ADDLESHAW GODDARD

RETAIL WEEK LIVE

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Addleshaw Goddard attended Retail Week Live. Here's what we heard …

Changing shopping habits

Non-food

2005

2015

2025

9% delivery, **no** click and collect

Shop sales decline as delivery and click and collect increase

30% delivery, **10%** click and collect

"**86%** of consumers **start** their **shopping journey** on **one channel** and **end on another**" vouchercodes.co.uk
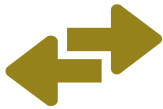
Food

5% of sales currently online. **57%** of consumers prefer bricks & mortar **37%** would switch to online

Fulfilment is a challenge for digital strategies

Investment in transport links is needed to support growth in the economy and the retail sector - **£100bn** investment in **infrastructure**

Supply chain

Retailers are **taking responsibility** for the **whole supply chain**. "We are increasingly looking further down the line, even to helping our customers with food waste", Sainsbury's

It is all about the consumer . . .

Personalisation using **data** works, **60%** of organisation **use it**, Experian

Easy is the new **loyalty**, Dominos

Loyalty isn't just about offers, **recognition** is valued by consumers too, Hotel Chocolat

Technology should be used to **meet a consumer need**, it shouldn't drive the change, Sainsbury's

Data **insights** should drive **innovation** and **decision making**, Alison Lancaster / Dominos

Trends

Health	Convenience	Experience	Value
94% of customers making health conscious purchases	**Time** – Starbucks offer mobile order and pay	**Brand differentiation is key**	**Value is perceptive**
Sugar tax - Industry needs to work together to offer consumers a healthy choice, Coca-cola	**Location** – "Little, often, Co-op"	Stores are making a come back and can help achieve the brand experience	For Co-op value doesn't mean cheap For Poundland it is about great products and new lines each week

To find out more about how our retail and consumer legal expertise can add value to your business, visit our website: www.addleshawgoddard.com/retailandconsumer or follow us on Twitter: @AG_RandC