



With an increased focus on the cost of living, ever-changing dynamics between consumers, brands and growing demands for climate-conscious business, the retail world is evolving, and brands must look ahead to survive and stay relevant.

Explore the trends shaping the retail sector today and learn how you can continue to appeal to the changing needs, expectations and values of your shoppers.

- Global ecommerce sales are set to reach **\$8.1 trillion** by 2026 – a 56% increase from 2021.<sup>1</sup>
- Inflation is projected to hit **5.2% globally** in 2023, down from 7.5% in 2022.<sup>2</sup>
- **61%** of UK consumers plan on reducing discretionary spending in 2023.<sup>3</sup>

## Cost-conscious consumerism

64% of consumers expect to make cuts to their household spending in 2023 due to rising inflation.<sup>4</sup>

A difficult economic climate is impacting brands and consumers alike. Many shoppers are increasingly opting for value and durability over low prices.

However, consumers are still looking for little luxuries to alleviate stress. Brands can still win by helping consumers indulge in the occasional luxury.

## Authenticity is key

In Asia alone, **authenticity** is the most important branding element for millennial consumers.<sup>5</sup>

Driven by the rise of de-influencing, shoppers are seeking out genuine, authentic and trustworthy brands when they're choosing where to spend. Brands can partner with creators and influencers to win positive – and genuine – product recommendations that resonate with audiences.

## The retail experience is changing

Social commerce is expected to hit **\$6.2 trillion** by 2030.<sup>6</sup>

The role of physical stores is rapidly changing to operate in tandem with digital channels to create a phygital consumer experience. As social commerce continues to soar, social media remains a key strategic tool for retailers.

The growth of new and exciting innovations like TikTok shops help brands create a seamless omnichannel experience for consumers and maximize revenue potential.

## COGGLES



## Convenience is king

30% of shoppers want to receive their orders within **24 hours**.<sup>7</sup>

To remain competitive, brands will need to meet – and exceed – customer expectations. This means offering faster delivery, precise time slots and tracking services, all the while balancing cost efficiency with convenience for the customer.

38% of consumers demand **faster delivery** from brands.<sup>8</sup>

## DTC is on the rise

DTC ecommerce sales are predicted to reach **\$175 billion** by 2023.<sup>9</sup>

A direct-to-consumer approach is a growing opportunity that is fast becoming essential for any brand. With greater personalization, a more direct connection to the consumer, and a valuable source of first-party data, DTC is key to online success, now and in the future.

## The climate crisis is changing consumer demands

41% of consumers are willing to pay more for a product they believe to be sustainable.<sup>10</sup>

As the climate crisis grows, so too will the ways that retail brands and consumers approach the role they play in it.

As shoppers embrace second-hand shopping, recyclable packaging and other green options, progressive retailers should embrace sustainability initiatives that are transparent, open and authentic.

In an era of financial uncertainty and changing shopping behaviours, you need a partner you can trust to help you thrive.

Ingenuity is the trusted provider of choice for retail brands, offering technology, global fulfilment and marketing solutions that drive growth, performance and sales – *no matter what the future holds.*

Let's talk.

[Explore our retail ecommerce solutions here.](#)



HOMEBASE

MATALAN

COGGLES

Nestlé