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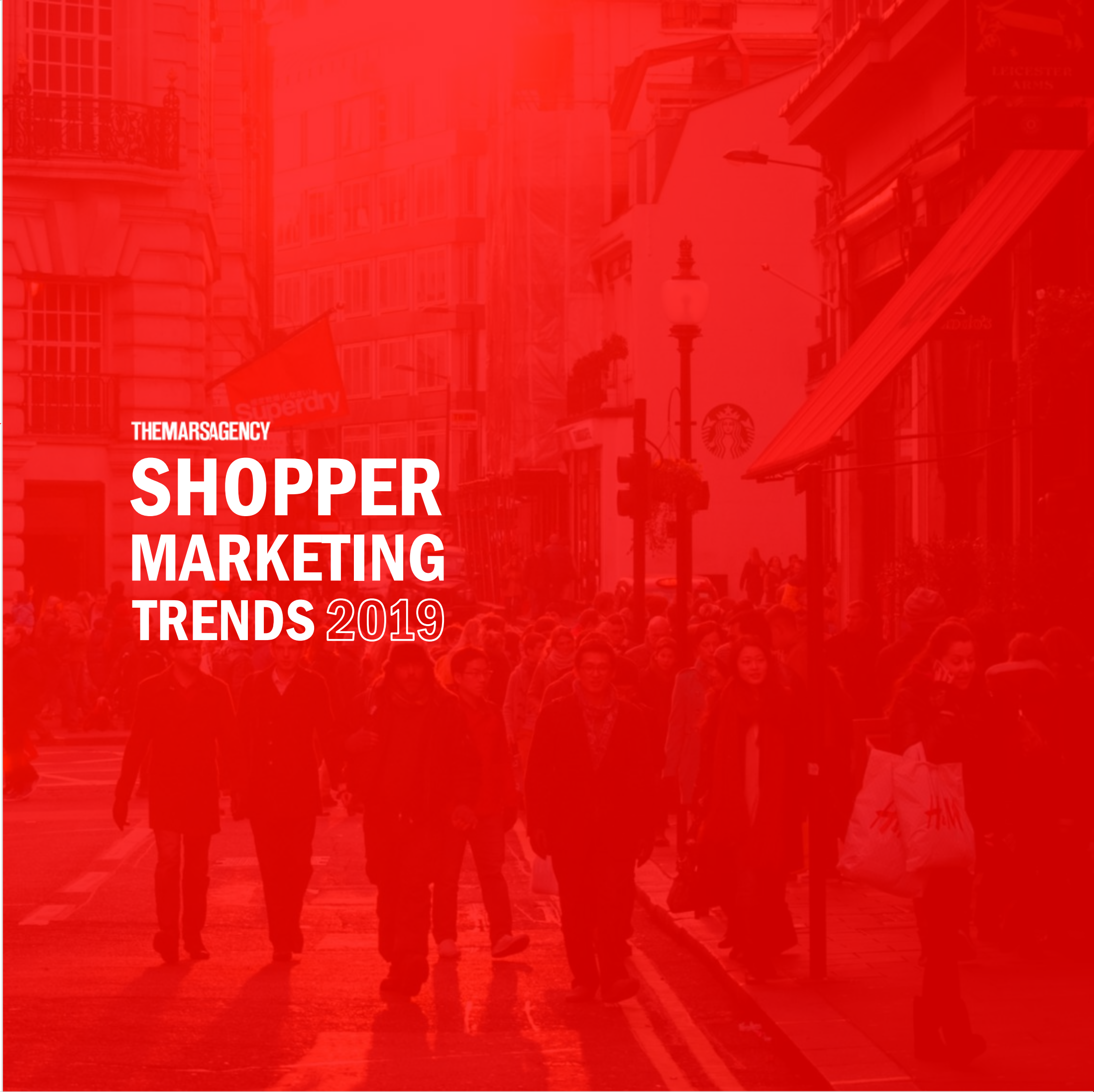
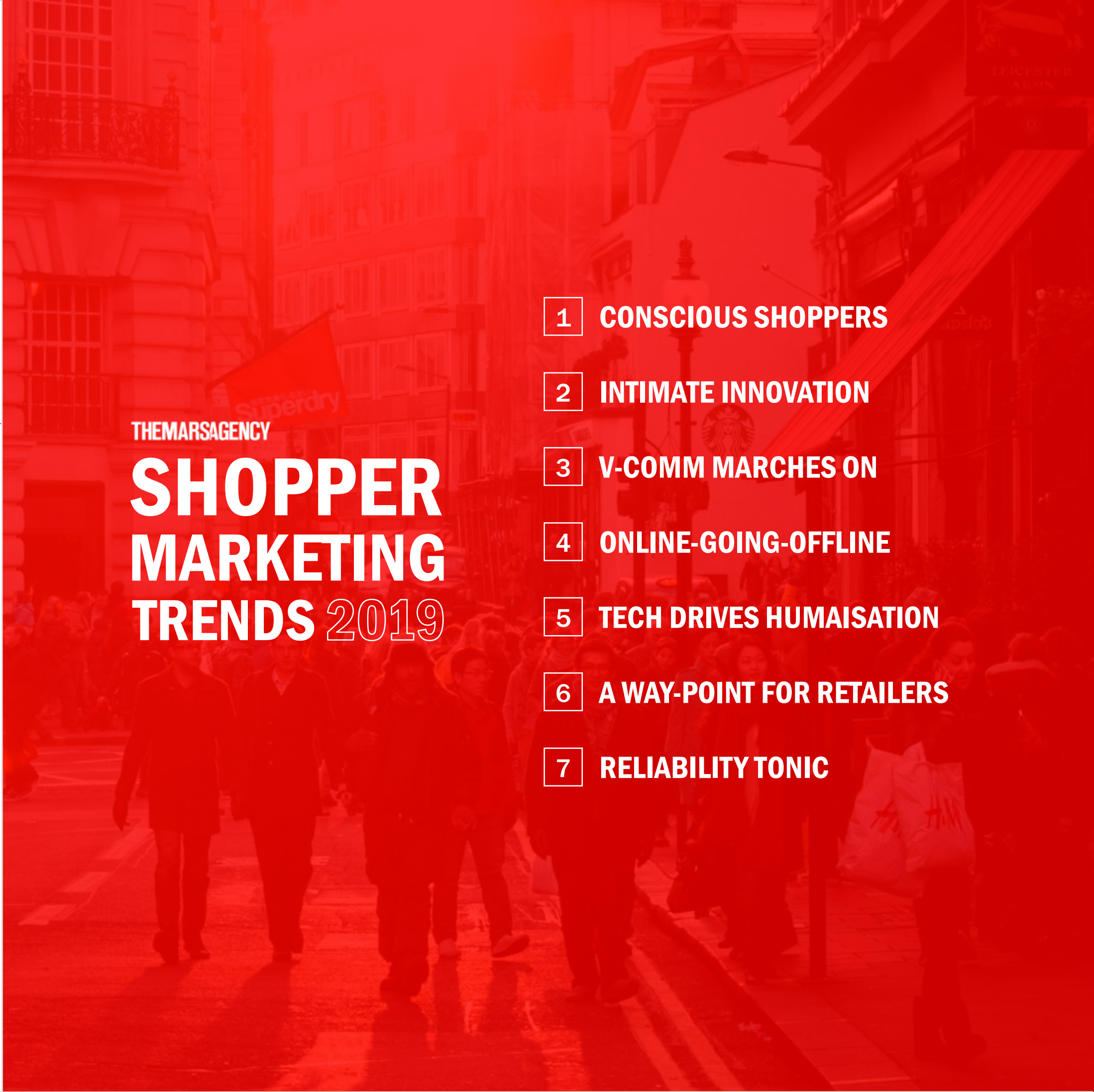
SHOPPER MARKETING TRENDS 2019





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SHOPPER MARKETING TRENDS 2019

1 CONSCIOUS SHOPPERS

The momentum for shoppers actively making purchase choices that have optimal credentials across health, ethical and environmental factors will continue to gather energetic pace in 2019.

Benefactors of this buying behavior consciousness will be brand owners, retailers and service providers that can meet shoppers' expected trust levels leading to disproportionate loyalty, subject to the assured continuation of product and experience authentication.

Likewise, sources of influence along the shopper journey will be more scrutinised than ever as shrewder, experienced shoppers test the legitimacy of reviews and recommendations with quality and volume of advocacy becoming as important as the score itself to help a shape realistic view.

2

INTIMATE INNOVATION

After the purposed focus and revitalised popularity of own-label across FMCG retail sectors on the back of widespread category SKU consolidation, brand owners will need to return to innovation to drive significant movement in category prominence and retail customer relationships.

The challenge with true invention strategy in unprecedented times of uncertainty is justifying innovation investment that can promise short term ROI.

The potential exists in 2019 for bespoke 'intimate innovation' that drives highly collaborative, single-customer innovation, providing a truly unique product offering or shopper experience. Placing the right bets will be crucial as there is a wider pool of smaller scale brands able to get in on the game.

3 V-COMM MARCHES ON

As the appetite for domestic smart speakers continues to sharply rise, the experimentation and growing adoption of voice commerce will become a quickening reality across a variety of sectors including grocery, quick service food, beauty, health and technology during 2019.

The use of voice platform activation will too become more commonplace within physical retail as brands utilise the technology for exciting differentiation at shelf.

Brands and retailers need to ensure marketing spend is allocated to develop the range of voice skills and ready themselves for the specific and potentially more ruthless dynamics of voice search and interaction versus the conventions of the online visual experience.

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4 ONLINE-GOING-OFFLINE

With many pure play digital space retailers facing maturity in their operating lifecycles, more will seek to create a real-life presence in front of shoppers to enhance their brand personas in 2019.

This is being further motivated by the need to competitively differentiate beyond the efficiency traits easily adopted by the internet retailing genre, which has created its own common set of challenging dynamics including the realities of delivery and aftersales contentment levels across increasing swathes of online shoppers.

In line with their start-up mentality and agile operating behaviours, online operators will actively find niche moments and places to bring their brands to life.

5 TECH DRIVES HUMANISATION

There will be an expanding integration of point of sale technologies in both physical and digital space selling environments, delivered through more efficient interactive hardware and intelligent software platform automation.

The driving force behind this is not to create state-of-the-art facades to prove contemporary capability, but to deliver better human experiences in areas where technology, to date, has often added a layer of complexity or irrelevance from a shopper's perspective.

Brands and retailers integrating next-gen tech and AI platforms that prioritise the further ease and enjoyment of shoppers' experiences, will continue to gain endorsed and repeat traffic.

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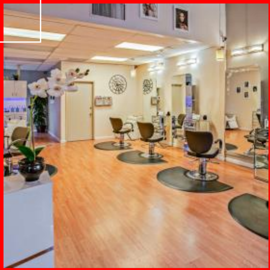
6 A WAY-POINT FOR RETAILERS

The last 12 months has been another turbulent year for retailers as they strive to balance the books between the increasingly complex and margin-light eCommerce environment and structuring their bricks and mortar stores for survival.

Whilst there's continual evidence of further negative consolidation of physical stores, ultimately driven by whole-market purchase capacity, the long term solution for High Street retail is far from baked.

Larger square foot retailers will be forced to embrace a *WeWork* style approach, offering shorter term space to a broadening range of businesses including beauty, tech, education and local trades to help share the rent, which in turn could spawn an unexpected new wave of one-stop service-centric commerce communities.



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7 RELIABILITY TONIC

2019 is moving through a melting pot of macroeconomic unchartered territory that includes global trade tariff fall-outs and heavy sociopolitical indifference.

The implications for local shoppers in markets across the world are spell-binding and drive an incapacity to understand how to actively respond. In times of uncertainty, shoppers undoubtedly return to shopping behaviours that they trust will place the least impact on themselves and their families.

Whilst this typically prompts a more cautious approach to spending, brands and retailers that master reliable fulfillment against product purpose, quality and experience will continue to be selected.

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