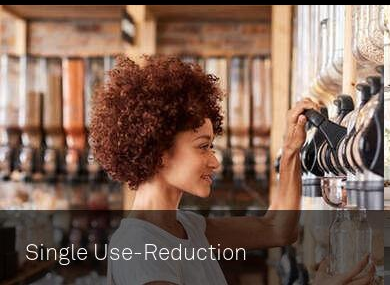
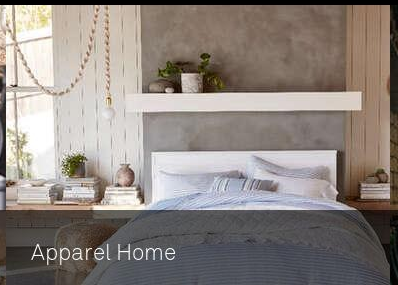
New Retail Partnerships

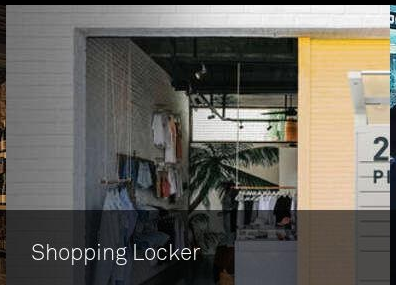
Trend Report for Little Diversified Architectural Consulting

10.19.21


Single Use-Reduction


Apparel Home

Wine Shops


Shopping Locker

Entrepreneurial Push

Report Summary | New Retail Partnerships

LITTLE
DIVERSIFIED ARCHITECTURAL CONSULTING

Prepared for:
Rich Glenny, James Farnell
Prepared by:
Mary
Delivered on: 10/19/21

Briefing: Exploring additional trends in mixed-use retail and retail partnerships.
Takeaway: Coming out of the pandemic we've seen a number of pivots disrupt the retail industry. In the future, consumers will expect more from in-person retail be it through enhanced experiences or layered value presented by mixed-use space. We currently see this appear most commonly through limited-time pop-ups within a store, but as the retail industry catches up with consumer expectations its possible these outlets could be built into the infrastructure of the store itself.

Top Insights

Single Use-Reduction *In-store refill stations are no longer specific to personal care*

Trend - As brands look to become more eco-friendly, in-store refill stations are one way they're shifting toward sustainability. This shift includes everything from coffee refill stations to supermarket skincare refills. Insight - Sustainability will be a growing focus among businesses as more consumers demand that brands prioritize environmental friendliness in the wake of climate change's devastating impact around the world. These demands will only increase as the climate crisis worsens.

Wine Shops *Restaurants convert to bottle shops in the wake of COVID-19*

Trend - Restaurants across Toronto have been closed for nearly a year in the wake of the COVID-19 pandemic. To survive the economic turmoil, many have shifted into curated wine shops offering unique selections of vino to locals. These establishments offer a unique ambiance and aesthetic that replicates the experience of "going out." Insight - The COVID-19 pandemic has transformed the shopping and entertainment habits of many consumers. Accessing goods shifted from causal grocery store outings and shopping trips to curbside pickups and online delivery. As a result, consumers feel a nostalgic need to revisit the activities of their pre-pandemic life, seeking an excuse to be seen and interact safely with others.

Apparel Home *Clothing brands expand their portfolio with the addition of home good products*

Trend - Popular brands in the fashion space are expanding their portfolios to include home goods. These range from decor, bedding, dishware, and furniture that are available at accessible price points. Insight - Consumers are increasingly working from home, resulting in a desire to upgrade their living space. These individuals are looking for affordable ways to invest in the decor and functionality of their home. Thus, there is a greater need for cost-accessible options for those who can't afford home redesigns and renovations.

Shopping Locker *Contactless lockers enhance the safety of shopping experiences*

Trend - Lockers in the retail industry are being rolled out as businesses look for ways to keep both customers and employees safe amidst the ongoing pandemic. Everything from food pickup to in-store returns are now being exchanged via lockers to reduce instances of person-to-person contact. Insight - Consumers around the world are being more careful with how they spend their time and money, and limiting their contact with others outside the home. However, certain responsibilities and needs require some contact with the outside world. Brands that show they prioritize safe customer interactions are more likely to get business from cautious consumers.

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.

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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.

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Single Use-Reduction

TRENDHUNTER CREATE THE FUTURE

In-store refill stations are no longer specific to personal care

Trend - As brands look to become more eco-friendly, in-store refill stations are one way they're shifting toward sustainability. This shift includes everything from coffee refill stations to supermarket skincare refills.

Insight - Sustainability will be a growing focus among businesses as more consumers demand that brands prioritize environmental friendliness in the wake of climate change's devastating impact around the world. These demands will only increase as the climate crisis worsens.

In-Store Supermarket Refillable Schemes
Loop and Tesco Launched a Refillable Cosmetics Initiative

Instant Coffee Retail Dispensers
Nestlé is Piloting Refillable Coffee Dispensers in Switzerland

Zero Waste Grocery Initiatives
Asda is Encouraging Customers to Bring Their Own Containers

Convenient Cosmetic Refill Services
The Body Shop Launched its Easy-to-Use Refill Initiative

8.4 Score

Popularity
Activity
Freshness

Hybridization

4 Featured, 35 Examples

73,550 Total Clicks

URL: Hunt.to/460450

Advisor Pick

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Apparel Home

TRENDHUNTER CREATE THE FUTURE

Clothing brands expand their portfolio with the addition of home good products

Trend - Popular brands in the fashion space are expanding their portfolios to include home goods. These range from decor, bedding, dishware, and furniture that are available at accessible price points.

Insight - Consumers are increasingly working from home, resulting in a desire to upgrade their living space. These individuals are looking for affordable ways to invest in the decor and functionality of their home. Thus, there is a greater need for cost-accessible options for those who can't afford home redesigns and renovations.

Fashion Label Home Goods
KOTN Recently Unveiled its New Sustainability-Focused Home Collection

Accessible Decor Collections
Gap and Walmart Created the First-Ever Gap Home Collection

Fashion Label Decor Stores
The First H&M Home Store Recently Opened its Doors in Vancouver

Upycled Activewear Furniture
adidas Created Upcycled Furniture Designs Using Vintage Apparel

6.2 Score

Popularity
Activity
Freshness

Co-creation
Naturality
Catalyzation

4 Featured, 36 Examples

77,380 Total Clicks

URL: Hunt.to/455144

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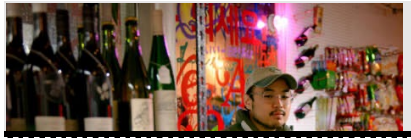
Wine Shops

Restaurants convert to bottle shops in the wake of COVID-19

Trend - Restaurants across Toronto have been closed for nearly a year in the wake of the COVID-19 pandemic. To survive the economic turmoil, many have shifted into curated wine shops offering unique selections of vino to locals. These establishments offer a unique ambiance and aesthetic that replicates the experience of "going out."

Insight - The COVID-19 pandemic has transformed the shopping and entertainment habits of many consumers. Accessing goods shifted from causal grocery store outings and shopping trips to curbside pickups and online delivery. As a result, consumers feel a nostalgic need to revisit the activities of their pre-pandemic life, seeking an excuse to be seen and interact safely with others.

Restaurant Wine Shop Pivots
Bottega Volo Pivoted to an Exclusive Wine Shop Amid the Pandemic



Korean-Style Bodega Wine Shops
Uncle Mikey's Bodega Has Transformed into a Wine Shop

Converted Natural Wine Shops
Paradise Grapevine Offers a Selection of Natural Wines

Black-Owned Wine Selections
Brooklyn's Happy Cork Features a Black-Owned Wine Selection

4.9 Score

Popularity
Activity
Freshness

Nostalgia

4 Featured, 31 Examples
14,921 Total Clicks
URL: Hunt.to/454162

Advisor Pick

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Shopping Locker

Contactless lockers enhance the safety of shopping experiences

Trend - Lockers in the retail industry are being rolled out as businesses look for ways to keep both customers and employees safe amidst the ongoing pandemic. Everything from food pickup to in-store returns are now being exchanged via lockers to reduce instances of person-to-person contact.

Insight - Consumers around the world are being more careful with how they spend their time and money, and limiting their contact with others outside the home. However, certain responsibilities and needs require some contact with the outside world. Brands that show they prioritize safe customer interactions are more likely to get business from cautious consumers.

Smart Shopping Lockers
Luxer One's Smart Retail Lockers Support No-Contact Experiences

Contactless Pickup Lockers
The Lowe's Pickup Lockers Are a Direct Response to COVID-19

Safety-Focused Customer Traffic Apps
A New Lowe's Employee App Monitors In-Store Traffic

Touchless Fast Food Restaurants
The New Burger King Restaurant Design Supports the New Normal

6.9
Score

Popularity
Activity
Freshness

Catalyzation

4 Featured, 32 Examples

34,843 Total Clicks

URL: Hunt.to/438508

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Entrepreneurial Push

TRENDHUNTER CREATE THE FUTURE

More individuals are embarking on the path of entrepreneuriship amid COVID-19

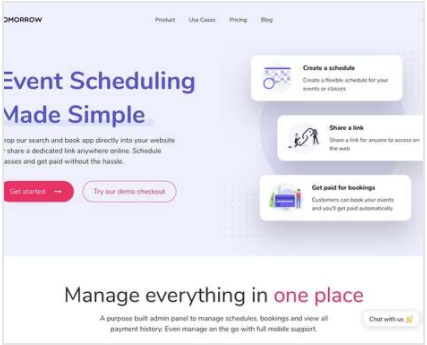
Trend - Businesses are launching campaigns and resources that are meant to support individuals who are interested in becoming entrepreneurs during the COVID-19 pandemic. These activations offer important information and coaching for starting one's own business.

Insight - Many lost their job because of the COVID-19 pandemic and some individuals—those who were fortunate enough to be in a good financial position—have decided to channel their energy into starting their own business. For many, this might be a long-time dream, while for others, it might be motivated by an obstacle they were trying to overcome during the pandemic. This, in turn, creates a demand for various resources and coaching opportunities, allowing consumers to feel more confident in planning and managing their idea's execution.

Business-Launching Retail Kiosks
The Conceptual 'Smartmoov' Mobile Retail Kiosk is Multifunctional

Humorous Entrepreneurial Ad Campaigns
Squarespace's Ad Campaign Wants People to Launch Their Idea

Rapper-Branded Financial Literacy Courses
21 Savage Boasts a Free Online Financial Literacy Course



All-in-One Schedule Management Apps
The Tomorrow App Lets Users Easily Manage their Books

5.9 Score

Popularity
Activity
Freshness

Instant Entrepreneurship Catalyzation

4 Featured, 36 Examples

49,503 Total Clicks

URL: Hunt.to/436466

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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.

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Your Contacts & Additional Services

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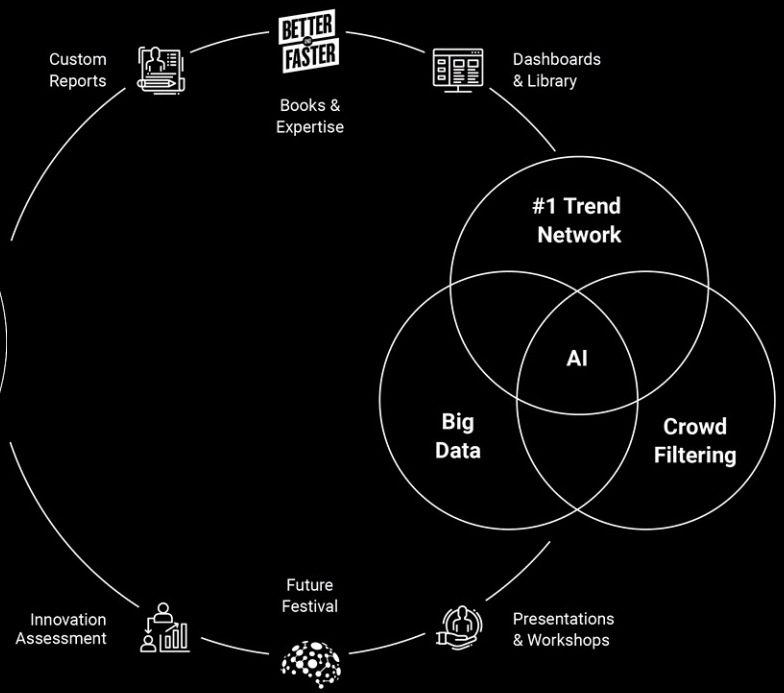
YOUR DEDICATED ADVISOR

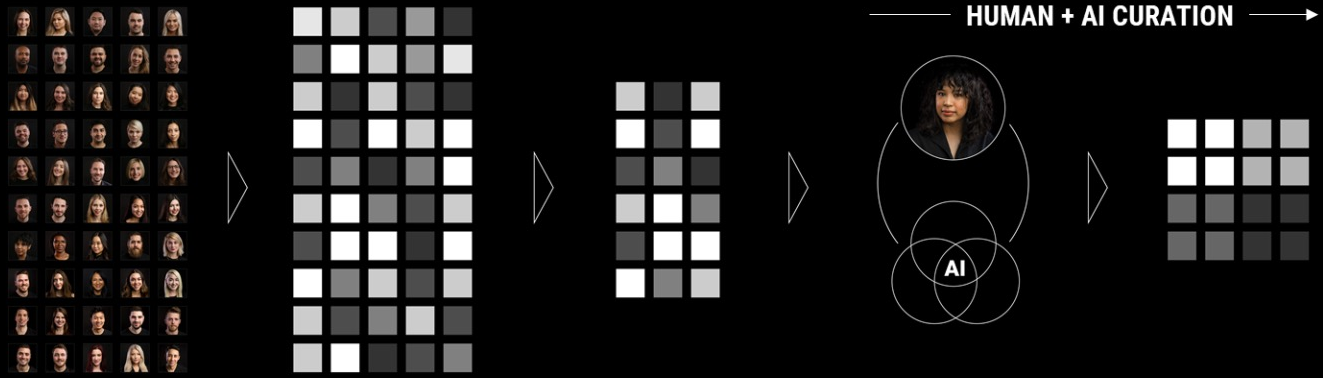
Mary Van Puymbroeck
mary@trendhunter.com



Our Process

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**!

CROWD-SOURCE → **CROWD-FILTER** → **HUMAN + AI CURATION** →



240,000 Hunters
3,500,000 Fans

#1 Idea Database
400,000 Ideas

3 Billion Views from
150,000,000 People

Human
Advisors + AI

Custom Insight
& Opportunities

10x FASTER — **BETTER** — **MORE ACCURATE** — **90% LESS EXPENSIVE** →

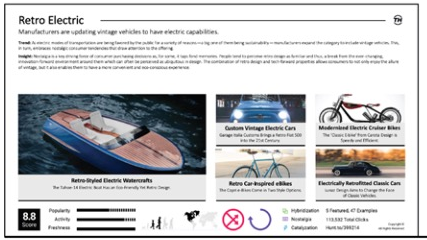
Megatrend Matrix

TRENDHUNTER CREATE THE FUTURE

Acceleration 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution	Prosumerism From user-generated content to maker culture, today's consumers are content creators and experts.	**Cyclicality** 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles	Nostalgia Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.
Catalyzation Brands have taken a role of accelerating the personal development of consumers.	AI We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.	Naturality The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.	Youthfulness The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.
Reduction 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription	Instant Entrepreneurship New services make it easier than ever to conceptualize, fund, launch and companies.	**Redirection** 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying	Tribalism Allegiant groups are more readily formed around specific interests, causes and even brands.
Curation Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.	Simplicity In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.	Gamification The application of game dynamics to real-world problems results in a world that's more competitive and engaging.	Experience In a world abundant with 'stuff,' experience becomes a more important currency and life priority.
Convergence 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital	Multisensation Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.	**Divergence** 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion	Authenticity Social media and a resistance to traditional advertising have created a desire for authenticity and reality.
Co-Creation Brands, products, services and consumers are increasingly co-creating an interdependent world.	Hybridization Lines are blurring as business models, products and services merge to create unique concepts and experiences	Personalization Small batch production technologies and more personalized media are creating an expectation for personalization.	Many-to-Many A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.

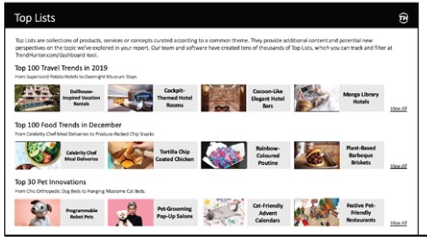
Understanding Content Classification & Article Scoring

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.

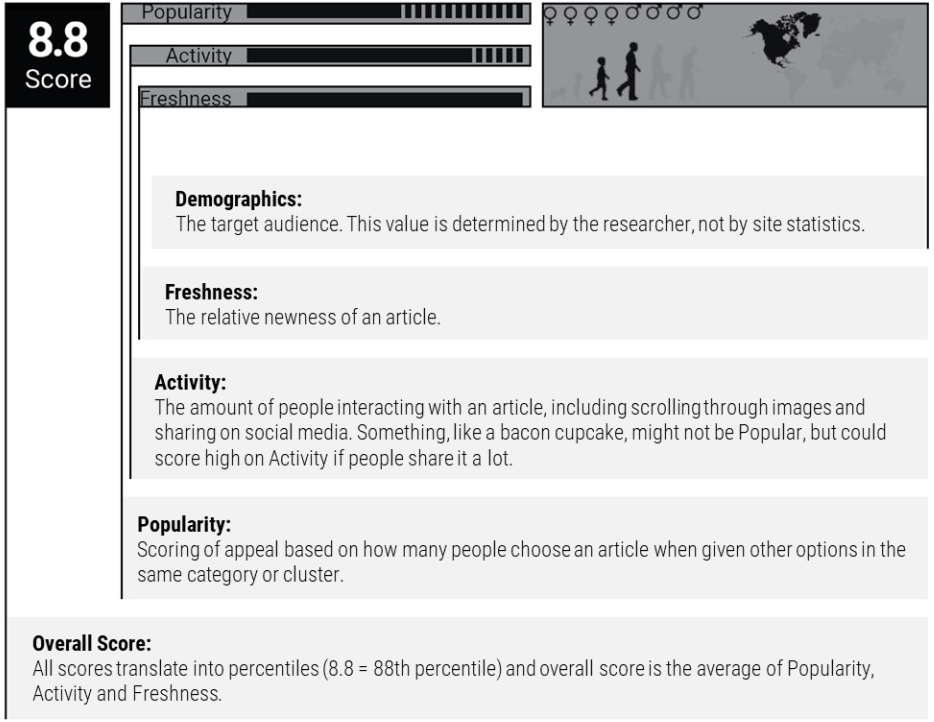


Consumer Insights:
The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

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



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



Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

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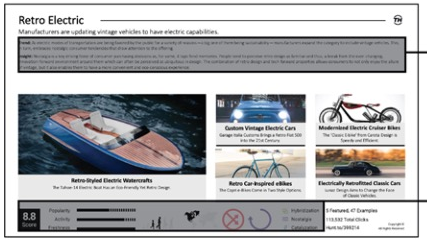
How to Read This Page

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.



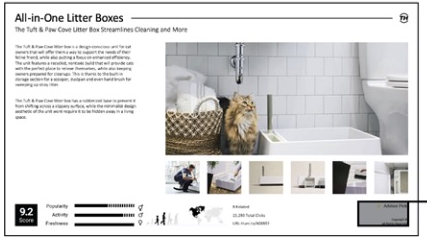
Trend:
This section identifies a new opportunity in a given industry.

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

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.

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.

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Want More?

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

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