

Convenience/ Pharmacy

Trend Report for Little Diversified Architectural Consulting

05.11.20



Grocery Pop-Up

Dark Stores

Remote Rewards

Nootropic Bar

Live E-Commerce

LITTLE

OVERSEEN ARCHITECTURAL CONSULTING

Prepared for:

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Prepared by:

Mary & Courtney

Delivered on: 11/5/20

Briefing: An urgent deep dive into the intersection of convenience and pharmacy, with a particular focus on snacking rituals.

Top Insights



Grocery Pop-Up *Pop-up grocery stores are offering people convenience and specialty items*

Trend - Pop-up grocers are more common as people seek out experimental or specialty food items, and as people's need for convenient grocery options expands. These stores are in a variety of settings, including everything from hospitals to communities. Insight - Now that people are traveling less and trying to remain at home as much as possible, even amidst lifted restrictions, people are prioritizing convenience shopping rather than taking their time. Thus, the prioritization of shopping either online or within one's immediate community is on the rise.



Dark Stores *Retail shops are emphasizing micro-fulfillment solutions amid COVID-19*

Trend - "Dark stores" are miniature warehouse-adjacent spaces, whose sole purpose is to pack online orders for pick-up or delivery. Many retailers are turning their brick-and-mortar locations into micro-fulfillment hubs, in order to satisfy demand during COVID-19. As a result, customers are not allowed inside. Insight - During the COVID-19 pandemic, consumers have increasingly turned to e-commerce as a means to get products they need or want. The increase in online spending can be attributed to the fact that the experience offers them a convenient and safer alternative than going in-store. Often plagued by impatience—from dealing with an online interface to getting the product fast or in time for an occasion—individuals are emphasizing the need for efficiency in this space that allows for a seamless experience. [continued online]



Nootropic Bar *Snack bars are adapted with brain-boosting ingredients*

Trend - With brain-boosting supplements and benefits still popular, nootropics are now being incorporated into snack bars. These items aim to boost people's cognitive function and overall health in a convenient format. Insight - When it's stripped to its fundamentals, "wellness" to consumers means achieving a good balance between mental and physical health. The many ways it's sought out are where consumers' differ, with some using traditional methods, some being more experimental, and others being more convenience-minded. Those looking for the simplest means to achieve wellness find themselves seeking out products that prioritize mental and physical health in one go.



Remote Rewards *Brands are re-creating in-office perks for remote employees amid COVID-19*

Trend - As employees are required to work-from-home amid the "new normal" of COVID-19, the concept of office perks has diminished. In an effort to re-create some of the in-office benefits for employees, brands are offering meal delivery vouchers, work-from-home snack boxes, and virtual stipend cards, among other benefits. Insight - Remote work offers employees many benefits, from reduced commute times to flexible schedules. However, many workers miss the advantages that going to a physical office offers. Without any distinctions offered by employers—such as volunteer opportunities, company cars, or catered lunches—employees may turn to employers that are able to offer them rewards for their efforts. To help retain and reward employees while building a sense of corporate culture, businesses are providing [continued online]

Getting the Most out of Your Custom Report

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Grocery Pop-Up

Pop-up grocery stores are offering people convenience and specialty items

Trend - Pop-up grocers are more common as people seek out experimental or specialty food items, and as people's need for convenient grocery options expands. These stores are in a variety of settings, including everything from hospitals to communities.

Insight - Now that people are traveling less and trying to remain at home as much as possible, even amidst lifted restrictions, people are prioritizing convenience shopping rather than taking their time. Thus, the prioritization of shopping either online or within one's immediate community is on the rise.



Pop-Up Grocery Shops

Pop Up Grocer Shares Specialty Products from Innovative Brands



Millennial-Friendly Pop-Up Grocery Stores

Pop Up Grocer Will Launch a Brooklyn Location in October



Distancing Grocery Pop-Ups

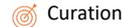
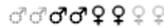
Pop Up Grocer Introduced Private Appointments for Solo Shopping



Hospital Convenience Pop-Ups

7-Eleven and Children's Health's Store Supports Healthcare Workers

8.7
Score



4 Featured, 35 Examples

75,608 Total Clicks

URL: [Hunt.to/437116](https://hunt.to/437116)

★ Advisor Pick

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Dark Stores

Retail shops are emphasizing micro-fulfillment solutions amid COVID-19

Trend - "Dark stores" are miniature warehouse-adjacent spaces, whose sole purpose is to pack online orders for pick-up or delivery. Many retailers are turning their brick-and-mortar locations into micro-fulfillment hubs, in order to satisfy demand during COVID-19. As a result, customers are not allowed inside.

Insight - During the COVID-19 pandemic, consumers have increasingly turned to e-commerce as a means to get products they need or want. The increase in online spending can be attributed to the fact that the experience offers them a convenient and safer alternative than going in-store. Often plagued by impatience—from dealing with an online interface to getting the product fast or in time for an occasion—individuals are emphasizing the need for efficiency in this space that allows for a seamless experience.



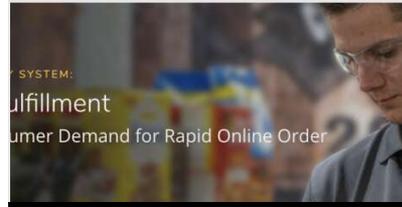
Online-Only Healthy Supermarkets

Whole Foods Market Opened a Delivery-Only Location in Brooklyn



Dark Grocery Stores

The Walmart Pickup Point is Only Meant to Fulfill Online Orders



Commercial Micro-Fulfillment Solutions

Dematic Helps Retailers in Addressing Consumer Demand



Dedicated Fulfillment Hubs

Bed, Bath & Beyond Introduces Regional Fulfillment Centers

7.0
Score



4 Featured, 35 Examples

21,270 Total Clicks

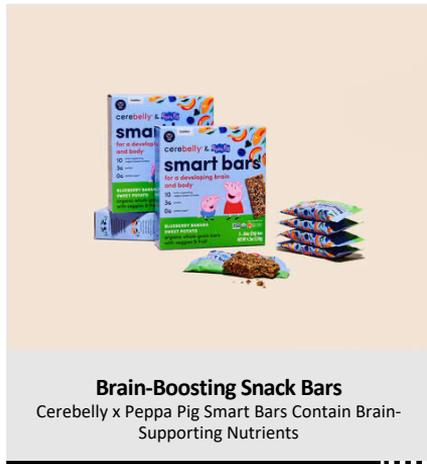
URL: [Hunt.to/436098](https://hunt.to/436098)

Nootropic Bar

Snack bars are adapted with brain-boosting ingredients

Trend - With brain-boosting supplements and benefits still popular, nootropics are now being incorporated into snack bars. These items aim to boost people's cognitive function and overall health in a convenient format.

Insight - When it's stripped to its fundamentals, "wellness" to consumers means achieving a good balance between mental and physical health. The many ways it's sought out are where consumers' differ, with some using traditional methods, some being more experimental, and others being more convenience-minded. Those looking for the simplest means to achieve wellness find themselves seeking out products that prioritize mental and physical health in one go.



7.6
Score



Hybridization

4 Featured, 36 Examples

20,248 Total Clicks

URL: Hunt.to/438975

★ Advisor Pick

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Live E-Commerce

Live shopping experiences allow consumers to view as their items are selected

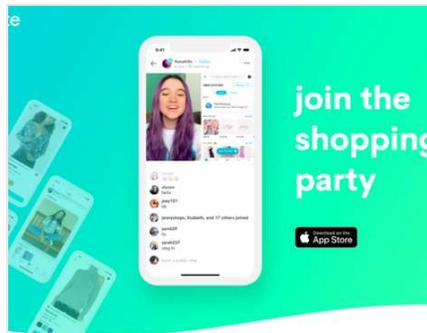
Trend - Live shopping apps and platforms offer a new way for consumers to engage with the e-commerce industry, allowing them to view their purchases as they're being made as an added form of interactivity.

Insight - Consumers are turning increasingly to e-commerce for the convenience those shopping experiences offer. However, the e-commerce industry isn't often able to replicate the more playful and interactive aspects of shopping that brick-and-mortar allows. Thus, consumers are increasingly turning to e-commerce brands that are able to merge the convenience of online shopping with the interactivity of in-person shopping.



Live Shopping Apps

Helpless Connects Consumers to Brick-and-Mortar Retail Staff



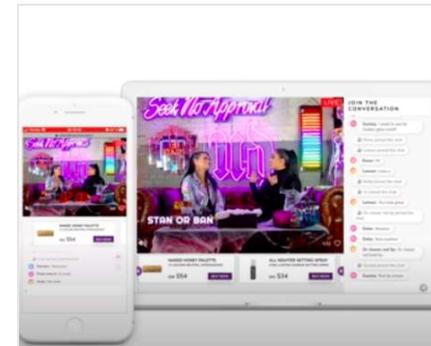
Shopping Party Apps

Dote's Live Shopping Platform Lets Influencers Host Events



Introducing LIVE SHOPPER

Live Shopper Lets Customers See Their Groceries Being Hand-Picked



Live Streamed Shopping

Livescale is an eCommerce Platform That Displays Live Streaming Videos

7.5
Score

Popularity



Activity



Freshness



Hybridization

Experience

4 Featured, 34 Examples

52,455 Total Clicks

URL: Hunt.to/430125

24-hr Retail

Retailers outside of food and beverage opt for round-the-clock consumer care

Trend - On-demand, 24-hr services are moving beyond QSR and food establishments into other retail spaces like fashion and beauty. Realizing the importance of customer care, brands are seeking to offer elements of convenience, personalization and access to their goods whenever they're needed. Such on-demand tactics by retailers, especially those not typically associated with such accessibility, speaks to the growing consideration of consumer needs among brands, to the point where retailers are adapting their business models and operating processes to better support them.

Insight - With the population growth and rapid development of large cities around the world has come a growing demand by consumers for services that they can have access to whenever they choose. The fast-paced lifestyles of urban dwellers requires some flexibility in routine, and brands are having to adapt to that same flexibility to reach as many customers as possible.



24-Hour Beauty Shops

Revlon Launched a 24-Hour Beauty Salon and is Offering Free Treatments



Unmanned 24-Hour Bookstores

The Xinhua Bookstore Utilizes the 5G Network & Facial Recognition Tech



Unstaffed Denim Stores

The LAB101 Denim Store Design Explores a New Format for Fashion Retail



Personalized Cleaning Services

'Tide Cleaners' Washes, Folds, Dry Cleans and Alters Clothes

6.2
Score



- Experience
- Personalization

4 Featured, 52 Examples

98,923 Total Clicks

URL: [Hunt.to/413571](https://hunt.to/413571)

Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

Your Contacts & Additional Services



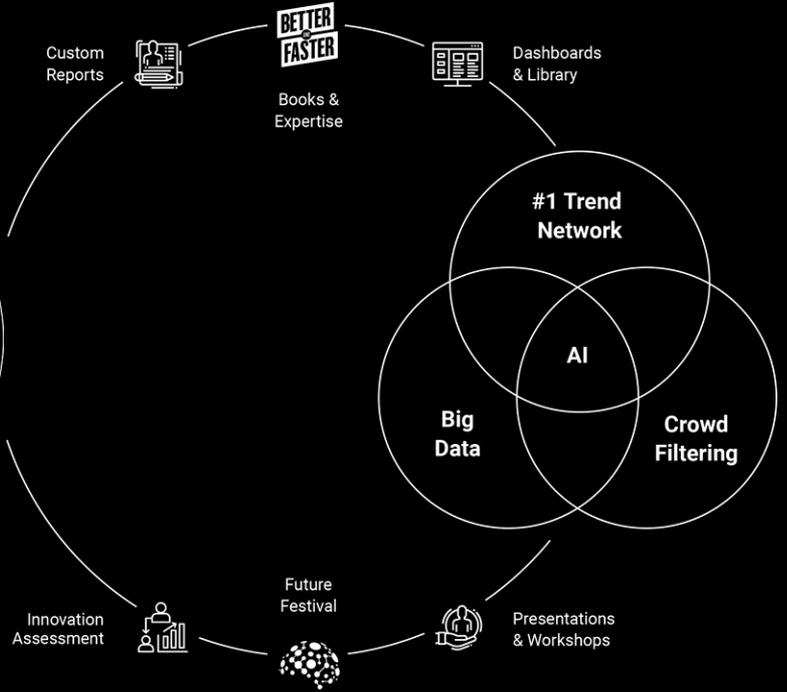
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
alisha@trendhunter.com



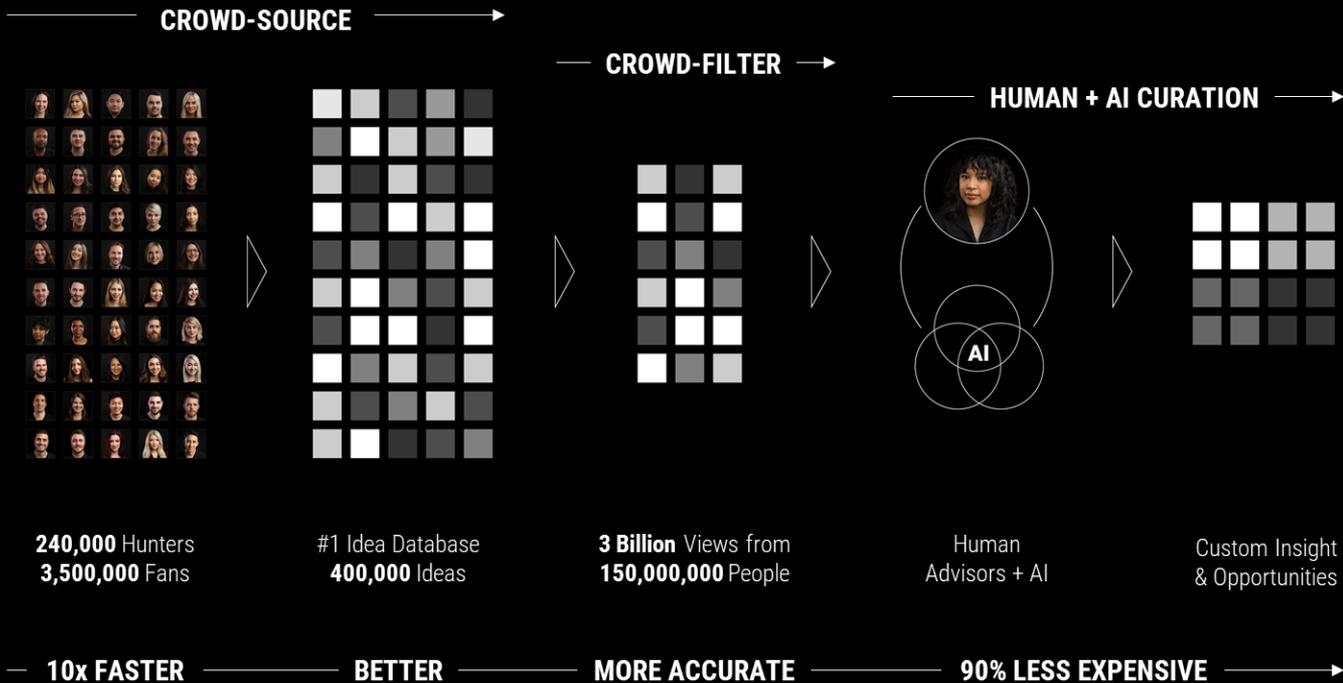
**YOUR DEDICATED
ADVISOR**

Mary Van Puymbroeck
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Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



Megatrend Matrix

| | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution |  <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p> |  <p>Cyclicity</p> <ol style="list-style-type: none"> 1. Retro+ Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles |  <p>Nostalgia</p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p> |
|  <p>Catalyzation</p> <p>Brands have taken a role of accelerating the personal development of consumers.</p> |  <p>AI</p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p> |  <p>Naturalty</p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p> |  <p>Youthfulness</p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p> |
|  <p>Reduction</p> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription |  <p>Instant Entrepreneurship</p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p> |  <p>Redirection</p> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying |  <p>Tribalism</p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p> |
|  <p>Curation</p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p> |  <p>Simplicity</p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p> |  <p>Gamification</p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p> |  <p>Experience</p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p> |
|  <p>Convergence</p> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital |  <p>Multisensation</p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p> |  <p>Divergence</p> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion |  <p>Authenticity</p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p> |
|  <p>Co-Creation</p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p> |  <p>Hybridization</p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p> |  <p>Personalization</p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p> |  <p>Many-to-Many</p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p> |

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric

Manufacturers are updating vintage vehicles to have electric capabilities.

Score: 8.8

Activity: [Progress bar]

Freshness: [Progress bar]

Popularity: [Progress bar]

Demographics: [Progress bar]

Clustered Lists: [Progress bar]

Top Lists: [Progress bar]

Related Content: [Progress bar]

Share: [Social icons]

Meta: 11/16/2014

Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles

The Expedition Camper (EC) has a dual-level, carbon-fiber body.

Score: 9.2

Activity: [Progress bar]

Freshness: [Progress bar]

Popularity: [Progress bar]

Demographics: [Progress bar]

Clustered Lists: [Progress bar]

Top Lists: [Progress bar]

Related Content: [Progress bar]

Share: [Social icons]

Meta: 11/16/2014

Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

Top Lists

Top Lists are collections of products, services or concepts curated according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at the bottom of our dashboard.

Top 100 Travel Trends in 2019

Top 100 Food Trends in December

Top 30 Pet Innovations

Share: [Social icons]

Meta: 11/16/2014

Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8 Score

Popularity: [Progress bar]

Activity: [Progress bar]

Freshness: [Progress bar]

Demographics: [Progress bar]

Freshness: [Progress bar]

Activity: [Progress bar]

Popularity: [Progress bar]

Overall Score: [Progress bar]

Share: [Social icons]

Meta: 11/16/2014

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.

8.8 Popularity: ██████████ Activity: ██████████ Freshness: ██████████

17 Trends, 42 Clusters, 112,127 Sources, March 16, 2022

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Installation Temp
Architecture takes on innovative methods of retaining or changing temperatures.

How could your brand lessen its environmental impact?

Overlooked Opportunity 85 - Workshop Question

Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

All-in-One Litter Boxes
The Tidy & Fresh One-Litter Box Combines Cleaning and Mop.

9.2 Popularity: ██████████ Activity: ██████████ Freshness: ██████████

17 Trends, 42 Clusters, 112,127 Sources, March 16, 2022

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**

