END OF LIFE	+0.3 kg CO <sub>2</sub> e
TOTAL	+10.5 kg CO <sub>2</sub> e



WOOL RUNNER	
MATERIALS	+7.4 kg CO <sub>2</sub> e
MANUFACTURING	+1.6 kg CO <sub>2</sub> e
USE	+0.2 kg CO <sub>2</sub> e
END OF LIFE	+0.2 kg CO <sub>2</sub> e
TOTAL	+9.4 kg CO <sub>2</sub> e



WOOL RUNNER	
MATERIALS	+5.7 kg CO <sub>2</sub> e
MANUFACTURING	+1.3 kg CO <sub>2</sub> e
USE	+0.1 kg CO <sub>2</sub> e
END OF LIFE	+0.2 kg CO <sub>2</sub> e
TOTAL	+7.3 kg CO <sub>2</sub> e



WOOL LOUNGER	
MATERIALS	+4.7 kg CO <sub>2</sub> e
MANUFACTURING	+1.3 kg CO <sub>2</sub> e
USE	+0.1 kg CO <sub>2</sub> e
END OF LIFE	+0.2 kg CO <sub>2</sub> e
TOTAL	+6.3 kg CO <sub>2</sub> e



TINO™ HIDERS	
MATERIALS	+0.5 kg CO <sub>2</sub> e
MANUFACTURING	+0.9 kg CO <sub>2</sub> e
USE	+0.4 kg CO <sub>2</sub> e
END OF LIFE	+0.6 kg CO <sub>2</sub> e
TOTAL	+2.4 kg CO <sub>2</sub> e



TINO™ QUARTERS	
MATERIALS	+0.4 kg CO <sub>2</sub> e
MANUFACTURING	+0.4 kg CO <sub>2</sub> e
USE	+0.4 kg CO <sub>2</sub> e
END OF LIFE	+0.7 kg CO <sub>2</sub> e
TOTAL	+1.9 kg CO <sub>2</sub> e



TINO™ TUBERS	
MATERIALS	+1.2 kg CO <sub>2</sub> e
MANUFACTURING	+0.4 kg CO <sub>2</sub> e
USE	+0.8 kg CO <sub>2</sub> e
END OF LIFE	+0.2 kg CO <sub>2</sub> e
TOTAL	+2.6 kg CO <sub>2</sub> e



## TREE DASHER

MATERIALS +4.2 kg CO<sub>2</sub>e

MANUFACTURING +4.4 kg CO<sub>2</sub>e

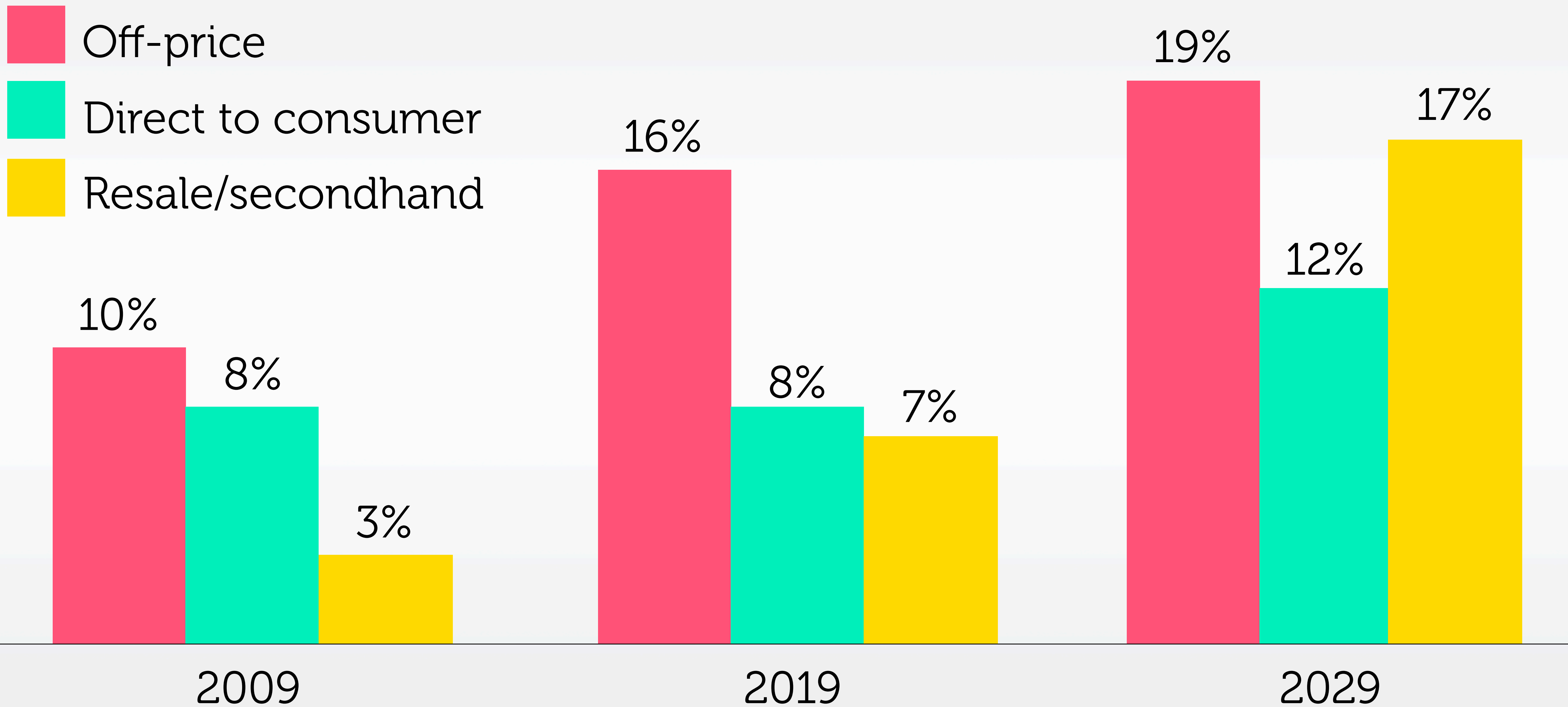
USE +0.1 kg CO<sub>2</sub>e

END OF LIFE +0.3 kg CO<sub>2</sub>e


**TOTAL +9.0 kg CO<sub>2</sub>e**



# Biggest growth categories in fashion, by US market share







**35%** would like courier collection from home, as standard, post-pandemic



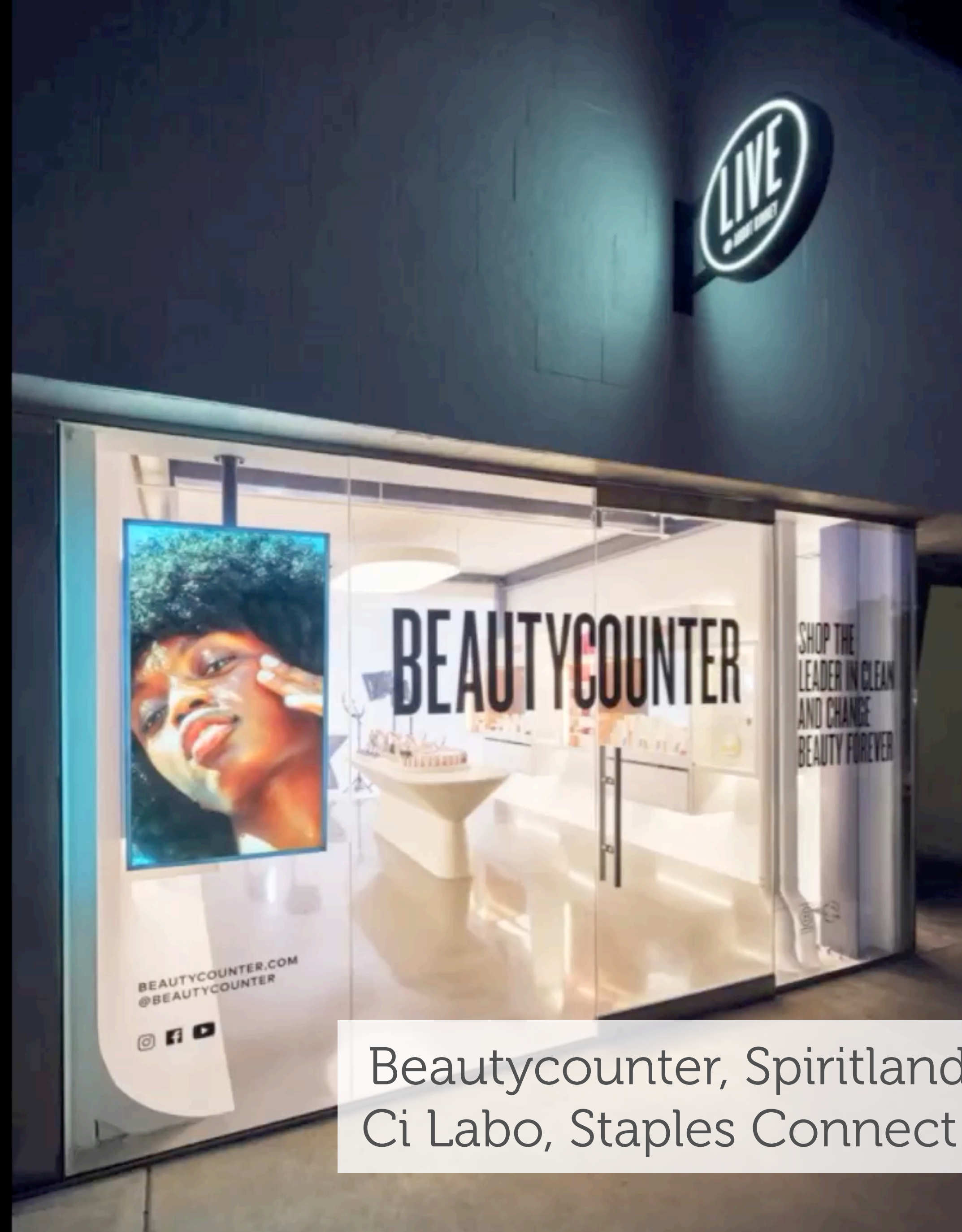


Happy Returns



**FLEXIBILITY +  
RESILIENCE**





Beautycounter, Spiritland, Glass House, Microsoft, Dr  
Ci Labo, Staples Connect – LA, London, US, Shanghai

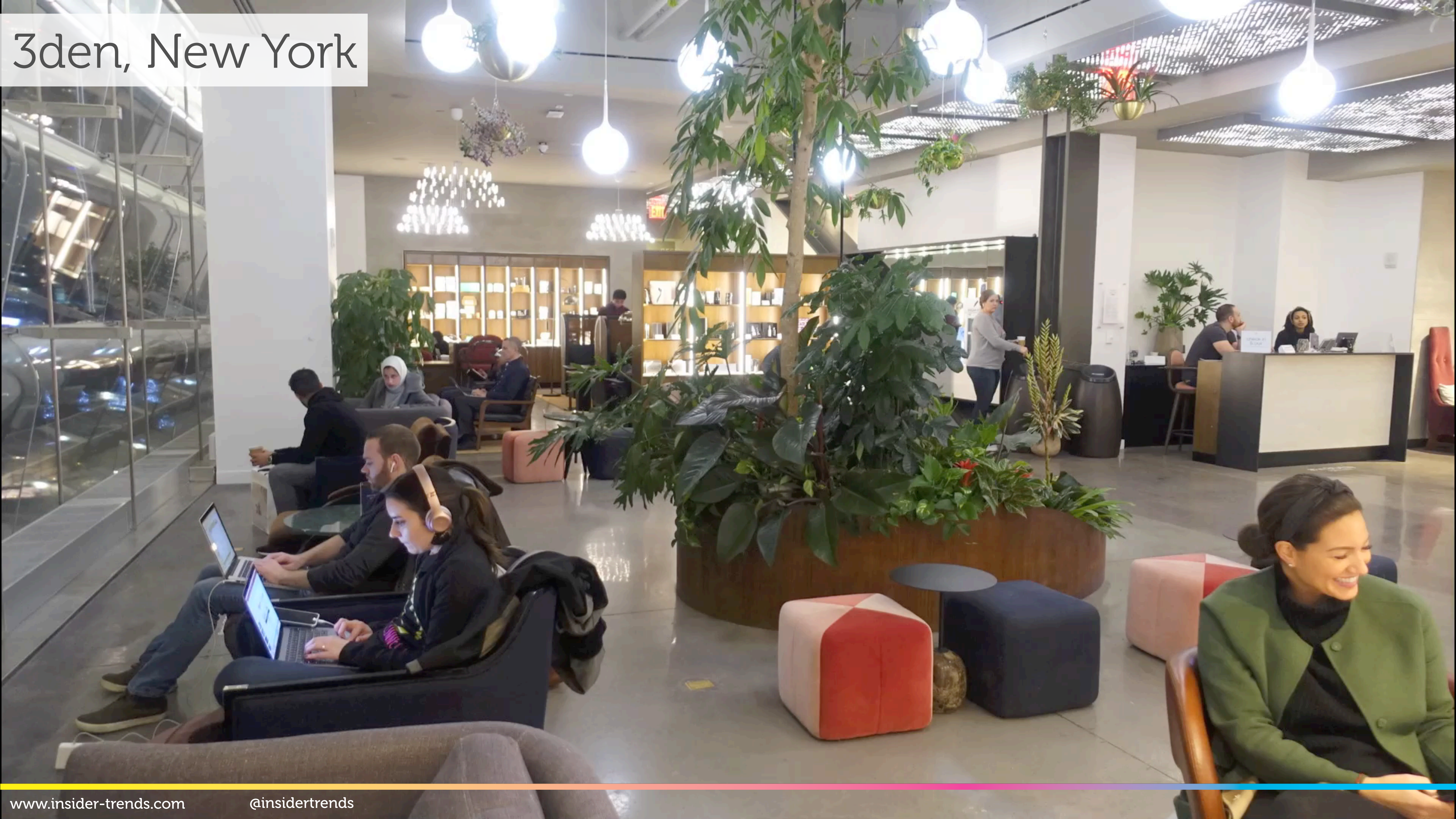




Off-White Miami / JNBY, Xiamen, China / Silver Room, Chicago



# 3den, New York





# Survey of 16,000 websites, 2016-17

42%

**Online advertising spend**

11%

**Visits increase**







**IN SUMMARY**



LIVE TOTAL BODY FITNESS HAS A NEW HOME.



# INSIDER TRENDS

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Research / Retail Safaris / Innovation Programmes / Consultancy / Execution

