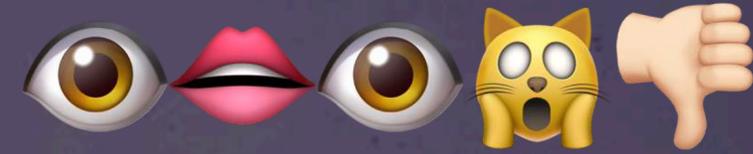


# RETAIL TRENDS 2022: INNOVATIVE CONCEPTS, ALTERNATIVE COMMERCE AND THE **METAVVERSE...**

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**OK boomer, we don't care  
about your 'omni-channel'**



# Omni-channel is their dad's world

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GenZ are 36.7%  
of the world's  
population  
(2.6bn)



Born after 1995,  
no adult  
memory of a  
world pre 2008  
recession



Live and  
breathe omni-  
channel since  
birth  
*(the 1st iPhone was  
released when they  
were 12 or younger)*



Global  
spending power  
> millennials  
and boomers  
by 2030

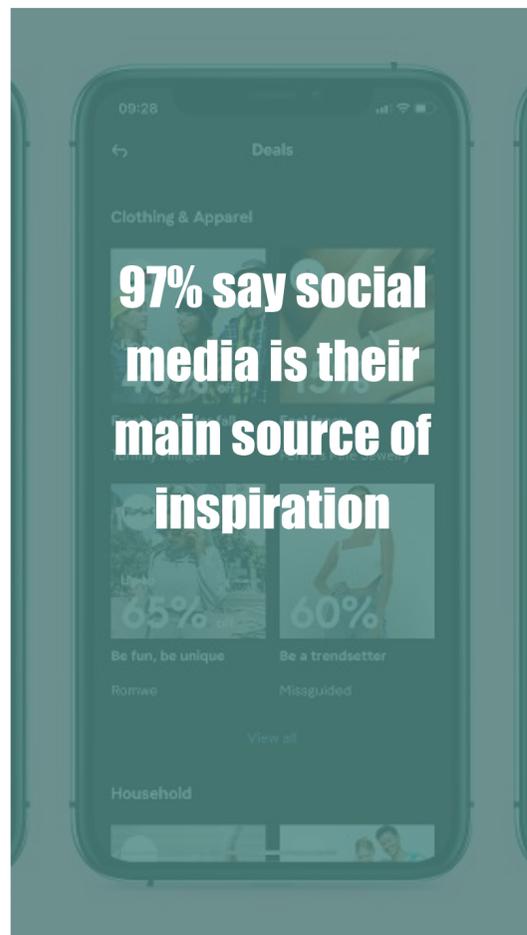
*\*The average age of the Fortune 500 CEO is 58*

**By 2030, Gen Zs + Alphas  
will be 50% of the  
world's population**



# Whilst you were busy integrating your omni-channel...

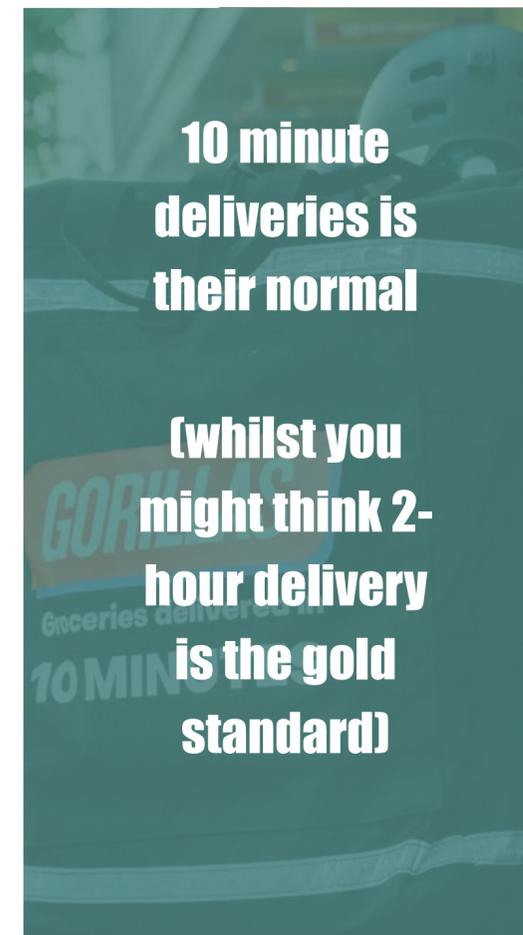
They've been app-first since the beginning



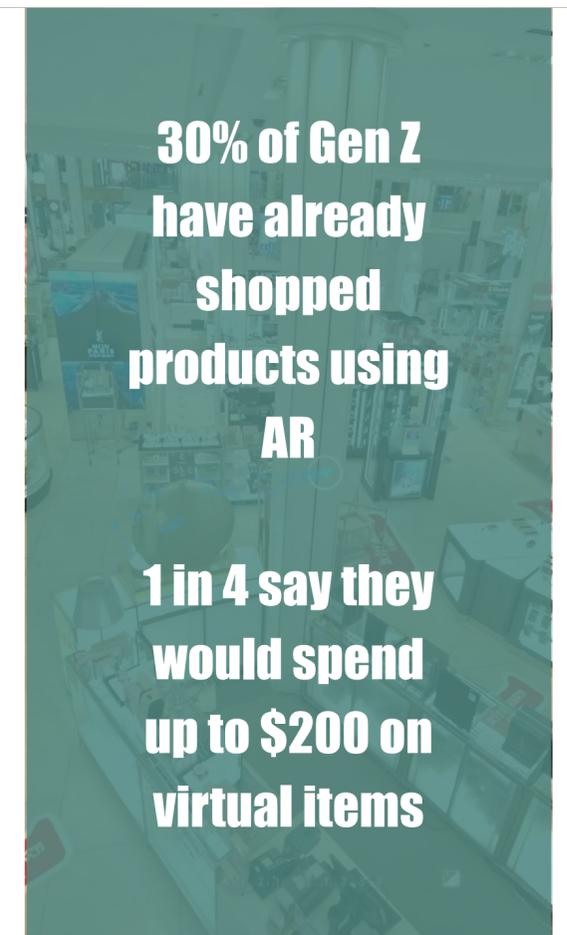
They spend Iceland's GDP on TikTok every year



They grew up with instant gratification



They've embraced AR and VR



# For the past decade, we've been thinking in binary terms

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# Whilst they've embraced non-linear ways to shop

## The rise of omni-fulfilment



- > stores as local fulfilment centres
- > endless aisle
- > automated retail / just walk out
- > dark stores
- > cloud kitchens
- ...



## The rise of non-traditional online paths-to-purchase



- > shop with smart assistants
- > shop on pinterest/tiktok
- > community / group shopping
- > live-streaming sales
- > predictive shopping apps
- > re-commerce (2nd hand, loans, rentals...)
- ...

**...and a third revolution is already here**

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**\*Metaverse-commerce**

# The big picture...

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*01.* **Think of the physical store as the support system for omni-fulfilment**

*02.* **Embrace the rise of non-traditional digital channels and social commerce**

*03.* **Meta-commerce could be your best marketing and sales opportunity ever**

# 1. PHYSICAL RETAIL'S FULFILMENT REVOLUTION

Stores becoming the support system for omni-fulfilment

# URBX MARKET

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*META-VENDING AS  
THE ULTIMATE  
LAST-MILE SOLUTION*

Urbx Market is an automated grocery solution for the smart city of the future

*United States*





# Local live inventory transparency drives 'clicks to bricks'

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**20%**

of US shoppers would '*go out of their way to visit a store*' that offers instant access to stock information e.g. to check availability before visiting, or while shopping in-store

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Source: Snapchat (2021)

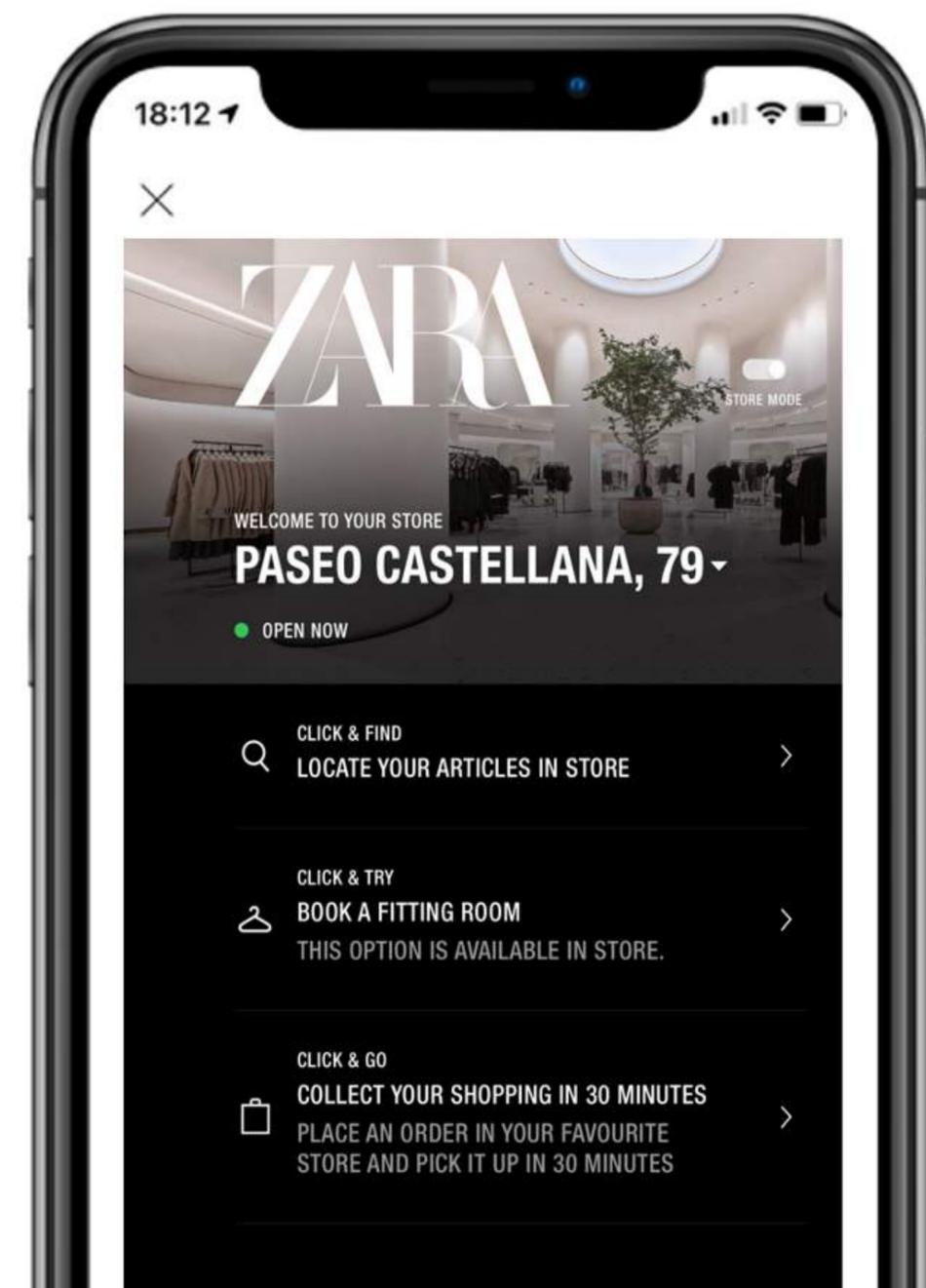
# ZARA STORE MODE

*STORE AS AN EXTENSION OF THE SMARTPHONE*

The app matches the stock on Zara's m-commerce site to the live inventory of its nearest store, allowing for 30 minute click and collect – effectively turning the store into a dressing room for its online sales.

*Europe*

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# SITU LIVE

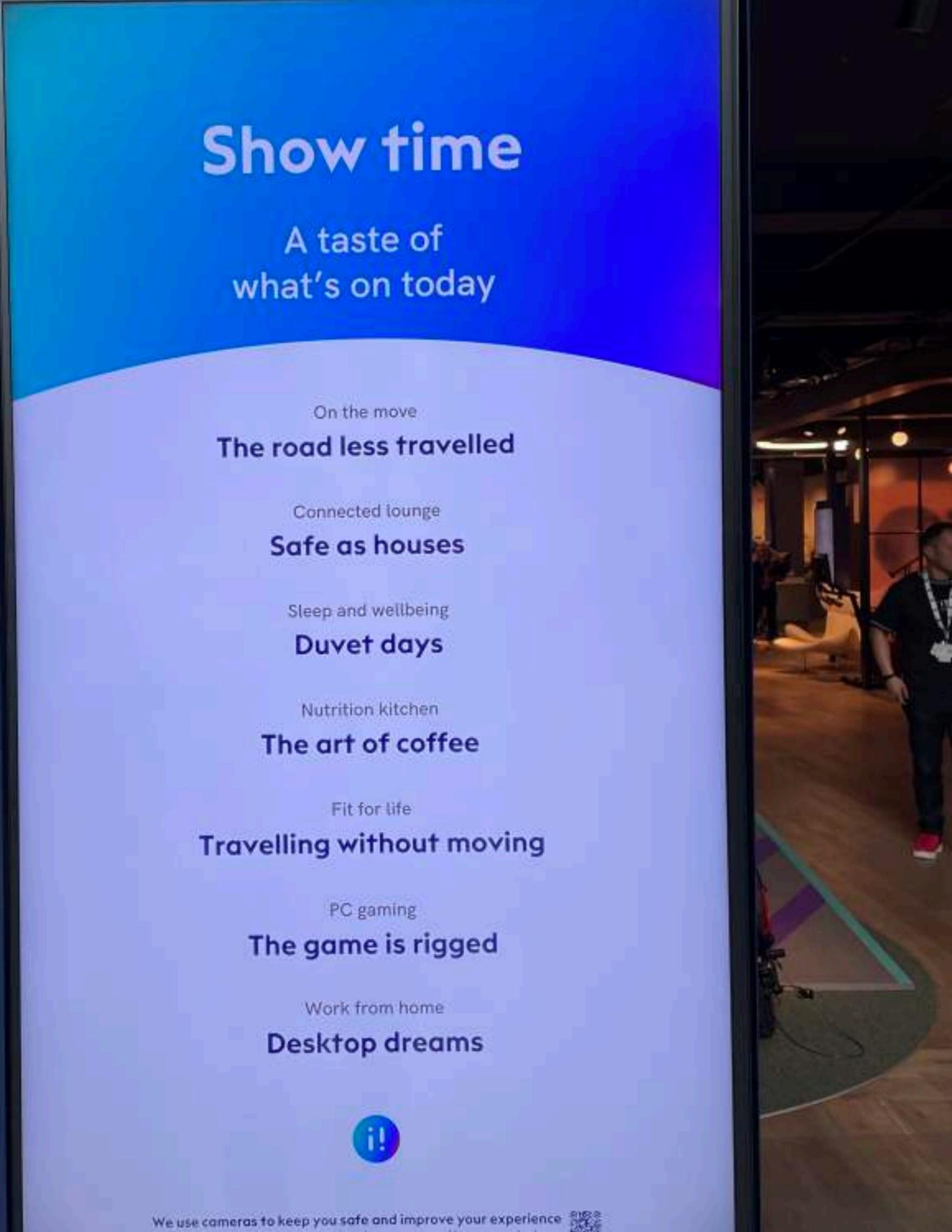
## *'NO BUY' LIFESTYLE COACHING SPACES*

Nothing is available to buy at the experiential Situ Live showroom, which is staffed by independent 'lifestyle coaches' empowering you to build your dream connected home.

*United Kingdom*







# 2. E-COMMERCE IS OLD-COMMERCE. **ALT-COMMERCE** IS THE FUTURE

The rise of non-traditional channels and social commerce

# THE RISE OF NON-TRADITIONAL ONLINE PATHS-TO-PURCHASE

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31%

of consumers prefer to **shop online via 'non-traditional methods'** rather than use 'boring' websites.

Source: Brightpearl's 'Tis the season (to be scalable) report, October 2021

# BUYING AT THE POINT OF DISCOVERY

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## SHOP DIRECTLY FROM SOCIAL MEDIA

**62%**

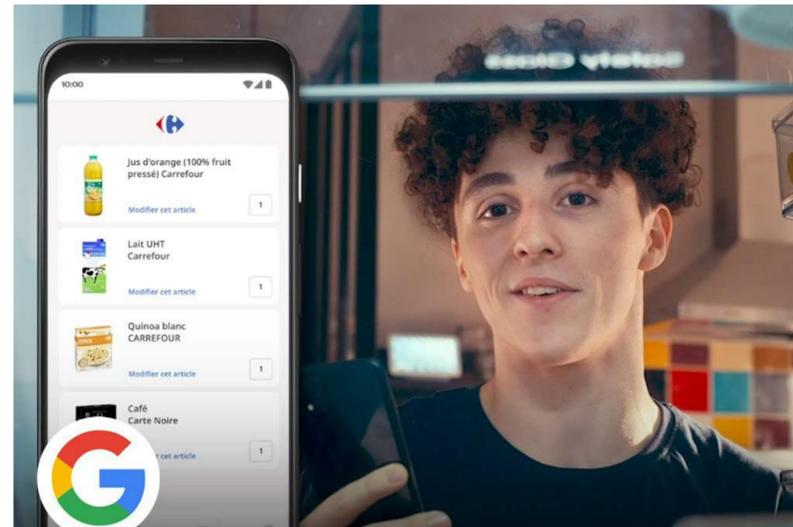
of 13 to 39-year-old consumers are interested in purchasing items directly from their social media feeds. (The Influencer Marketing Factory's Social Commerce Report 2021)



## SHOP THROUGH VOICE ASSISTANTS

**1bn**

1 billion households globally are active users of Google voice assistant (200 million for Alexa).



## PREDICTIVE SHOPPING AND AUTO-REPLENISHMENT

**75bn**

By 2025 the IoT trends suggest the number of connected devices worldwide will rise to 75bn



# TIKTOK KITCHEN

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TikTok is launching dark kitchens across the US in partnership with Virtual Dining Concepts and Grubhub for deliveries.

They will serve dishes trending on the platform, with quarterly menu updates.

*United States*



# NEW WAYS TO SHOP SOCIALLY

## LIVE-STREAMING SALES

**£2.5bn**

social commerce will reach £5.66bn in the UK by 2023, of which £2.5bn will be from Live Shopping (mediated, 2021)



## COMMUNITY AND GROUP SHOPPING

**\$114bn**

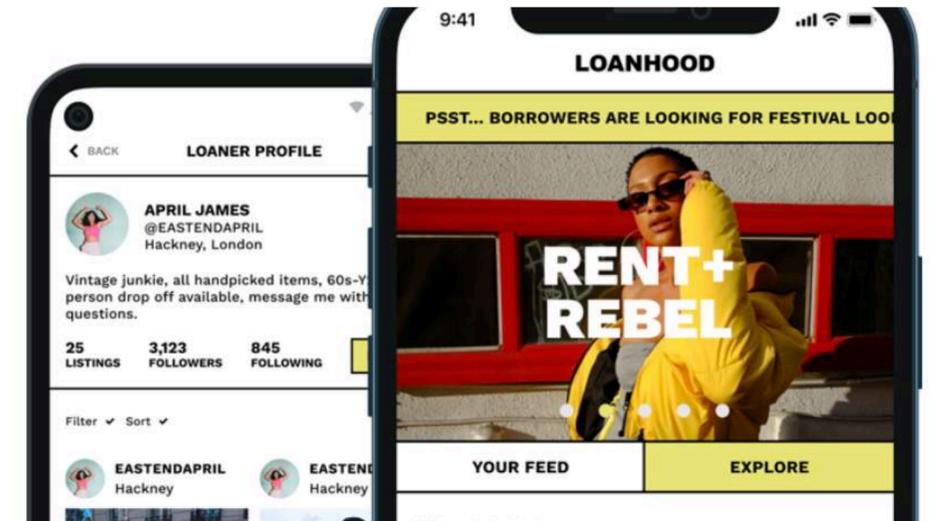
Market value of Pinduoduo, the most successful group buying app that recently moved into groceries with a direct 'from farm to table' service.



## ALT-SHOPPING (SECOND HAND, RENTALS, SWAPPING...)

**43%**

43% of UK millennials have sold something through a resale platform (iResearch, 2021)



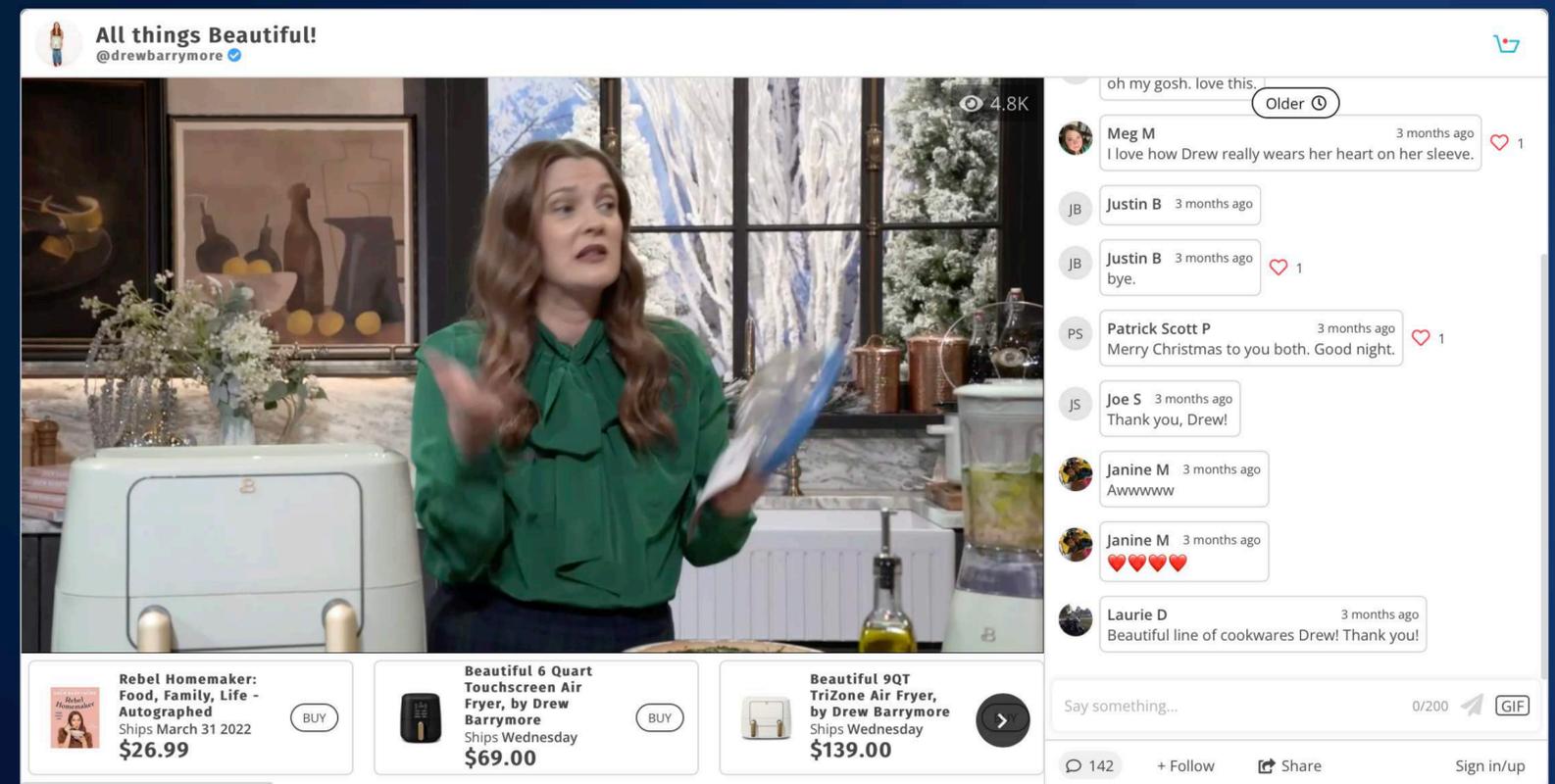
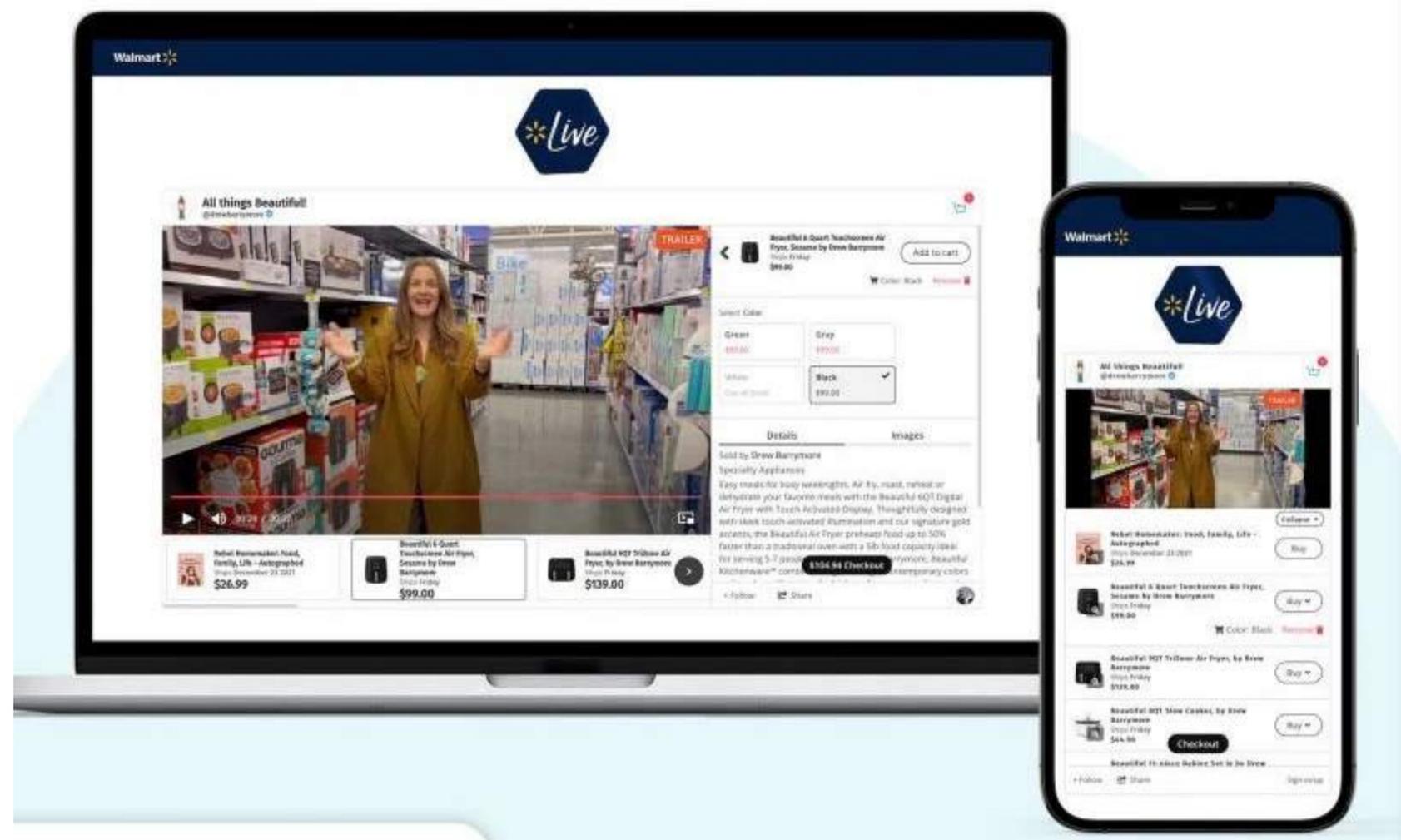
# WALMART

Walmart teamed up with Talkshoplive to live-stream shopping events featuring Oprah Winfrey, Drew Barrymore, Dolly Parton and others. Shows are streamed from studios or directly from stores.

*The events generated 3 to 9x more sales than other online channels with a 45% organic cart-to-purchase ratio.*

*Xmas 2021 US*

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# 3. THE METAVERSE: THE THIRD PILLAR OF OMNI-CHANNEL RETAIL?

Could meta-commerce be the best marketing and sales opportunity ever?

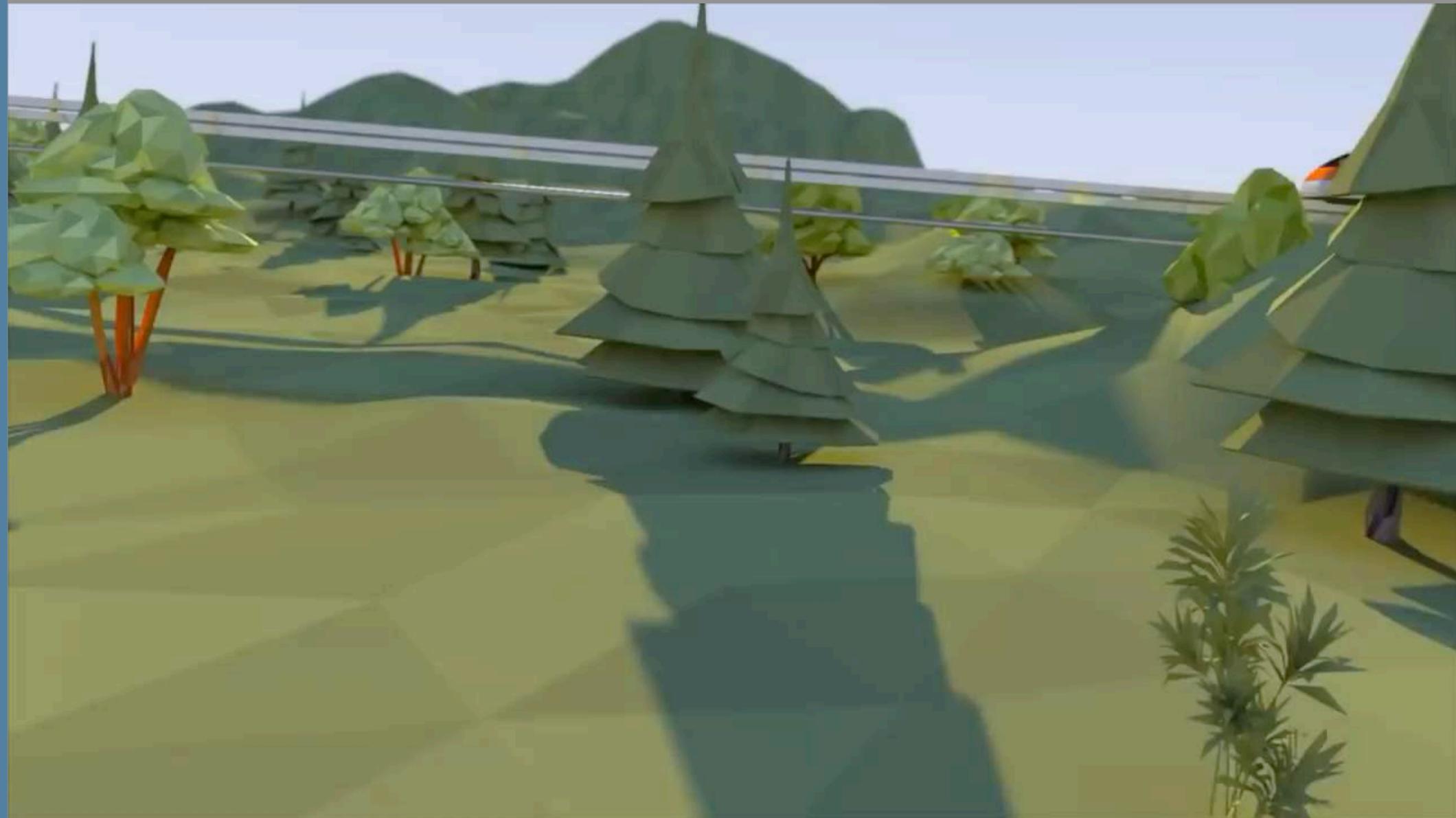


*“By 2026, 25% of people will spend at least an hour a day in the Metaverse for work, shopping, education, social and/or entertainment”*

## **“Metaverse”:**

*Persistent, shared virtual worlds where land, buildings, avatars and even names can be bought and sold, often using **NFTs** and **blockchain technology**.*

*Includes avatar-based virtual worlds like **Decentraland**, games like **Fortnite**, and ‘enterprise’ metaverse like Meta’s **Horizon Workrooms**. Can be viewed in 2D or experienced through VR*



# Overview of the metaverse landscape

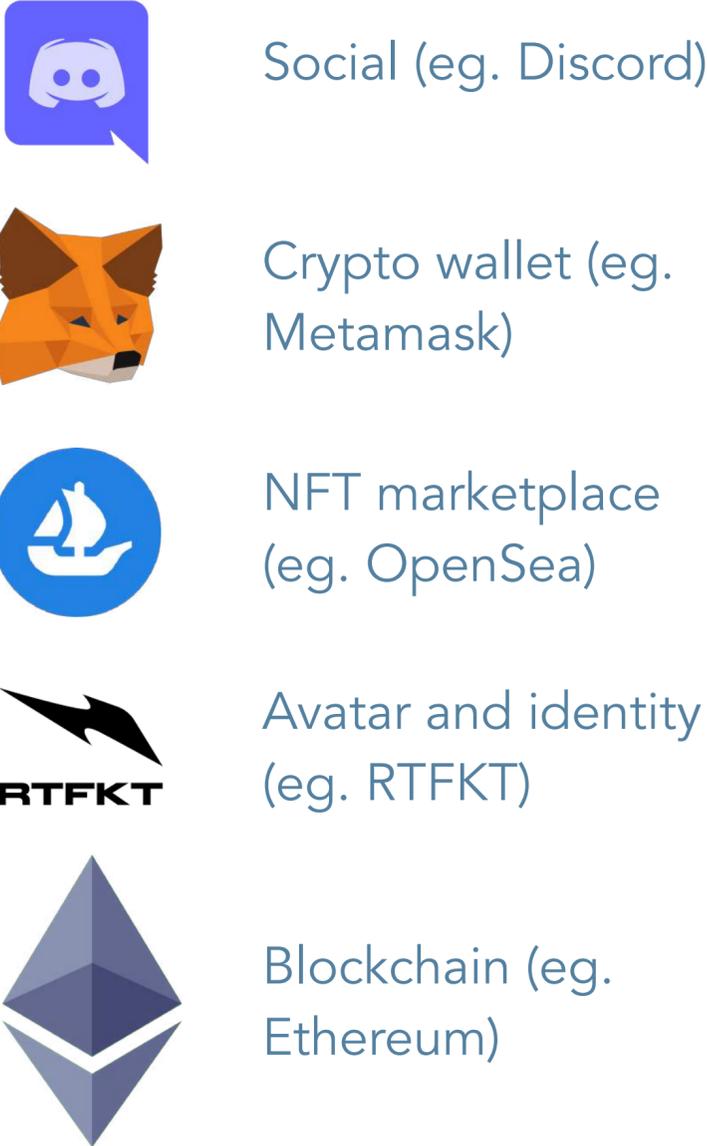
## Crypto virtual worlds



## Games



## Supporting apps



## Enterprise metaverse



## Fashion

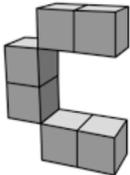


# How many users are we talking about?

*Crypto virtual worlds*



SOMNIUM SPACE



CRYPTOVOXELS

est. 2000  
users



Decentraland

24k users

*Games*



350 million  
players



164 million  
players



LEAGUE OF LEGENDS



Animal Crossing



MINECRAFT



THE SANDBOX

12 million  
players

*Fashion*



AOC

100k users

*Entreprise metaverse*



Spatial



Microsoft Mesh



horizon  
Workrooms

*Supporting apps*



# ADA

## LUXURY META-MARKETPLACE

Part of tech group Unmatereality, ADA is a metaverse fashion marketplace for avatars. Users get their own virtual showrooms and can try on virtual outfits then buy the real-life version.

*South Korea*



*“Young millennials and GenZers are now spending more money buying virtual goods and NFTs, than they are buying real clothes in e-commerce.”*



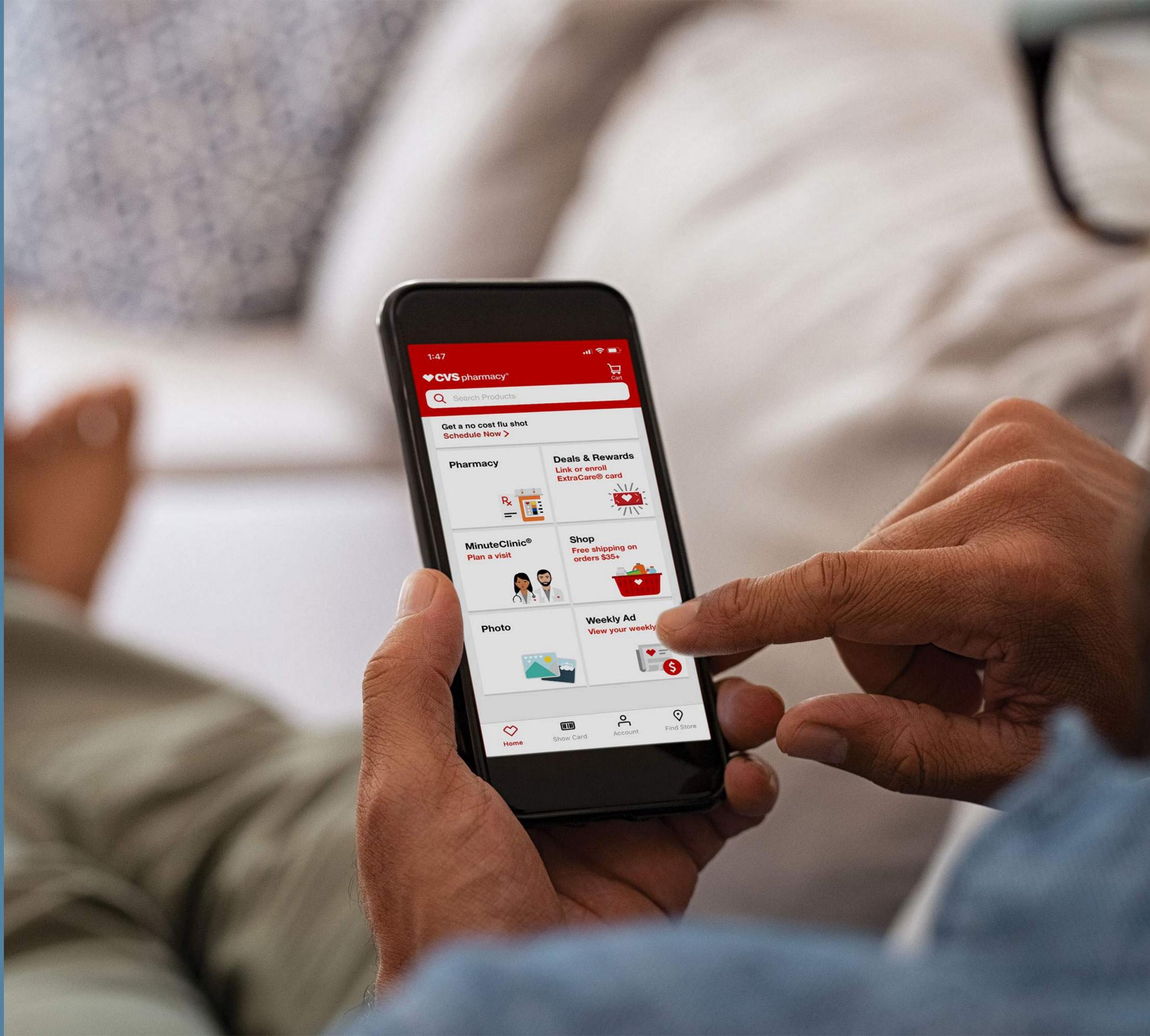
**Andrew Ku**  
CEO and Founder of  
fashion and luxury virtual  
world ADA, part of  
UNMATEREALITY.

# CVS METAVERSE

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CVS files trademarks and makes plans for a pharmacy and health care services in the metaverse

US



# D&G NFTS

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## *NFT COLLECTIBLES*

Dolce & Gabbana has auctioned its first digital collection of NFTs; five pieces that have both a physical and digital form, and four that were purely digital, for \$5.7 million.

*China*



# NIKELAND

## *VIRTUAL STORE ON THE METAVERSE*

Integration of real world movement tracked by accelerometer into a virtual world in Roblox. Includes a store where avatars can try on classic shoes. A Snapchat lens transforms Nike's store into an AR version of NIKELAND, blending the physical and digital experience.

*Global*





# NIKE x ROBLOX

Nike introduces elements of the metaverse into physical retail, using Snapchat lens AR.



*New York, US*

# The Fabricant Studio

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*CO-CREATE, TRADE AND WEAR  
DIGITAL FASHION*

Digital fashion atelier where fashion brands and designers drop master garments onto the platform for users to adapt into unique, sellable items.

“Together we will build the largest and most exquisite wardrobe of the metaverse.”

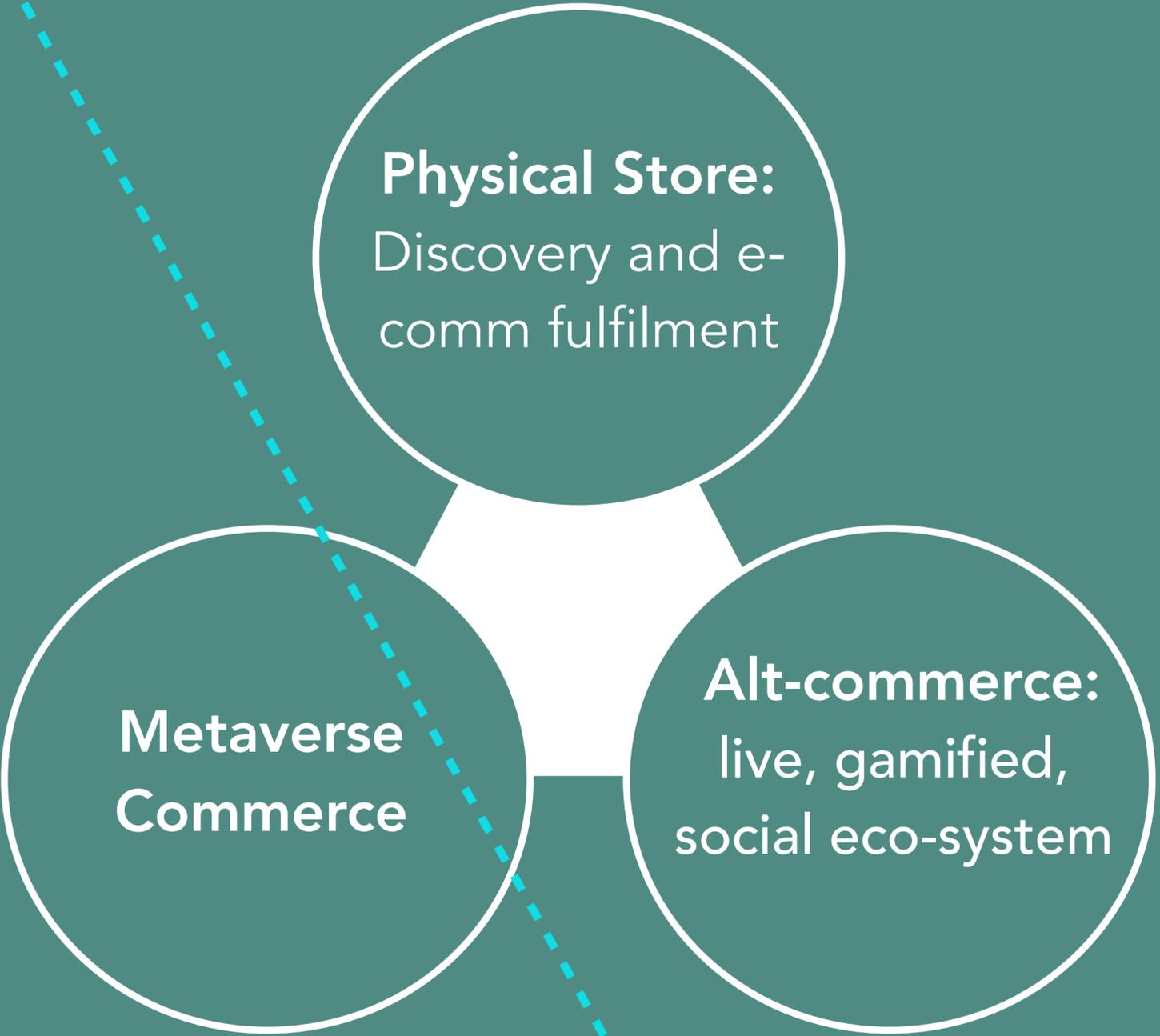
*The Netherlands*





# Retail's next paradigm shift:

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On the (block) chain

Off the (block) chain

# THANK YOU

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